

WE DON'T FOLLOW TRENDS. WE FORMULATE THEM.

Three briefs. Three markets. Three lines
that made it to shelf.



01 - COLOUR

\$150M

valuation built



02 - STYLING

4 MONTHS

start to shelf



03 - HAIR CARE

5 WEEKS

line to market

Inside this document.



Three Private Label projects, each with its own brief, its own market and its own colour code across the pages that follow.

CASE 01

From a \$500K startup to
\$150M valuation

DTC hair colour brand · USA · omnichannel
scale-up

CASE 02

A luxury styling cream in
four months

Influencer-led premium brand · retail ·
natural ingredients

CASE 03

A hair care line ready in
five weeks

Professional retail brand · Eastern Europe ·
ready-to-go

A decorative pattern in the bottom right corner of the page, consisting of several overlapping circles of varying shades of grey and white, creating a textured, mesh-like effect.

From a 500k startup to **\$150M valuation**

How a DTC hair brand
built an omnichannel empire
with HSA Cosmetics.

How HSA Cosmetics partnered with a digital-native DTC
brand to engineer a soft, professional-grade hair color
system — and helped scale a \$500K launch into a \$150M
omnichannel business.



The challenge.



A digital-native DTC brand entered the market with a clear ambition — to make professional hair color easier, cleaner, and more accessible for at-home use.

The goal was not only to launch a high-performance color system, but to create an experience capable of generating excellent reviews, building trust quickly, and scaling across the highly competitive US beauty market.

DTC

Native digital launch

USA

Most competitive beauty market

Pro-grade

At-home application



The HSA solution.

A soft, user-friendly color formula — calibrated to combine the ease of a at-home routine with ***professional-level performance.***

Formulation

Smooth, intuitive application with controlled deposit and a reliable coverage.

Performance

100% grey coverage, tested across multiple hair types and ethnicities.

Packaging

HSA supported the development of a more ergonomic, distinctive packaging system — beyond the formula itself.

Clean & Vegan

Tailor-made, clean, vegan formulation — engineered to fit the brand's positioning.



The result.

A powerful example of how a strong Private Label hair color concept can evolve into a ***scalable business success***.



Initial Funding
\$500K → Brand Valuation
\$150M

From DTC

Native online launch

To Retail

Professional channel

To Retail

Professional channel

To Online

Marketplaces & platforms

The products behind the project.



Customized haircolor systems designed around the brand's positioning, consumer expectations, and distribution strategy — professional in performance, intuitive in application.



01.

Permanent Color

Long-lasting deposit with reliable grey coverage. The professional baseline of the system.



02.

Liquid Toner

A fluid finishing layer to refine tone, neutralize undertones, and lift the editorial finish.



03.

Bleaching

A clean lift to prepare hair for true-to-tone results — gentle on the fiber, decisive in the result.



04.

10-Minutes Hair Color

A faster service window without compromise. Designed for the at-home cadence — pro-grade in ten.

Is that IMPOSSIBLE?

“We need a luxurious, high-performance styling cream, only natural ingredients: launch in 4 months.”

Most R&D teams would say no. HSA's response: a fully customized formula that became the influencer-led brand's most successful launch.



The challenge.



A premium, influencer-led brand, already distributed through some of the world's leading beauty retailers, needed to develop a highly customized styling product that would reflect its elevated positioning and strong sensorial identity.

The objective was ambitious: create a styling cream with a sophisticated texture, visible performance, and a memorable product experience, in only 4 months.

**Luxury
product**

Elevated positioning

**Already in
retailers' stores**

Leading beauty retail





The HSA solution.



A flexible and technically advanced formulation strategy: the R&D team started with an existing styling formula, selected for its *functional potential and adaptability*.

Formulation

Dedicated active ingredients and a bespoke fragrance.

Performance

Claim support, naturality, sustainability, and premium feel.

Timing

A custom styling cream that became one of the brand's most relevant launches, delivered in less than 4 months.

The result.

HSA delivered a custom styling cream that became one of the *brand's most relevant launches*.



Request

Premium,
customized



Result

**Luxury formulation in 4
months**

Performance

Salon product

Sensoriality

Luxury touch

Sustainability

Only natural ingredients

Fast timing

Launched in 4 months

The products behind the project.



Turning ambitious premium brand visions into customized, high-performance formulas with a distinctive sensorial signature.



01.

Curl Defining Cream

Rich but sophisticated texture for defined, revived, natural-looking curly hair.



02.

Natural Effect Paste

Styling paste that shapes and defines the hair with a soft, natural finish — dynamic looks without stiffness or residue.



03.

Sculpting Paste

Sculpt, draw, color. Pure creativity for salon and DIY services.



04.

Strong Fixing

Versatile paste that defines and enhances hair texture, offering flexible and natural hold.

Hair care line launched in record time

How to accelerate time-to-market: hair care line ready in a few weeks only

A professional retail brand in Eastern Europe needed a smarter approach, and HSA offered a different model: ready-to-go Private Label formulas from the HAIRO line. Recurring reorders of 15,000–20,000 pieces.



The challenge.

A professional and retail hair care brand, already well established in its Eastern European market, needed to launch a new hair care line in a very short timeframe.

The goal was clear: avoid a long and complex development process, optimize minimum order quantities, and significantly reduce time-to-market.

MOQ

Optimized MOQs

20.000

Recurring reorders of 15,000–20,000 pieces

TTM

Ready-to-go line with fast time-to-market





The HSA solution.



HSA proposed a smart and pragmatic development strategy based on *ready-to-go Private Label formulas*.

Formulation

Ready-to-go formula based on the HSA HAIRO line.

Performance

Hydration, volume, repair, hair loss support, greasy scalp treatment, and dandruff-prone scalp care.

Strengths

Complete, accessible, and commercially strong line.



The result.



The line was launched in an extremely short timeframe, allowing the brand to expand its offer *without the delays of a fully customized development path.*

Market windows

ASAP



Time to market

5 weeks

Brand

Well established East-Europe brand

Necessity

Expand product portfolio

Requiring

Fast delivery and launch

Result

Recurring reorders of 15,000–20,000 pieces

The products behind the project.



The project was based on a hydrating hair care routine featuring shampoo, conditioner, and mask: three essential products designed to answer a clear and highly requested consumer need.



01.

Hydrate+ Shampoo

Gentle on the scalp, precise in its action. A vegan-friendly formula that cleanses and prepares the fiber for deep hydration — without compromise on naturality.



02.

Hydrate+ Conditioner

A 97.37% natural formula that detangles, smooths, and seals. Lightweight enough for daily use — high-performance enough to redefine softness at every wash.



03.

Hydrate+ Mask

The intensive treatment at the core of the routine. Vegan-friendly and high in naturality, it replenishes moisture at fiber level — for visibly healthier hair.

What this means for **your brand**



With more than 50 years of expertise and 90+ countries covered, HSA Cosmetics is the Private Label partner for niche and premium hair care brands looking for tailor-made formulations, advanced technologies, and complete production support.

50+

YEARS OF
EXPERTISE

90+

COUNTRIES
COVERED

100%

MADE IN
ITALY

- Internal R&D laboratories & deep technical know-how
- Concept · formulation · testing · packaging · filling
- Production science-backed, performance-driven, sustainability-minded
- Premium positioning, ingredient transparency



Ready to engineer your next launch?

Talk to our R&D and product team about your brief.

CONTACT HSA →

