

mila
PROFESSIONAL

Loving beauty

RESPECTING INDIVIDUALITY

MILA PROFESSIONAL



Mila Professional is an integral part of the Fale Loki Koki organization, a leader in the hairdressing industry and distributor of cosmetics to over 20,000 hair salons.

The brand holds a unique position within the House of brands FLK. It is the only proprietary cosmetic brand whose products are developed by Polwell specialists, the owner of the Fale Loki Koki brand, who have over 33 years of experience in the hairdressing market and are dedicated to delivering innovative solutions for stylists in Poland and worldwide.



HOUSE OF BRANDS

HOUSE OF BRANDS



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Greatest European
EXPERIENCE
IN ONE BRAND



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Greatest European
**EXPERIENCE
IN ONE BRAND**

We're a Polish hairdressing brand that boasts rich European experience in producing specialistic haircare, coloration, and styling cosmetics.

We create a team of specialists with over 20-year experience in the industry, setting daring goals and focusing on dynamic development. We study the needs and preferences of hairdressers and, as a result, give them tools to work with and knowledge backed by experience. In this way, we provide them with the freedom to carry out their profession as they only desire.

01

POLISH BRAND
*with European
experience*

02

*Signature,
professional*
HAIRDRESSING
COSMETICS

03

Pioneering
TRAINING
SOLUTIONS

04

20 YEARS OF
EXPERIENCE
in the industry

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INDIVIDUALITY**

We set ourselves daring goals thanks to knowledge acquired throughout the years.

We are focusing on dynamic progress targeting our activities at conscious hairdressers. Our goal is to inspire, provoke creativity and elevate hairdressing skills to new level.

We appreciate ambitious hairdressers and recognize their talent.

By offering them our knowledge we want to support development of their skills. Our expertise and products are intended to enable freedom of action and provide work satisfaction. Thanks to them we create great projects and give stylists an occasion to fulfill their own ideas.

We want to spark their interest toward passionate approach, create a safe space to express their vision and encourage them to dare to try new challenges.



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Hairdressing industry evolves. So we are.

We are observing, analyzing and taking action. Our advanced products are made with passion at the newest European factories. Formulas are based on innovative technologies and adapted to the needs of a modern cosmetics market. The true professionals, who need the highest quality are appreciating our products

01

DYNAMIC
growth

02

YEARS LONG
experience

03

excellent
QUALITY

04

INNOVATIVE
actions



Due to dynamic growth,
we are expanding the circle
of distributors at foreign
markets.

We export Mila Professional
products to i. g. :

- Czech Republic,
- United Kingdom.
- Slovakia,
- Lithuania,
- Latvia
- Estonia,
- Ukraine,
- Croatia,
- Finland,
- Netherlands.

EXPORT OF MILA PROFESSIONAL PRODUCTS

WITHIN EUROPE



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M I S S I O N

Mission

MILA PROFESSIONAL

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We desire to awaken
creativity, inspire and
transfer hairdressing into
a new dimension.

We focus on dynamic development, introducing
to the market products based on cutting-edge
technologies and ecological solutions. We direct our
actions to conscious hairdressers, and we cherish their
professionalism. We offer them our knowledge and
experience, and **we strive to make the future
a direction they will follow.**



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We awake
CREATIVITY

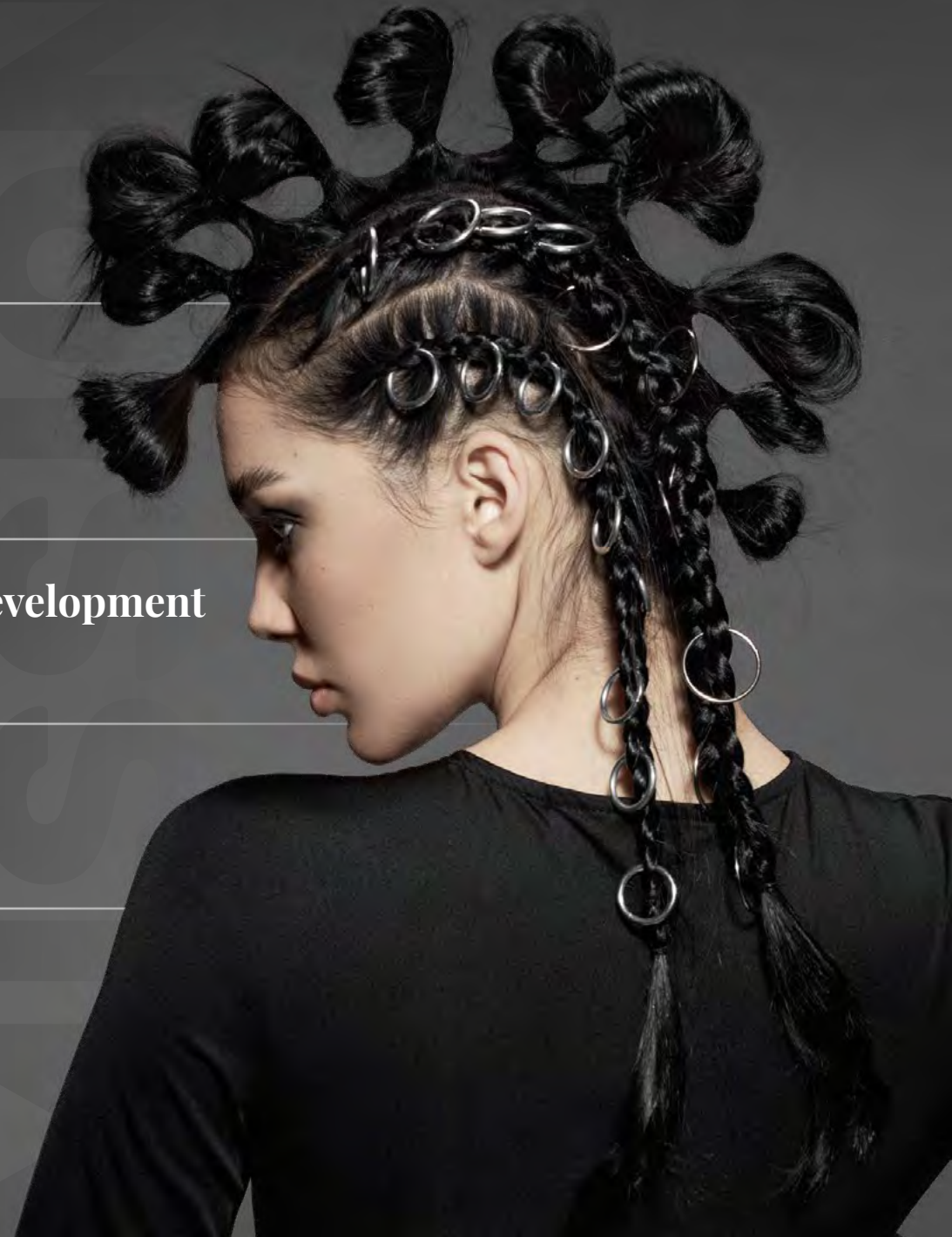
**We create
new solutions**

**We build
long-lasting
relations**

**We take care of development
and education**

**We follow
the trends**

**We notice
talents**





The vial aspect of Mila Pro
activity is education.

Our offer embraces hairdressing
training in the field of:

COLORIZATION

DECOLORIZATION

HAIR CARE

MEN'S HAIRCUTS

WOMEN'S HAIRCUTS



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Professional development
and knowledge acquisition
are the cornerstones
of success.

We take care so the hairstylists cooperating with the brand can have the best workshop possible and could perfect their skills.

Each year the team of our instructors conducts about 500 training from the scope of coloration, cutting, and haircare, which directly influences closing the professional ties and deepening the hairdressing knowledge.



We discover the inner strength



We strive to give the stylists as many educational options as possible

So we've created an online training platform
under the name **Akademia Rozwoju**
(Development Academy).

It is a place of inspiration, combining a passion for
hairdressing with a desire to share knowledge. The
Academy brings together a community of stylists to
improve their professional skills according to their
needs at any time they want.



We bring out the external beauty

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STORY

Our story

”

Most of all, Mila Professional constitutes
a beautiful history born out of passion,
development desire and... love.

WALDEMAR KOTECKI

Brand founder

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A BIT OF
history

BEGINNING – 2003

Our history began in the year 2003. The brand was established in Bydgoszcy by Waldemar Kotecki – a man closely related to the hairdressing brand for many years. Due to the observation of the professional hair product market in his head slowly sprouted an idea of creating a private cosmetic brand. The ultimate goal became implementing on the market products that would realistically respond to the hairdressers' needs and support their daily work.

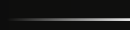


And everything started with a blonde...

By analyzing the market, the founder, with a team of experts, were looking for an answer to the following question: WHAT DO HAIRDRESSERS WANT? And not just the hairdressers but actually their Clients. The response was perfect blondes, which constituted the unrelenting popularity of such coloration type in hairdressing salons.

And it happened!

Sprouting over several years idea was finally forged into a real product. The formulation of the first cosmetic of the new brand – violet shampoo eliminating yellow shades for blond hair, was created.





The Milestone

Due to the dynamic development of the hairdressing industry. It was clear to keep moving forward. Listening to the customer's needs and observing happening changes, we've decided to set a milestone in the brand's development, focusing on implementing innovative products. Ones that will be more than a support and will simplify the work in hairdressing salons.

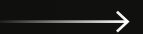


What's your name?

To reach full success, the brand was still lacking a name. As the brand was a special project to the Owner, he wanted the name to always be associated with him remarkably. So he decided to approach this very personally, using a shorter version of his daughter's name.

From this moment onwards, haircare, coloration, and styling products appeared permanently on the hairdressing products market under the name Mila Hair Cosmetics and became a tool in professionals' hands. The Mila Hair Cosmetics products, throughout 15 years, were positioned among hairdressing brands in the 'D' segment, but later everything changed.

Disruptive changes of the brand
had started in 2019



2019



New strategy and change of the name

The roll-out of a new marketing strategy, based on which the process of repositioning combined with the rebranding of existing products and implementation of innovative new ones has begun

Change of the name to Mila Professional



The rebranding of Milaton hair colors

2020



Implementation of Be Art styling



First Mila Pro hair shows

Tournée in 7 cities presenting the newest trends in the hairdressing world and participated by our Clients.



Akademia Rozwoju (Development Academy)

As one of the first brands in Poland, we've created an online education platform thanks to which hairdressers have access to professional courses 24/7

2021



Be Eco Haircare

Launching Be Eco is a key moment in the brand's life. As the first ones in the hairdressing industry, we've created an eco-haircare based on PEH Balance formulations. The products received recognition and nominations for prestigious national cosmetic awards.



A rebranding of **PLEX** and **MAX** bleaches

Implementation of **MILA WOW** bleach



An extension of **Milaton** coloring by 11 new blond shades

2022



Implementation of express coloration **IQ Color**



Implementation of express haircare **IQ Care**

By being a modern brand, we strive to set hairdressing trends. Implementation on the market of innovative working in express time IQ products for haircare and coloration became a beginning of a revolution, which aimed to optimize work in salons by maximal shortening of the time of performing services while maintaining the high quality of treatments.

2022



Implementation of premium haircare **Rich Therapy**



Hairdressing show **MAGIC TIME**

On May 15th 2022 Mila Professional Brand was pleased to host an exciting hairdressing show called Magic Time and had there hairstylists from all over Poland. It was a special day, the theme of event was TIME, MAGIC and EMOTIONS. Creative director, Bartosz Bronowicki and training instructors from Mila Pro took the audience to time travel. Step by step, they introduced the world of hairdressing inspirations.

2023



Implementation of a further lines from the **Be Eco series** – **Superb Blond and Vivid Colors**



Implementation of base haircare **SIMPLY**

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BRAND

Brand positioning

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BRAND POSITIONING

01 PREMIUM

DAVINES
L'OREAL

WELLA
KEMON

SCHWARZKOPF
GOLDWELL

02 MEDIUM

MONTIBELLO
Z.ONE
ALFAPARF

ARTEGO
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LEYTON
SUBRINA

03 LOW-COST

JOANNA
SOLFINE

01



300%

INCREASE
IN SALES OVER
A **FIVE**-YEAR
PERIOD

02



23
mIn PLN

OF ANNUAL
TURNOVER

03



1500

AFFILIATIVE
SALONS

04



160

SALES
REPRESENTATIVES
IN POLAND

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PRODUCTIONS

Products

MILA PROFESSIONAL

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COLOREERING

Coloring

MILA PROFESSIONAL

IQ
COLOR

intelligent
QUICK COLOR

IQ Color – modern, 3-step hair coloring

Was created to maximally shorten the time of hairdressing services and improve work in salons. It is a perfect remedy for all hairdressers who want to use time efficiently, develop business and succeed. IQ is a permanent coloration dedicated to the hair of color level from 2 to 11. It is based on cutting-edge Lamellar IQ Technology, which ensures safety, natural effect and gives hair shine and healthy look.



10 MINUTE



VEGAN



PPD FREE



PERMANENT
COLOR



LAMELLAR
TECHNOLOGY



GREY HAIR
COVERAGE



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deep
REFLEX
AND VIVID HUE

Milaton Professional dyes contains micro-pigments penetrate deep into the hair structure using only little amount of ammonia.

This specially developed formula protects hair during colorization, giving them exceptional deep reflex and vivid hue. Obtained color characterizes by unique intensity unusual for using traditional methods of colorization. Milaton Professional also ensures perfect coverage of even the most stubborn grey hair. Thanks to the content of white beeswax and jojoba oil, hair is nourished and moisturized, while mullein has an extra soothing effect on the scalp.



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brightener
MILA MAX
MILA PLEX
MILA WOW

Bleaching powder MAX allows lightening of the hair up to 7 tones protects against damage during the treatment.

Beaching powder PLEX allows lightening of the hair up to 7 tones and provides maximum protection during the treatment.

Bleaching powder WOW allows lightening of the hair up to 9 tones and provides precise neutralisation of unwanted shades.



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CARE

Care

MILA PROFESSIONAL

BE ECO

TAKE CARE
OF YOUR HAIR
consciously

BE ECO are environmentally friendly, specialised hair care products, based on ingredients of natural origin. They do not contain substances, such as: SLS, SLES, mineral oils, silicones, parabens, artificial dyes PEG and they are 100% vegan.

BE ECO formulas are designed in line with PEH BALANCE. This means that, thanks to the perfectly balanced combination of ingredients, the products provide the right amount of **proteins, emollients and humectants**, which is the basis for keeping your hair in perfect condition.

BE ECO products are divided into 5 lines. Each of them solves different problems and makes conscious hair care bring the expected results.



IQ
CARE
IQ

LAMELLAR
water

mirror effect
ON YOUR HAIR

**A breakthrough hair care,
which ensures a mesmerizing
effect in just 20 seconds.**

The Lamellar Water is an innovative product that gives hair intensive shine and silky smoothness in seconds. Instantly after the treatment, hair become shiny and soft in touch. They also stop being frizzy and detangle and style better. Formula based on Lamellar IQ Technology reduces unevenness as the active ingredients precisely penetrate in exact places that require deep restoration and hydration.





hair care

THAT GIVES YOUR HAIR ABSOLUTE BEAUTY

Keratin reconstruction with Colloid Gold

The cosmetic range Rich Therapy was designed to ensure effective hair care, regenerating the hair and putting them in a place of harmony. Formulations rich in perfectly resonating active ingredients guarantee a flawless look thanks to deep nutrition and strengthening of hair fibres. The strands become more elastic and frizz less, enhancing the natural structure's beauty and giving satin shine.



simply

simply an
EFFECTIVE ACTION

SIMPLY THAT:

A series 4 lines through which hairdressers can achieve clearly defined haircare goals: **color protect, smooth, repair, nourish.**

Proof that hair care doesn't have to be complicated.

Cosmetics whose effectiveness is confirmed by application tests.

Products that are friendly to both hair and the environment.



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STYLING

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STYLING BE ART

styling
BE AN ARTIST
BE THE STYLING!

Besides styling and giving hold, healthy-looking, shiny, and strong hair was the primary goal of specialists who were creating the Be ART styling line.

Thanks to the right combination of ingredients and the implementation of sensual scents, created products aim to fulfill the needs of even the most demanding hairdressers.



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AWARDS AWARDS AWARDS

MILA PROFESSIONAL

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The superior quality of Be Eco products, addressing various hair concerns, has earned recognition among members of Best Brands Connect - the Polish Institute of Brand Development. Consequently, the Mila Professional brand has been awarded the title of Cosmetic Brand of the Year 2021, symbolizing professionalism, quality, and reliability. This accolade further solidifies its market position in the beauty industry.

In addition, the Mila Professional brand has reached the finals of the 'Dobry Wzór 2021' competition with the packaging of the Be Eco product. Experts from the Institute of Industrial Design, along with an independent jury of specialists, evaluate and select the best designs across various categories (our category being packaging).



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TEAM
Our team

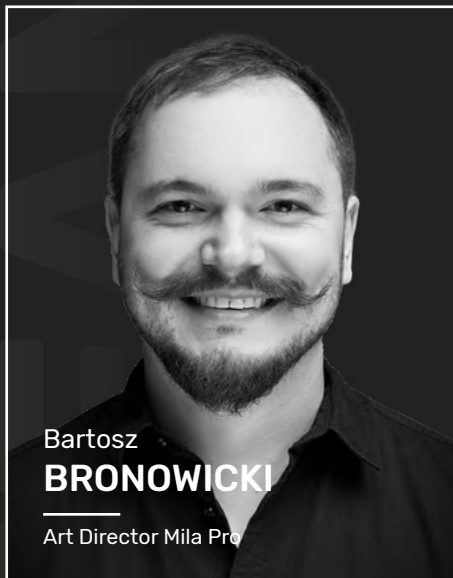
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INSTRUCTORS

MILA PROFESSIONAL BRAND



Bartosz
BRONOWICKI
Art Director Mila Pro



Łukasz
BRAUN



Szymon
KACZMARZYK



Przemek
BRZOZOWSKI



Katarzyna
OLEJARCZYK



Małgorzata
TALAROWSKA



Joanna
GWIAZDOWSKA



Irmina
DŁUGOLECKA



MARKEETING

Marketing OBJECTIVES

MILA PROFESSIONAL

SOCIAL MEDIA & WEBSITE



FB MILA PRO



[mila.professional](https://www.instagram.com/mila.professional)



[Mila Professional](https://www.youtube.com/MilaProfessional)



www.milapro.eu



FASHION SHOW WILD GENDER



EVENT 20th ANNIVERSARY



EVENT MAGIC TIME



01

FAIRS

Participation in international beauty industry fairs

02

FASHION SHOWS

Participation of mila pro instructors in the role of hairstyles creators in shows

03

EVENTS

Hairdressing shows for stylists cooperating with the brand



DEVELOPEMENT ACADEMY ONLINE TRAINING

A place of inspiration, combining passion for
hairdressing with the desire to share knowledge

www.akademia.milapro.eu



STATIONARY TRAINING

Professional development and acquiring knowledge are
the foundations of success. We make sure that stylists
cooperating with the brand have the best workshops and
improve their skills

TRAINING

PRODUCT LAUNCH CAMPAIGNS

SELECTED EXAMPLE

10
COLOR
IQ

10 MINUTE
COLORING

- 01 CATALOGS
- 02 VIDEO CONTENT
- 03 SOCIAL MEDIA
& LANDING PAGE
- 04 PRESS CAMPAING
trade and beauty magazines
- 05 BRANDING SESSION
- 06 PRODUCT PHOTOSHOOT

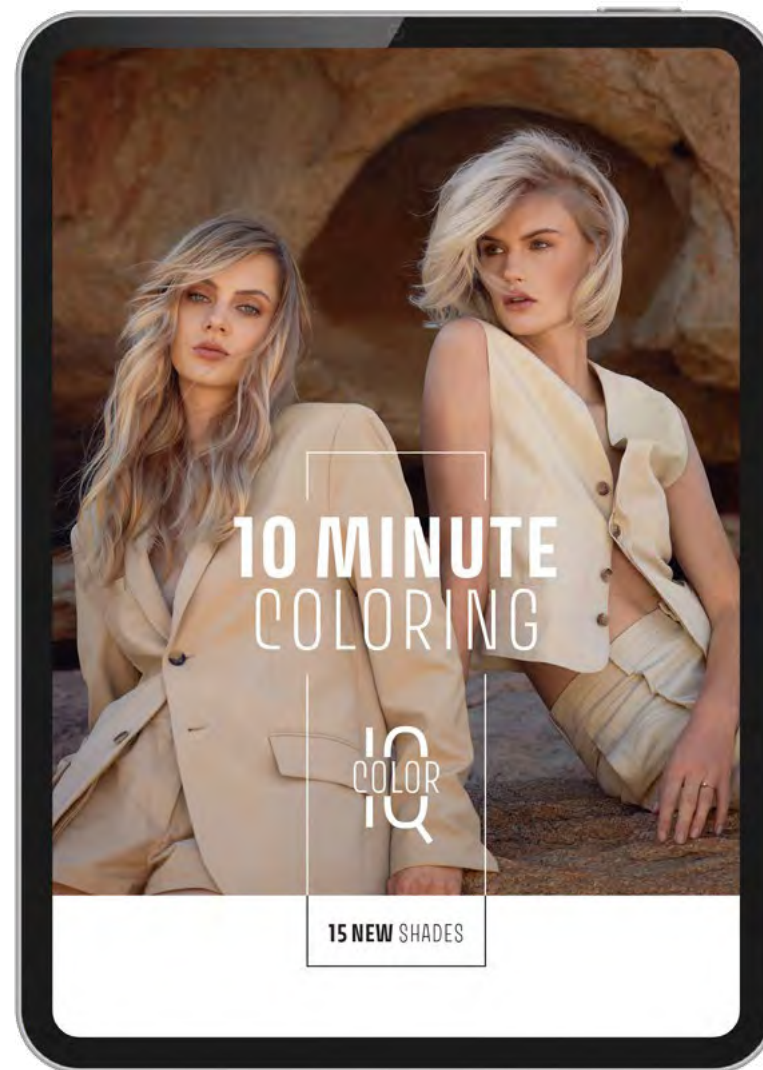


COLOR
IQ

CATALOGS



CHECK

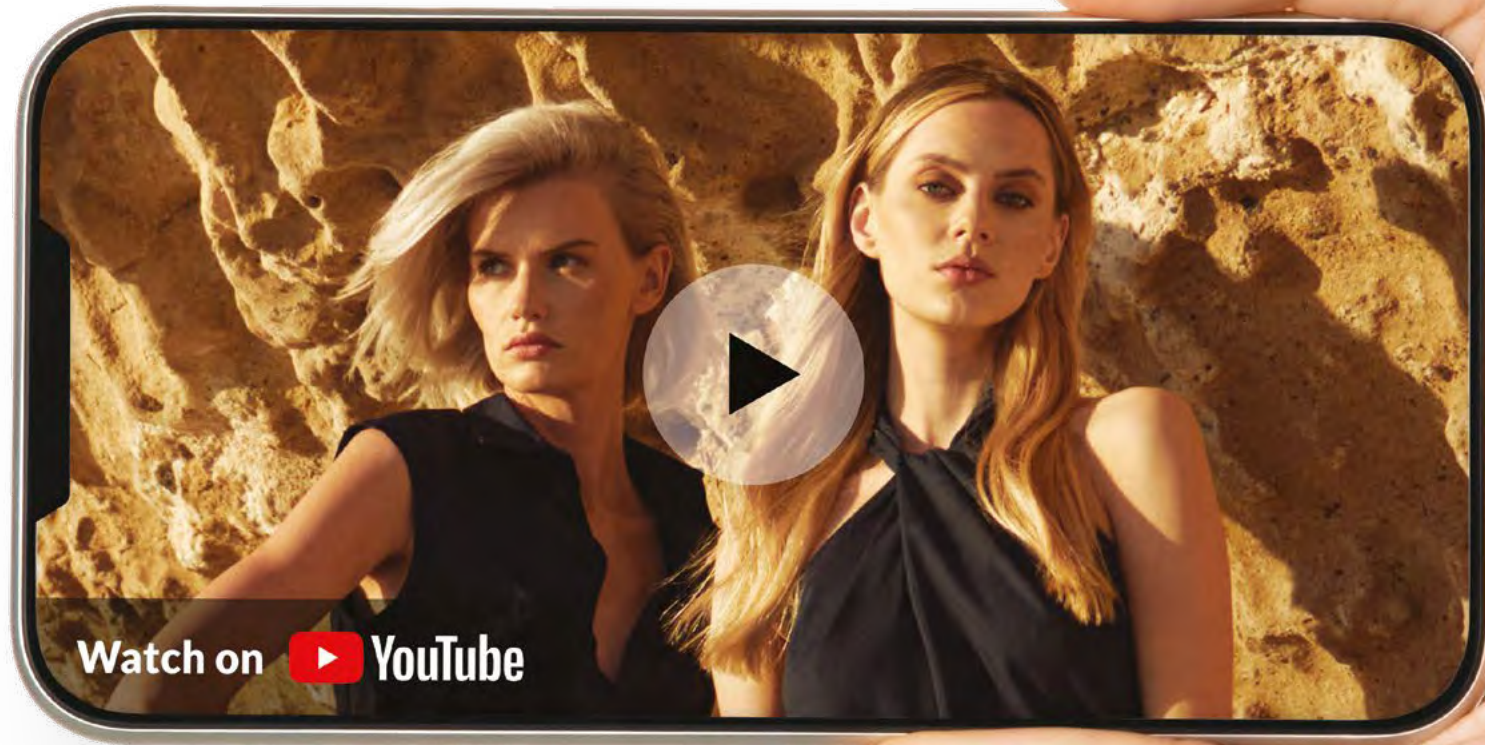


CHECK



COLOR
IQ

VIDEO
NEW SHADES
SHINY COLLECTION
FUERTAVENTURA



CHECK

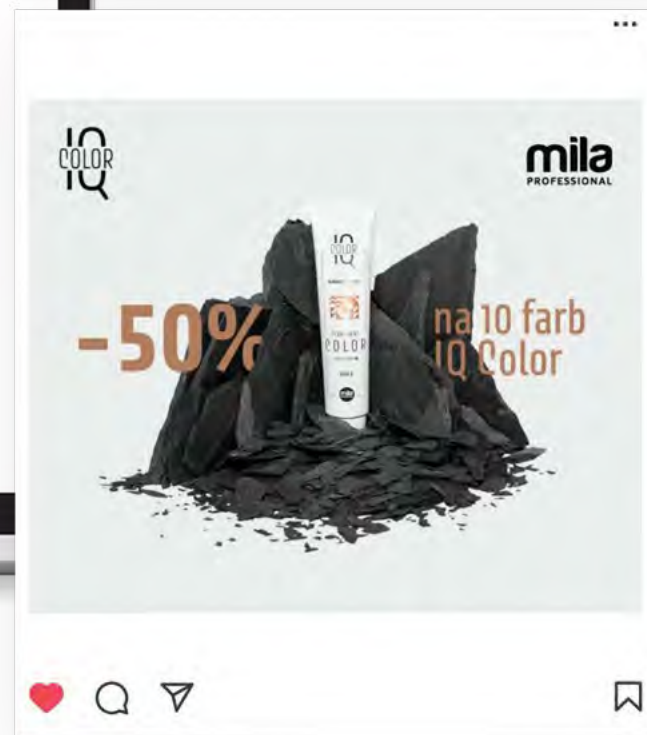


COLOR
IQ

SOCIAL MEDIA & LANDING PAGE



CHECK

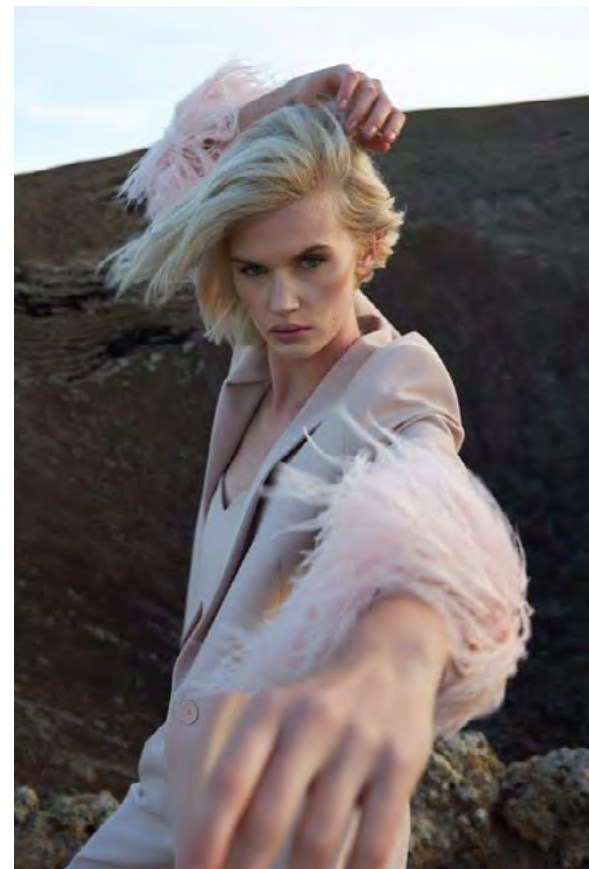
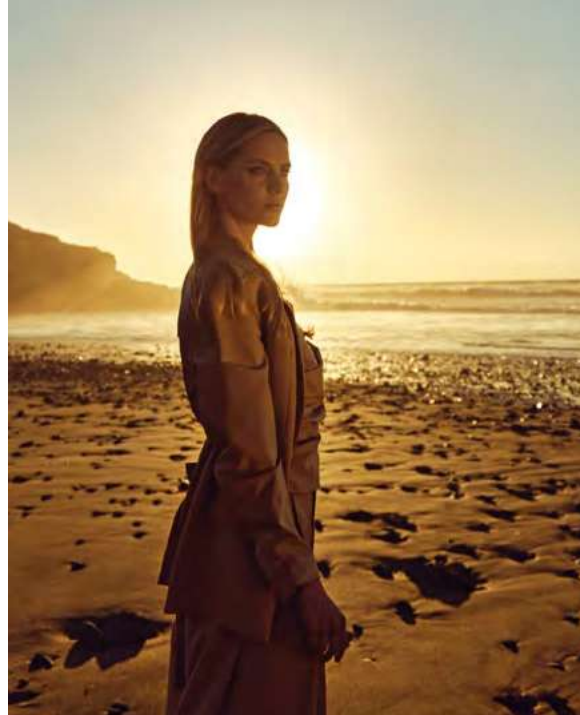


CHECK



COLOR

BRANDING SESSION



SHINY
COLLECTION

CHECK



15
COLOR

PRODUCT PHOTOSHOOT



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MATERIALS

PROS

MATERIALS

MILA PROFESSIONAL

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PRODUCT DISPLAY STAND



←
DISPLAY

**PRODUCT
DISPLAY STAND
ON THE COUNTER**



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PAPER
BAGS



FABRIC
BAGS

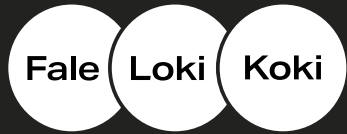


BAGS

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**WINDOW
MARCHENDISIGN**







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