

Kallos Cosmetics





Finding the optimal balance between quality and price, while always being innovative.

Kallos Cosmetics in a Glance

The enterprise was founded in 1978, and still has 100% Hungarian ownership.

In addition to hair and body care products, our company also manufactures and distributes make-up articles. Every element of our particularly wide product portfolio, consisting of hundreds of products, has been developed in our own laboratory, and produced in our factory in Budapest. These articles are manufactured from base materials, with special respect to the design of our products and the quality on a uniquely favorable prices.

The success of our consistent developments is clearly indicated by the fact that we are present all over Europe. Our key aspirations are the provision of high-standard deliveries to our customers and the continuous development of our services.

We strongly believe that due to our value proposition the demand can further increase for our products during recession time, hence your company can highly benefit by offering Kallos Cosmetics products on the shelves. Based on an Euromonitor International report from 2020, Kallos Cosmetics had **2,3% market share** in Hungarian, **3,6% market share** in the Romanian haircare market in 2019.

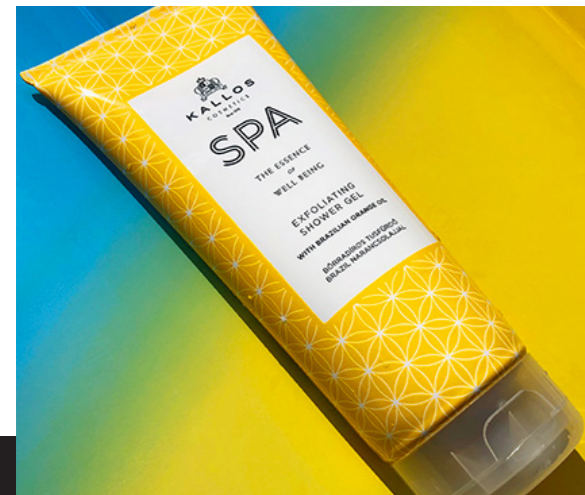


Manufacturing technology in Kallos Cosmetics

Cold technology

Production is carried out at room temperature. Mix the raw materials in softened water slow/medium speed with a shovel or propeller mixer.

Products: shampoo, shower gel, hand wash



Warm technology

Production is carried out at 80 degrees. The watery and oily phase are heated to 80 degrees and mixed at high speed using a special homogenizer.

Products: conditioner, hair mask, hand cream, lotion



Cosmetics

Skin care: shower gel, hand wash, hand cream, body lotion

Hair care: shampoo, conditioner, hair conditioner mask, hair fixing (gel, mousse, hair spray)

Makeup: hair colours, eyebrow pencils, eyelash colour, nail polish, makeup, lipstick



Kallos Cosmetics – Mission

PROVIDING HIGHLY STYLISH, QUALITY BEAUTY PRODUCTS WORLDWIDE FOR THE MASS MARKET AND FOR PROFESSIONALS, WHICH WERE PREVIOUSLY AVAILABLE ONLY IN THE PREMIUM CATEGORY.

15mln
euro turnover

16mln
pieces produced per year

Available in 32
countries

88K
likes on Facebook

Not-Animal
tested

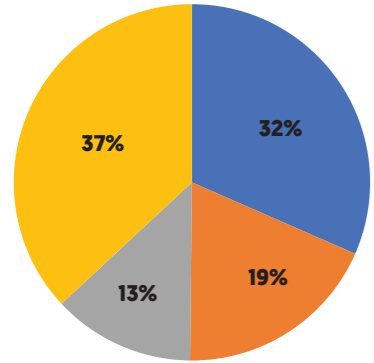
80
employees

„I'm looking for quality and up-to-date beauty products, without spending too much.”

Financial and Sales details

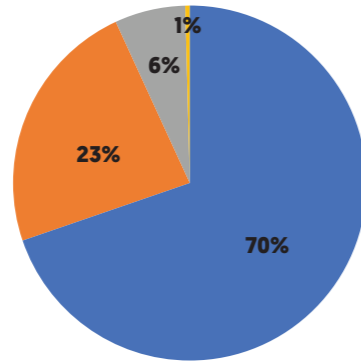
Distribution of sales by main product groups (2022)

● Hair mask ● Shampoo ● Hair colors ● Others

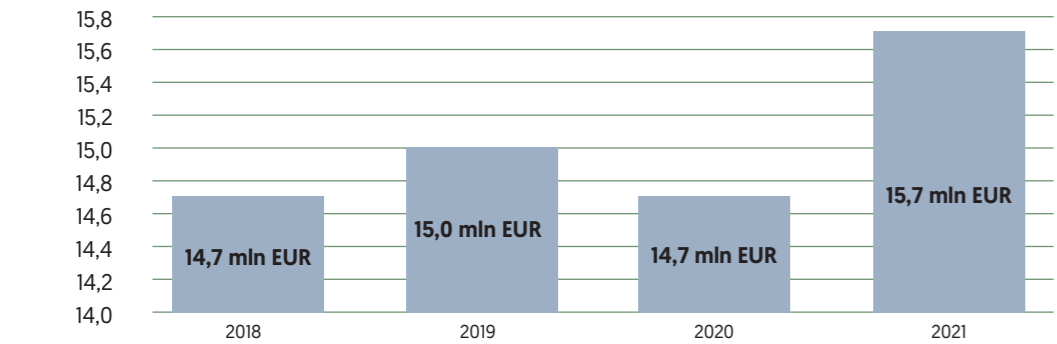


Turnover distribution by sales channel (2021)

● Export ● Domestic market ● Retail ● Webshop

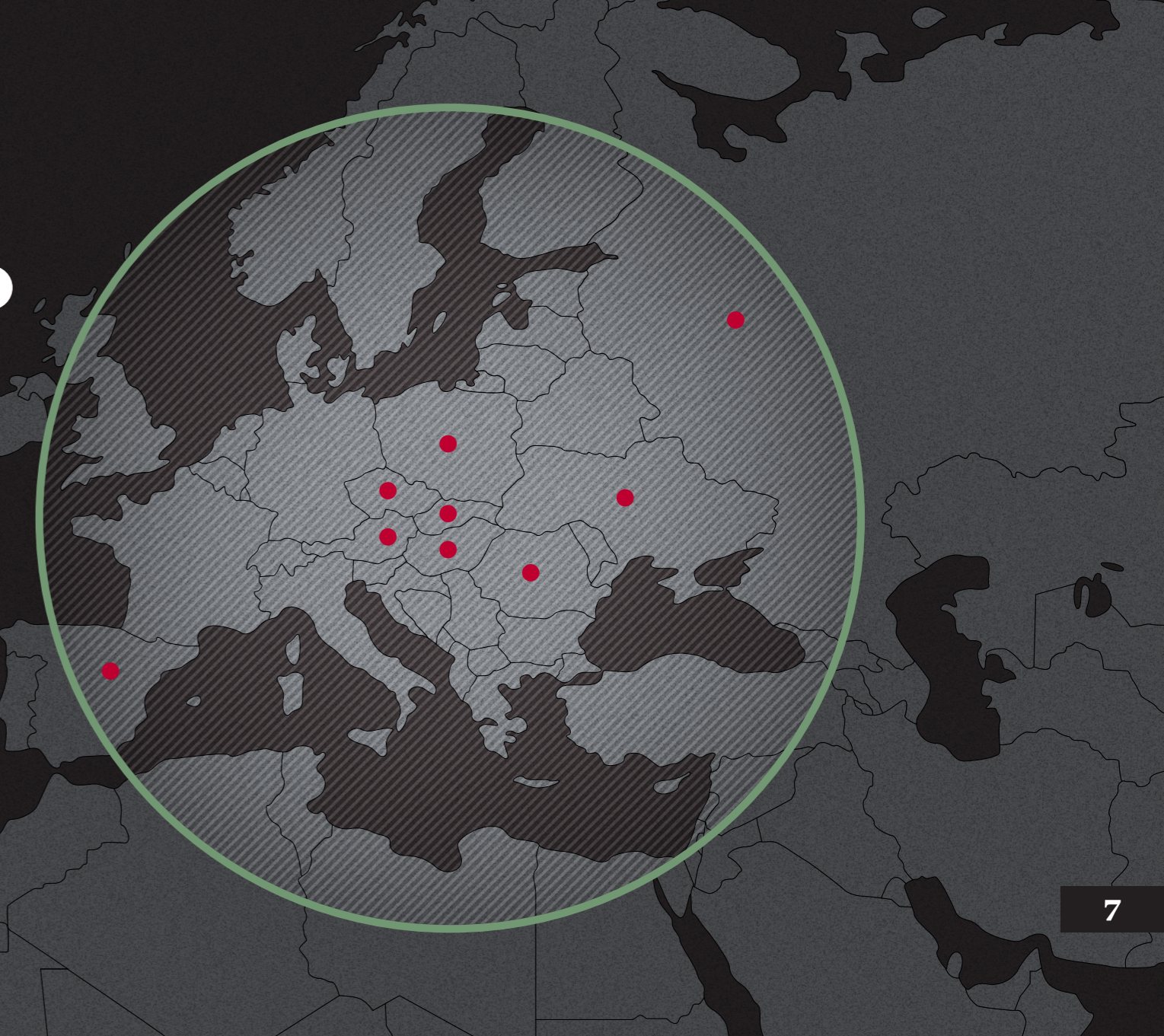


Yearly Turnover (2018–2021)



Local Retail Partners

RO	Auchan, METRO, Kaufland, Cora, dm
HU	KALLOS COSMETICS
SK	teta
PL	hebe
ES	PRIMOR, PrimaPris
RUS	WILDBERRIES
CZ	NOTINO
UKR	ATB, éva
BLR	Munia



Top Products – Hair Masks with sales figures in 2021

available in 250 ml, 500 ml, 1000 ml



Banana Mask

350.000 pieces sold



Hair Pro-Tox Mask

300.000 pieces sold



SUPERSTAR

KJMN KERATIN HAIR MASK WITH KERATIN AND MILK PROTEIN

1.5mln piece per year
12nd best seller in Hair treatment and more than 5800 review in Amazon

Online reviews:



"The best cure in a long time for the price!"

NOTINO

"The best one."



Multivitamin Mask

230.000 pieces sold



Hair Pro-Tox Cannabis Mask

160.000 pieces sold

Top Products – Shampoo with sales figures in 2021



Keratin Shampoo

500.000 pieces sold
Available in: 1000 ml



Banana Shampoo

140.000 pieces sold
Available in: 1000 ml



SUPERSTAR

KALLOS SILVER COLOURING SHAMPOO

Available in: 350 ml
500.000 piece sold per year

Online reviews:

NOTINO

"Make Hair a dream"

"Great Price-value ratio, easily overlap the famous brands on such an affordable price"



Shampoo with Argan oil

180.000 pieces sold
Available in: 1000 ml



Hair Pro-Tox Shampoo

260.000 pieces sold
Available in:
500 ml / 1000 ml

Top Products – Hair styling



**Kallos Glow Hair color kit
(Color and Peroxide included)**

Available in 17 colors for women and 3 colors for men



Hair spray and hair mousse

Available in several sizes:
(400 ml / 500 ml / 750 ml) and varieties



Hair Gels

Available in several sizes:
(125 ml / 275 ml) and varieties

Top Products – Skin care – SPA family



**Kallos SPA
revitalizing hand wash**

Available sizes:
500 ml / 1000 ml

**Kallos SPA replenishing
shower gel with neroli oil**

Available size:
1000 ml

**Kallos SPA
beautifying shower
cream with rose extract**

Available size:
1000 ml

**Kallos SPA vitalizing
shower gel**

Available sizes:
200 ml / 1000 ml

**Kallos SPA moisturizing
shower and bath cream**

Available sizes:
200 ml / 1000 ml



**SPA men
shower gel 3 in 1**

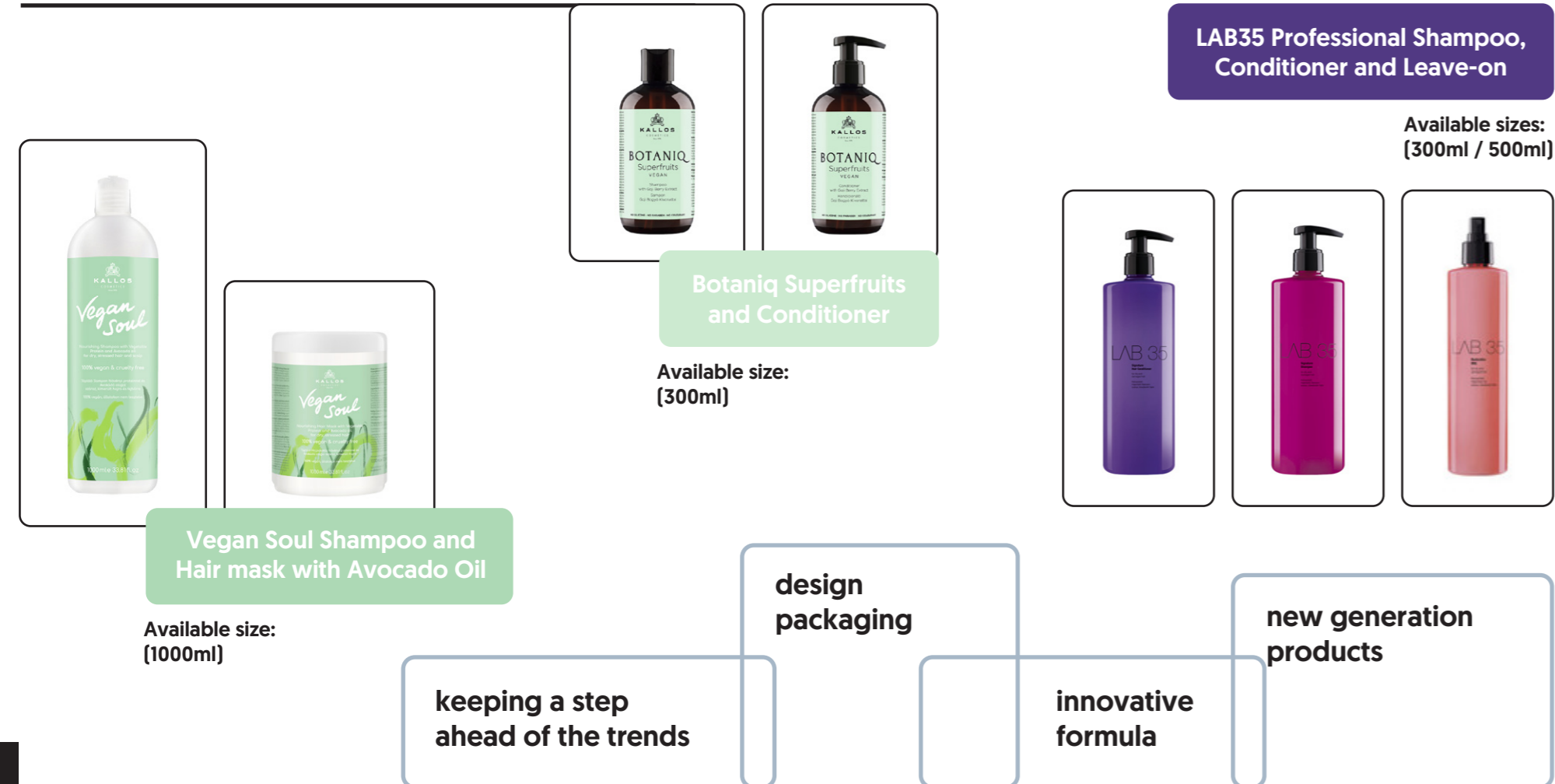
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**Kallos SPA
indulging hand cream**

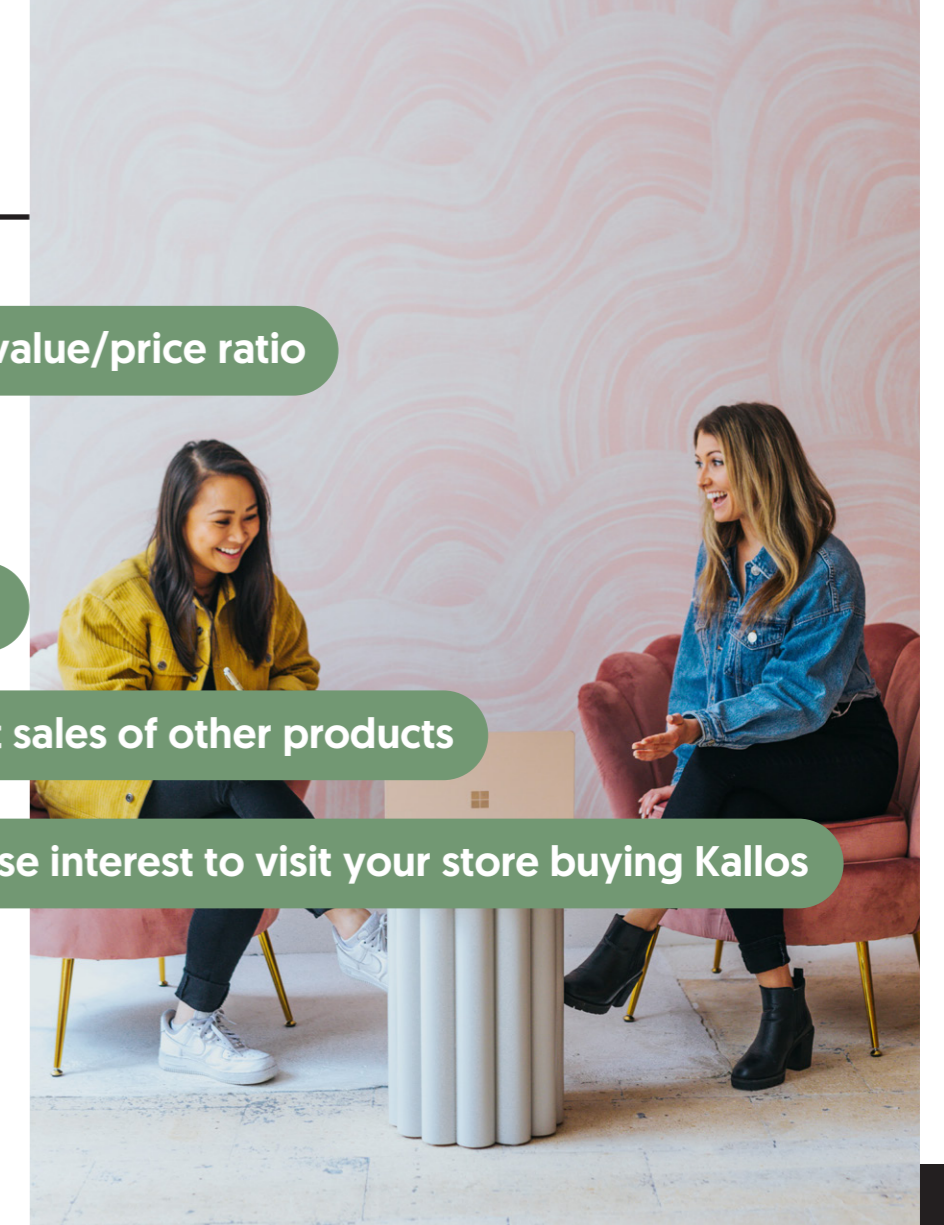
Available size:
50 ml

Kallos Cosmetics new product lines



Benefit of working with Kallos

- High quality products on affordable prices – unique value/price ratio
- Reliable and continuous supply of products
- Increasing demand for cosmetics on affordable price
- Professional haircare products in retail chains – boost sales of other products
- Currently not listed in any Hungarian retail chain – raise interest to visit your store buying Kallos
- Open for Collaborations





*YOU CAN AFFORD TO BE BEAUTIFUL
WITHOUT COMPROMISES*

