

Press Release

Eigenmann & Veronelli and James Robinson Speciality ingredients partner to bring industry leading Jarocol® hair dyes to Italy

Milan, Italy, 10 October 2024 - Eigenmann & Veronelli (EV), a well-established international solutions provider of specialty chemicals and ingredients, is pleased to partner with James Robinson Speciality Ingredients (JRSI). EV will serve as the exclusive distributor of JRSI's renowned Jarocol® hair dye range and the new Jarocare range of hair care actives, for the Italian market.

This partnership is set to support formulators in Italy with the ingredients needed to develop next-generation hair dye and hair care solutions. By combining JRSI's premium solutions with EV's expertise and market insights, the partnership enables both companies reach new customers while supporting existing clients.

Globally recognized by formulators for delivering reliable and consistent results, the Jarocol® range is trusted to meet the highest standards of performance, and we are excited to bring this same level of excellence to the Italian market. The Jarocare range offers advanced solutions for hair care formulations, focusing on nourishing ingredients that align with current market trends.

"This partnership with Eigenmann & Veronelli reflects our ongoing commitment to providing top-tier hair dye and hair care solutions to clients globally. EV's strong market presence and distribution expertise make them an ideal partner to help us expand the reach of our Jarocol® and Jarocare products," **said Sanketh Varalwar, CEO of James Robinson Speciality Ingredients.**

"This strategic alliance demonstrates our strong commitment to offer to our customers the most advanced solutions, driving innovation and sharing knowledge to contribute to the growth of Beauty & Personal Care market in Italy," **added Mauro Avidano, Commercial Director of Eigenmann & Veronelli.**

EIGENMANN & VERONELLI S.p.A.

Founded in 1910, Eigenmann & Veronelli is an international solutions provider of specialty chemicals and food ingredients. Headquartered in Rho (MI), Italy, EV has a direct presence in Italy, Iberia, Turkey and the U.A.E. and a commercial reach in more than 40 countries. In 2023, EV generated a consolidated turnover of 345 million euros with more than 350 employees. The company is synonymous with effectiveness and efficiency, combining local market knowledge with international chemical innovations, and offering a high-quality and diversified portfolio of specialty chemicals and ingredients as well as tailor-made application, marketing and supply chain solutions, technical and formulation support, and comprehensive regulatory know-how for a wide range of industries.

www.eigver.com



JRSI

James Robinson Speciality Ingredients (JRSI) is a global leader in developing innovative ingredients for the personal care and speciality chemical industries. With over 180 years of experience, JRSI combines its rich heritage with cutting-edge technology to deliver high-performance solutions, including personal care ingredients, colorants, and advanced photochromic products. With state-of-the-art R&D hubs in the UK, JRSI is well-positioned to meet the evolving needs of clients worldwide, ranging from independent producers to multinational brands. Visit www.jrsi.com

Contacts

For further enquiries, please contact:

Federica Urso

Group Corporate Communication Manager, EV S.p.A.

Mob. (+39) 338 7295116

@: mediarelations@eigver.it