

# Artav Australia Company Overview





# Executive Summary

## WHAT SETS US APART

- ✓ 3rd generation family owned and operated, since 1954
- ✓ Proudly made and manufactured in Australia at our HQ.
- ✓ Sustainable formulations. Always vegan. Never tested on animals
- ✓ In-house research & development team
- ✓ Trusted by salons across since 1954
- ✓ Professional background and knowledge



## WHO WE ARE

Artav Australia is a family-owned and operated company that has grown into one of the Australia's oldest manufacturers of professional hair care and beauty products. With an extensive product portfolio Artav continues to set the benchmark for natural, sustainable and salon-grade formulations.

## WHAT WE DO

From our headquarters in South Australia, we develop, manufacture and distribute premium-quality, Australian-made products for both the professional and retail markets across the globe.

## PRODUCT CATEGORIES

- Haircare & styling treatments
- Skincare & body care solutions
- Depilatory waxing & pre/post care
- Manicure, pedicure & massage oils
- Salon-grade hygiene & sanitisation products
- Professional hair colour

## KEY HIGHLIGHTS

- Over 1,000+ products manufactured under 20 ranges
- Exported to 10+ international markets
- In-house R&D, formulation, filling, packaging and screen printing
- Multiple manufacturing lines across liquids, aerosols, creams and gels

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# Our Ethos

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Purpose

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People

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Planet

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## OUR COMMITMENT

At Artav Australia, our legacy is rooted in care: for people, for quality and for the planet. As a family-owned business committed to ethical and sustainable innovation, we proudly produce 100% Australian-made professional hair and beauty products that reflect our values and responsibilities in every drop.

## OUR PURPOSE

To lead the professional beauty industry with clean, effective, and ethically crafted products, made responsibly on Australian soil for a better future.

## OUR CORE VALUES

### QUALITY & PERFORMANCE

Commitment to delivering salon-grade formulations that provide visible, lasting results.

### SUSTAINABILITY IN ACTION

We're committed to reducing our environmental impact across every part of our operations.

### INNOVATION WITH INTEGRITY

Our in-house R&D team drives product development with science-backed formulations that are cruelty-free, vegan, and sustainably sourced.

### LOCAL CRAFTSMANSHIP

From formulation to production and packaging, every product is made in our South Australian facility, supporting local jobs and quality control.

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# Our Environmental Commitments

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Cleaner Energy,  
Lighter Footprint

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Eco-conscious  
Packaging Design

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Sustainably Sourced  
Ingredients

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## SOLAR ENERGY LEADERSHIP

In 2020, we installed a large solar system with over 600 solar panels, now providing 50–80% of our daily energy needs, saving over 324 tonnes of CO<sub>2</sub> emissions annually. Battery storage will soon be added to further enhance our commitment to this space.

## ECO-PURIFIED WATER SYSTEMS

We use a Reverse Osmosis Filtration System and UV sterilisation, which is majority run by solar power.

## SUSTAINABLE PACKAGING & SHIPPING

- Bio-Fill starch-based packing
- Eco bubble wrap
- Compostable courier satchels
- Ongoing packaging audits to reduce landfill and improve circular economy participation



## APCO MEMBERSHIP

Active in national sustainability projects for design, recycling and waste reduction in partnership with the Australian Packaging Covenant Organisation.

- Ethical Sourcing & Standards
- Cruelty-free & vegan-friendly
- Sustainably sourced, ethically curated ingredients
- Eco-conscious design and ongoing carbon footprint reduction

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# Our Heritage

## A LEGACY SINCE 1954

From humble beginnings in a single South Australian salon, Artav Australia's journey spans more than six decades of innovation, craftsmanship, and family passion.

Founded in 1954 by Arturo Taverna, a qualified hairdresser and beautician with a vision for premium-quality hair and beauty products, the business quickly grew into one of Adelaide's most respected salon groups. By the early 1960s, Arturo saw the need for locally made professional products and expanded into manufacturing.

Today, the company remains proudly family-owned and operated with Arturo's children and grandchildren carrying forward his values of integrity, innovation and excellence.



## TIMELINE OF OUR JOURNEY

- 1954** First 'Arturo Taverna' Hair Stylist salon opens in Moores Store, Victoria Square, South Australia
- 1962** Production begins in Arturo's home at Lockleys, South Australia
- 1965** Arturo tours the world as a guest artist, bringing home the latest hair & beauty trends to Australia
- 1970** The Arturo Taverna salon chain expands to over 30 salons across SA and NSW
- 1972** The first Natural Look manufacturing site opens in Brooklyn Park, South Australia
- 1975** Continued growth of product ranges and successful national distribution
- 1976** Natural Look becomes a household name
- 1980** Operations expand to a larger facility in Torrensville, South Australia
- 1990** Entry into first global export market
- 2005** Natural Look strengthens its footprint in several Asia Pacific countries
- 2010** Growth drives the move to larger manufacturing facilities at Regency Park, South Australia
- 2020** Launch of Clean Energy Project, which included a solar system powering up to 80% of energy needs
- 2025** Family legacy strengthened as the third generation joins the business
- TODAY** Over 1,000 products, 20 ranges, exported to 10+ countries

Artav Australia  
Natural  
Look,  
Our Core Brand



Natural Look is our core brand, with a philosophy of creating professional hair and beauty solutions that combine science, nature and sustainability, empowering salons with products that are effective, ethical and environmentally responsible.



## HAIR CARE

### HAIRFOOD® CLEANSE • CONDITION • CARE

Signature collection of 7 haircare ranges formulated with plant extracts & natural ingredients.

### STYLEART™ AUSTRALIAN PROFESSIONAL HAIR STYLING

Unisex, hair styling collection with 22 products including hairsprays, pomades, gels, creams and more.

### ICE BLONDE SILVER SCREEN

Anti-Yellow haircare collection with “Iceplex” toning products including a repair mask, conditioning mousse and more.

### COLOUR★ART MAXIMUM COLOUR LIFE

Colour protection collection with Australian native ingredients designed to maintain the vibrancy of your professional colour and reduce fade.

### STATIC FREE™ FRIZZ MAINTENANCE PROGRAM

Anti-Frizz collection with a Cuticle Repair Bio 9 Complex including a shampoo, conditioner, reconstructive mask, and smoothing cream.

### LUMINART™ PROFESSIONAL COLOUR CREAM

Professional Colour Cream that offers 96 Permanent and 49 Hybrid shades, delivering vibrant, long-lasting colour.

### X TEN® HAIR EXTENSIONS CARE

Hair extension care collection designed for natural and synthetic extensions, including shampoos, conditioners, and sprays.



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# Natural Look, Our Core Brand



Born in professional salons and now trusted in over 10 countries, Natural Look delivers salon-quality results with a conscience.

Artav Australia offers one of the most comprehensive portfolios in the professional hair and beauty industry.



## BEAUTY CARE

### NATURAL LOOK SKINCARE

Honour Nature. Honour Your Beauty

Skincare collection with premium ingredients for all skin types, including cleansers, moisturisers, and serums.

### naturalSpa™

[Australian Nature Inspired Body Treatments]

Spa collection of home-spa products with Australian native ingredients, including body butters, lotions and washes.

### Hand&Nail®

the complete manicure spa experience

Manicure collection with essential oils including a hand soak, gel, mask, and cream, cuticle oil and more.

### CoolFeet®

the complete pedicure spa experience

Pedicure collection with signature tea tree and menthol formulations, including a foot soak, lotion and deep sea salts.

### PARAFFIN

thermal body treatments

Paraffin thermal body treatments with cosmetic grade products including peach tea tree paraffins and pre and after wax products.

### DepilCare®

Ingrown Eliminator & Hair Reduction

Ingrown eliminator and hair reduction collection with 4 products including body milk, facial cream, eliminator cream and eliminator lotions.

### DEPILATORY WAXING

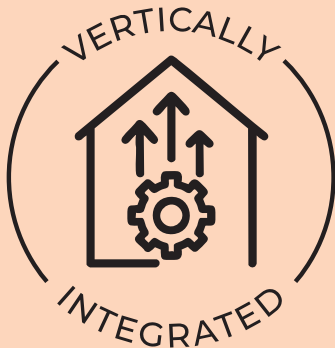
Australian natural and organic hair removal

Waxes collection with natural aromatic oils, titanium dioxide, and premium resins, including flexible, ultra-thin application depilatory waxes.

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# Operational Capabilities

What sets Artav apart is our ability to control the majority of the product lifecycle in-house. We are vertically integrated, meaning every step, from concept to finished product, happens at our Adelaide head office.



## 1. RESEARCH & DEVELOPMENT

Our dedicated research and development team, which includes chemists, qualified hairdressers and beauticians, formulates new products in the Artav Laboratory.

## 2. MANUFACTURING & FILLING

Once approved, these formulas move seamlessly into production using our advanced filling, packaging and labelling lines. Rigorous quality control checks are embedded throughout the process, ensuring every batch meets professional standards.

## 3. WAREHOUSING & LOGISTICS

Our warehousing and logistics team ensures efficient distribution both domestically and internationally. With the ability to produce at scale while staying flexible to customer needs,

## 4. CLIENT SUPPORT & EDUCATION

Our commitment doesn't end at the point of sale. We provide continuous support and education to ensure salons and consumers achieve the best results with our products. We have hair, beauty, and colour technicians and educators that are available to all clients.



# Artav Australia Thank You

Artav Australia's head office and manufacturing base is located at Regency Park in Adelaide, South Australia. This site acts as the hub of our operations, bringing together every aspect of the business under one roof.

We appreciate your interest in Artav Australia. As a family-owned company, we proudly uphold our values of integrity, sustainability and innovation in everything we do.



## Contact us

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