

CESARE RAGAZZI

LABORATORIES

Michael Suba, owner of Continental Hair in Toronto, Canada, describes what Cesare Ragazzi has meant to his business since he introduced their products and trichology program into his studio.



About 18 months ago, I attended an industry meeting and was introduced to Cesare Ragazzi, from Italy. I had never heard of them. But it was quite an intro. The hair was spectacular and as I had seen hair quality decline steadily over the last 15 years, this was very refreshing. It was fun seeing studio owners, some of whom had been working with hair systems for over thirty years, running their hands through their models' hair trying to find where the systems started and ended.

This was worth looking into, so I cornered Stefano Ospitali, the CEO and he showed me some virgin European hair injected into a "skin" base. I was disappointed. "That's going to be hot." I thought. He said it wasn't. Now I have grown up in the hair replacement business and I know my stuff, but he was adamant. So I decided to do more research and I found out that everything this company tells you turns out to be true.

Stefano invited me to their factory in Bologna. But before I even booked my ticket, he insisted on coming to my centre in Toronto to make some demonstration systems for my clients. I visited Cesare Ragazzi SRL in Bologna later that summer. The factory is remarkable. The precision and attention to detail borders on the obsessive. I even saw my own CNC hair system being made. A week of training in the new techniques flew by. I have never

had a more enjoyable or more productive trip and I promptly signed up as a Cesare Ragazzi associate.

My clients immediately fell in love with CNC hair. And so did I. Stefano was right; it is NOT hot. It is the closest thing to giving a client their own hair back. The hair itself is beautiful. The base is so comfortable they just forget about it. I take a lot of pride in being able to offer my clients the best in the world and working with a company that has sent technicians and trainers to my center every three months is the kind of support most studio owners can only dream about.

Cesare Ragazzi has brought me a way to distinguish my business with an exclusive line of superior products and backed them up with support that demonstrates that they are determined to see me succeed.

I like that.

In my first year I sold almost a quarter of a million dollars of Cesare Ragazzi CNC.

I like that too!

For more information please visit <http://www.cesareragazzi.com/eng/contatti.jsp> or email info@cesareragazzi.com.

Cesare Ragazzi Laboratories is an established leader in the field of scientific research into hair and scalp disorders, and the development of effective treatments. Since opening their first private clinic over forty years ago, they have treated over a million clients from all over the world. There are currently over 30 clinics operating across Italy, Switzerland and Brazil. Further Cesare Ragazzi Laboratories clinics are planned in the USA, UK and China.