



In the 1940s, following the Spanish Civil War, a growing wave of entrepreneurial activity arose in our country and a privileged elite began their own particular industrial revolution.

In the year 1944, in a small workshop in the center of Barcelona, the small-scale production began of what would be the first **Hipertín product: the perm lotion called Curly.**

Passionate about cinema and great admirers of beauty, the attention of the young team of the workshop was caught by the **fashions that came to Spain from Paris and the United States.** They were particularly drawn to androgynous styles, like that of Marlene Dietrich, short, wavy hair, as well as pure and rounded forms.

The perm was to prove to be the product that would take Spain by storm during the 40s.

At the beginning of the 1950s a new wave emerged, fueled by the silver screen, with Marilyn Monroe or Brigitte Bardot revolutionizing the look of the era.



Impressed by the possibility of changing the color of a woman's hair and thus rejuvenating her image, the team focused all their efforts on inventing a formula for hair coloring in cream form. From this, the timeless "**Altamente Decolorante**" was soon born.

Aware of the magnitude of the project, They decided to give the company the definitive push forwards. At the end of the 40's a man who would become the great driving force of the project joined the team, **Juan Angeles, the current President.**

It was then that the company came to be called **HIPERTIN**, a name which refers to the dream of the founder, to formulate and create "**the best hair colouring product**" and to "**become the brand of reference**" in the professional coloring sector. From this moment on the company would concentrate the majority of its activity and its resources on the research and development of cosmetic coloring formulas.

During the 60s the revolutionary "**Altamente Tonos Ibéricos**" was launched onto the market. A family of dyes called "Altamente"



with colors full of light and undertones: reds, blonds, browns... Here, the first conditioning ingredient was already introduced into the formula, ascorbic acid. This event marks a real turning point in the mentality of the company. Now starting from this moment, that is to say 50 years ago already, the idea was not only to give hair color, but also to consider maintaining the hair at best health and continuously improving its care.

Following a lengthy period of expansion of the business, Hipertín came to be positioned at the forefront of Spanish Hair Cosmetics companies. During the 90s, once the company had consolidated its position in the Spanish market, an ambitious internationalization project was started to establish Hipertín in the global arena.

One of the secrets of the company has been its **“controlled growth”**. This policy is rooted in the principle laid down by Juan Angeles' heirs, the current management team: Juan Carlos Angeles [CEO], Maribel Angeles [Vice-President Human Resources] and David Angeles [Vice-President Sales and Marketing] who have managed to control the development and production of products down to the very last single process. **The premise was “to grow, but without ceasing to be craftsmen” and also “to grow together with the professionals”, as the company has been doing from its very beginnings.**

Aware of the changes produced by the rapid development of recent decades, and due to the special sensitivity towards **quality and the environment**, Hipertín has focused most efforts in recent years on **improving the management of processes**. Thanks to the efforts of the entire staff of our company, the **quality certification ISO 9.001 and environment certification ISO 14.001 have been awarded to Hipertín, as well as the EMAS certificate.**

In the year 2005, and following 50 years of uninterrupted research, Hipertín launched onto the market what is quite possibly **the best hair coloring product in the world: Utopik**. The secret lies in the formula, since it manages to combine to perfection the **two utopias of color:**

Maximum Hair Care and Nutrition
+
Total Coverage of Grey Hair



Always having our clients satisfaction in our mind, we constantly innovate.