



NEWS RELEASE

Kemon Strengthens Product Compliance and Traceability with Centric PLM

Italian haircare pioneer goes live with Centric Software to centralize product data, improve efficiency and speed time to market

CAMPBELL, Calif., December 16, 2025 – Centric Software® is pleased to announce that Italian professional haircare brand Kemon has gone live with Centric PLM™ to drive digital transformation, enhance collaboration and centralize product data. Centric Software delivers innovative, integrated, end-to-end AI-powered enterprise solutions to take products from concept to commercialization. Cosmetics & personal care, fashion, food & beverage, grocery and multi-category retail teams can plan, design, develop, source, comply, buy, make, price, allocate, assort, sell and replenish products to achieve strategic and operational digital transformation goals.

Founded over three generations ago, Kemon is a family-owned and privately run business based in Umbria, Italy. Operating in almost 60 countries with a strong network of professional salons and partners, Kemon has become a global innovator in professional haircare. Its commitment to research, sustainability and creativity drives every product it develops, blending Italian craftsmanship with scientific excellence. The brand's deep connection to its territory and its environmental responsibility are embodied in the Kemon Open Lab—a 200,000 m² open-air cultivation and research space where the synergy of nature and science supports traceability, raw-material control and a reduced carbon footprint.

Fast-changing market trends demand shorter development cycles and quicker time to market, while growing consumer expectations for sustainability and transparency increase the need for accurate, accessible product information.

To keep pace, Kemon required a centralized, reliable system to bring all product data into one single platform. Centric PLM provided the ideal solution to standardize workflows, eliminate manual processes and ensure data integrity across the organization. “Centric Software offers a highly adaptable, scalable platform that fits our workflows without requiring excessive configuration,” explains Francesco Polidori, Process Analyst and PLM Project Manager at Kemon. “Their expertise in the beauty sector and commitment to customer success were decisive factors.”

Kemon went live with Centric PLM in June 2025 following a smooth implementation completed on scope, on time and within budget. “One of the most impressive aspects is the flexibility of the platform, it adapts easily to our specific workflows,” says Polidori. “User adoption is very positive thanks to Centric PLM’s intuitive interface and effective training.”

Following go-live, Centric PLM now serves as the digital foundation for the business, supporting key areas such as product development, materials management and cross-team coordination. “These capabilities have directly addressed our biggest challenges: fragmented information and limited visibility of product data to time-consuming manual processes,” explains Polidori. “With Centric PLM, we now have a single source of truth that connects teams, improves transparency and accountability, and enhances how we manage product and raw material data—ensuring accuracy, compliance and progress toward our eco-friendly commitments.”

Kemon credits Centric Software’s deep expertise in the cosmetics and personal care sector and collaborative approach as key to the project’s success. “Centric Software’s experts truly understands our industry and specific challenges, offering practical guidance and responsive support at every stage,” says Polidori. “We also appreciate their proactive communication, keeping us informed about updates and best practices. Their expertise and commitment have given us confidence that the system will continue to evolve with our needs.”

Looking ahead, the partnership will continue as Kemon advances into the next phase of their PLM journey. “This is just the beginning,” says Polidori. “Working

with Centric Software, we'll keep building on what we've started—finding smarter ways to collaborate, track materials, stay compliant and push our sustainability goals forward.”

“It's been a privilege to accompany Kemon on their PLM journey,” says Fabrice Canonge, CEO of Centric Software. “Their dedication to quality, product innovation and sustainability shows how technology like Centric PLM empowers brands to grow responsibly and stay ahead in a competitive market.”

[See Centric Software's AI-Powered Solutions in Action at NRF 2026, Booth #6505](#)

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Kemon (www.kemon.com)

Kemon is an Italian, family-owned company founded in 1959, providing hairstylists worldwide with innovative products, professional education and creative inspiration. Based in Umbria, the green heart of Italy, Kemon blends research and nature to create forward-thinking hair-care solutions and is committed to sustainable development, safety and ethics. With a presence in almost 60 countries around the world, the brand brings Italian style and professional performance to salons across the globe.

Centric Software® (www.centricsoftware.com)

From its headquarters in Silicon Valley, Centric Software provides an innovative and AI-enabled product concept-to-commercialization platform for cosmetics & personal care manufacturers, brands and multi-category retailers. As experts in all fast-moving consumer goods, Centric Software delivers best-of-breed solutions to design, develop, source, comply, buy, make, package, price, allocate and sell products. Centric solutions optimize the product portfolio, harmonize

product offers and streamline product development by speeding time to market and innovation while enhancing quality control and ensuring regulatory compliance.

- **Centric PLM™** features integrated industry best practices and innovative, AI-enabled capabilities tailored for cosmetics & personal care manufacturers and retailers. Seamlessly manage the overall product lifecycle, from initial concept and formula development to packaging, quality, supplier collaboration, labeling, production, SKU rationalization and beyond. Results include up to a 50% improvement in productivity and a 60% decrease in time to market.
- **Centric Visual Boards™** are a visually oriented product portfolio optimization tool. A singular accessible workspace pulls in real-time data and imagery from multiple business systems. It is a new, visual way of working to ensure robust, consumer-right product offers, dramatically decreasing assortment development cycle time.
- **Centric Market Intelligence™** is an AI-driven platform delivering insights into consumer trends, competitor offers and pricing to boost competitiveness and get closer to the consumer, driving up to a 12% increase in average initial price point.
- **Centric PXM™**, AI-powered product experience management (PXM) encompasses PIM, DAM, content syndication and digital shelf analytics (DSA) to optimize the product commercialization lifecycle resulting in a transformed brand experience. Increase sales channels, boost sell through and drive margins.

Centric Software's market-driven solutions have the highest user adoption rate, customer satisfaction rate and fastest time to value in the industry. Centric Software has received multiple industry awards and recognition, appearing regularly in world-leading analyst reports and research.

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Media Contacts Centric Software:

Celia Newhouse, Global Communications Director
communications@centricsoftware.com

Nav Sangha, Americas
nav.sangha@centricsoftware.com

Stephanie Dullin-Brule, EMEA
sdullin-brule@centricsoftware.com

Lily Dong, APAC
lily.dong@centricsoftware.com