



# SMG®

STUDIO MORETTO GROUP

SMG®  
UK TRANSLATIONS LTD.



STUDIO - INTERPRETI - MILANO  
1990

## SMG COSMETICS

**SMG Cosmetics is the brand of translation services for the cosmetics industry** offered by the multinational Studio Moretto Group, a guarantee of excellence and continuous linguistic research.

Since 1996, we have supported companies by providing **innovative services in translation, editing, subtitling and interpreting in all languages**, guaranteed by our quality seal and international certifications ISO 17.100 and ISO 9001.

SMG Cosmetics offers **native speaker expert translators** in offices around the world, with over twenty years' experience **terminology for the cosmetics** and wellness industry and body care products:

a well-established company that enables you to communicate with foreign audiences by providing **customised and certified multilingual translation services** in any written, spoken or audio-visual format.

## LANGUAGE SERVICES

- Translation
- Interpreting
- Terminology research
- Localisation
- Page-setting
- Subtitling
- Conference and simultaneous interpreting systems

[www.smglanguages.com](http://www.smglanguages.com)









## CERTIFIED SERVICES



ISO 17100 certifies the quality of language and translation services



UNI 15038 on 'Translation Services' certifies the quality of our translation services



UNI 10574 certifies compliance with the 'Definition of services and activities of translation and interpreting companies'



Studio Moretto Group is certified by URS Italia, a company accredited by the Accreditation Body UKAS



**SMG was a selected provider for Expo 2015**  
SMG offered its professional services in translation, interpreting and event planning for the agri-food sector as an official supplier for Expo 2015.

## MAIN CLIENTS IN THE SECTOR

- ◆ Alfaparf Group (IT)
- ◆ KIKO S.p.A. (IT)
- ◆ L'Oréal Italia S.p.A. (IT)
- ◆ Aquaria Thermal S.p.A. (IT)
- ◆ Cosval S.p.A. (IT)
- ◆ Galenia Biotecnologie Srl (Italy) (IT)
- ◆ H.S.A. Hair Styling Applications S.p.A. (IT)
- ◆ I.C.R. Industrie Cosmetiche Riunite S.p.A. (IT)
- ◆ Beauty & Business S.p.A. (IT)
- ◆ Italian Group Srl (IT)
- ◆ Jarmy Srl (IT)
- ◆ Maison Cò Srl (IT)
- ◆ NYCE InternationalL Srl (IT)
- ◆ Oyster Cosmetics S.p.A. (IT)
- ◆ Procosme Srl (IT)
- ◆ Selectiva S.p.A. (IT)
- ◆ Vip MakeUp (IT)

# ALFAPARF GROUP: HAIR CARE STARTS WITH... TRANSLATION!

Since 2008, Studio Moretto Group's SMG Cosmetics has provided its **cosmetic sector language services** to **Alfaparf Group**, a major Italian company that operates in the field of dermatology and, in particular, in the branch of trichology, i.e. hair care.

**ALFAPARF**  
MILANO

The native-speaker expert translators at **SMG Cosmetics** were assigned with **translating product descriptions**, labels and a variety of marketing material for the cosmetics company's different product lines.

We also provided **simultaneous and consecutive interpreting services** for industry events including conferences, conventions and especially workshops illustrating the characteristics of Alfaparf cosmetics to clients and industry professionals.



There are **numerous variants of the English language**, spoken in different countries around the world: British English, American English, Australian English, Singlish, Pidgin, etc.





Our translators and interpreters provided services in English, Italian, Spanish, French, German, Portuguese, Russian, Arabic and Chinese, taking into consideration not only the accuracy of the translation, but also the need to **localise the commissioned texts** according to the culture and preferences of the clients in the different countries.

The most interesting linguistic challenge concerned the **terminology research** for the English language, which has numerous variants around the world. The linguists at SMG Cosmetics had the job of identifying the **most appropriate terms and vocabulary** so that the translations produced would have an unambiguous cross-cultural meaning worldwide, making it possible to export the products to different English-speaking countries without the need for marketing or product adaptations.

- **Multilingual translation and interpreting**

- **In-depth terminological analysis for the English translations**



# KIKO SPA: LANGUAGE SUPPORT THAT TAKES YOU ABROAD

In 2012, KIKO began expanding its sales outlets abroad, from the United Arab Emirates to Qatar, from Russia to Turkey, from Hong Kong to India, and in 2014 even the United States.



**KIKO**  
MAKE UP MILANO

SMG Cosmetics started providing **specialist translation services for the cosmetics industry** to **KIKO S.p.A.** in 2013, supporting the company through its considerable expansion as part of the Percassi S.p.A. group.

Studio Moretto Group, with its **linguists specialising in the cosmetics industry**, translated into English, Spanish, French, German, Russian, Portuguese and Arabic the **product data sheets** and advertising and promotional material for commercial launches and the **opening of new KIKO Milan stores across the world.**

Given the promotional and descriptive nature of the texts, **terminological analysis** was crucial to **maintaining the evocative and engaging nature** of the translations.

We also paid special attention to the **cultural adaptation of the texts**, necessary to convey the advertising message correctly in languages spoken in countries where the perception of make-up is different from in Western culture.

- **Highly evocative content**
- **Localisation and cultural adaptation of texts**





# AQUARIA THERMAL SPA: THE WONDER OF THE SIRMIONE THERMAL BATHS CONVEYED IN ALL LANGUAGES

Since 2017, SMG Cosmetics has provided **translation services** to **Aquaria Thermal S.p.A.**, the company that owns the famous **Terme di Sirmione**, the flagship of the wellness sector in the Brescia region, also home to Studio Moretto Group.

The commissioned translations concerned **communication and marketing**, signage and technical documentation relating to the services offered by the Spa, such as beauty and personal care treatments.

Once again, there was the importance of the **evocative nature of the content**, which required our translators to convey in every text the emotions felt in such a magical place as the Terme di Sirmione.



- Collaboration with a local industry leader
- Emotionally-charged content for the wellness sector





TRANSLATING YOUR **WORDS**  
INTO A BETTER **FUTURE**



**SMG**<sup>®</sup>

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