
essentia

Beauty concept provider



Katia de Martino - CEO

Essentia's mission : high value, tailor-made, full service

From its earliest beginnings, we at Essentia Beauty have remained true to our mission, i.e. to develop distinct concepts in line with the DNA of our clients' brands while meeting the real expectations of consumers.

We operate at 360° within the world of beauty, designing, developing and producing tailor-made skincare, make-up and fragrance lines.

In today's highly competitive market, it's crucial to determine project deliverables and the ultimate added value to the consumer from the earliest stages. This means investing upstream in R&D in order to anticipate the innovation that can meet market expectations for each brand.

Make-up

Skincare

Fragrance

Hair

Summary

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- The ability to take on highly specialised projects
- A global approach for sustainable beauty

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- Responsible beauty and holistic beauty what are the latest innovations ?

The era of "Conscious Beauty"

2022 was a year full of beautiful, inspiring and committed launches spearheaded by bold and determined clients. Despite an increasingly complex environment, particularly concerning supply chains, these projects were successfully completed thanks to our highly qualified team and committed partners.

This year will once again be full of new and exciting projects. We want to maintain our commitment to responsible beauty, with our feet firmly planted in the era of "Conscious Beauty".

Katia de Martino
CEO

Strong and continuous R&D activities

Essentia invests an average of 5% of its revenues in innovation at all levels of the value chain (patented packaging, tailor-made formulas, applications based on new customisation technologies such as "digital diagnosis" ect.) Our focus on innovation is 100% driven by an in-depth study of market expectations in order to anticipate consumer needs.

Our expertise in creative marketing allows us to propose specific solutions that match the DNA of each brand and the expectations of their target audience.

Essentia is a full-service provider like no other because of its ability to offer innovative and flexible turnkey concepts.



Strong expertise in creative marketing



The Mousse de Rouge of Yolaine's brand

The ability to take on highly specialised projects

Essentia works in close collaboration with its industrial partners. Thanks to its 25 years of experience, Essentia presides over an entire development ecosystem, which is why it can select the best partners for each project and product category.

Essentia has the flexibility and experience to respond to very specific briefs. This was the case for the project of influencer, artist, and writer, Camille Yolaine, who wanted to offer her community a differentiating lip product that combines a highly sensory texture with high performance pay-off and long-lasting wear. The packaging and style were inspired by Camille's idiosyncratic vintage and gourmand artistic universe. Today, her "Mousse de Rouge" has become a true best-seller and is set to conquer the United States and China.

A global approach to sustainable beauty

To optimise the environmental impact of a product, Essentia advocates a global approach. To provide solutions with a real ecological impact, it's important to consider how the consumer uses a product as well as the product life cycle.

Make-up palettes, which are becoming increasingly popular, generate a significant amount of waste. Once the consumer has used his or her favourite colours, these palettes quickly become unusable. That's why we came up with the idea of a sliding pallet with a double refill system. Essentia has developed several solutions that can be tuned to the needs and design of each brand.



Responsible Beauty and Holistic Beauty, What are the latest innovations?

The size of the global "ethical" beauty industry is expected to grow from \$34.5 bn to \$54.5 bn by 2027! All brands are concerned. What message should be sent?

Katia de Martino : The good news is that it is possible to reconcile ethical beauty and commercial success because consumers value a brand's genuine commitment to collective well-being and environmental preservation.

The perfume line "Beautiful Stories" from Nocibé-Douglas Group is a good example: a project driven by a clear commitment to eco-design and a desire to support local communities involved in the production of certain raw materials.



A clear commitment to eco-design

The neck of the bottle was modified to allow the end user to unscrew the pump for optimised recyclability. The cap is made of biosourced PP with a minimum of 40% renewable raw materials some of which are recovered from cooking oil. The 99.9% natural fragrances contained in the bottle were created with the same concern for environmental preservation in mind, with an approach that's streamlined for the circular economy. For the Beautiful Stories Project, Douglas Group, alongside the Givaudan Foundation, committed to support local populations and their environment through the funding of targeted projects.

With the Ozmee brand, you manage to provide an innovative solution - personalisation - while tackling another issue: waste.



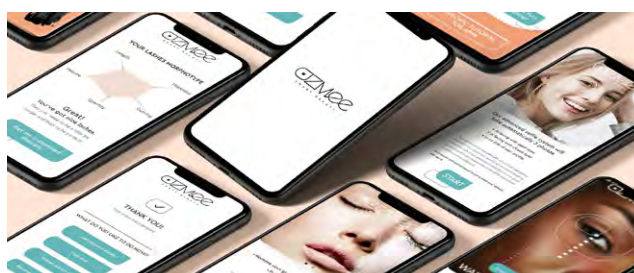
Customised mascaras based on each eyelash morpho-type

Katia de Martino : Yes, I think it's an understated issue and there's a lot of room for improvement. Waste occurs at all levels: from packaging, which oftentimes does not allow access to 100% of its content, particularly in the case of classic tubes, to the distribution of samples that have no targeting policy, and pallets that are abandoned half-used.

It is this last example that I am particularly interested in addressing: the waste linked to the purchase of inappropriate products. I was struck by a study conducted in France by IFOP in which 40% of women claimed they had not used or had only partly used a cosmetic product because it did not meet their expectations and needs.

This is what led to the development of the Ozmee brand, which aims to guide the consumer towards the right product, thus avoiding excessive waste due to inappropriate purchases.

Specialising in the beauty of the look, Ozmee is the first brand in the world that can offer true personalised mascara based on the characteristics of each person's lashes. After three years of R&D we've come up with a customised mascara for each eyelash morphotype that works in conjunction with a web app developed with



Ozmee's web app provides diagnostic and product matching with its specific tutorial

our Silicon Valley partner that holds several patents. The app creates an unique shopping experience with diagnoses based on two selfies that leads up to the purchase of the right product and guided application tutorials. Ozmee's innovative approach was publicly recognised and praised in a contest organised by BeautyMatter, which selected it as one of six finalists in the "breakthrough Brand" category of the competition.



A range of four products providing a complete beauty routine.

You were referring to an ultra-competitive market, what are the challenges for brands?

Katia de Martino : Consumers are increasingly demanding. They want safe, high-performance products with the lowest possible impact on the environment. This implies a need for transparency on the part of brands, which I believe is a good thing, with, for instance, increasing attention to the traceability of the production chain starting with the choice of ingredients. Brands that can demonstrate quality in their raw materials will come out on top.

This was the approach taken by the Gunam brand, which we developed for the entrepreneur Elizabeth Isaac and which required two years of development with a French laboratory to create natural and effective formulas. The range consists of four products suitable for all skin types.

The brand conveys the vision of its founder, who is Indian, and incorporates the age-old know-how of her family, which is committed to the production of natural raw materials directly inspired from Ayurvedic traditions.



Brands that can demonstrate the quality of their raw materials will come out on top

What areas of development are you focusing on now?

Katia de Martino : We are currently working with a partner who is a pioneer in regenerative beauty. This involves a virtuous business model with control over the entire production chain, from the quality and sourcing of the raw materials and their extraction, to the manufacturing of the finished product.

The search for well-being is now at the heart of consumer expectations, which explains the appeal of so-called "holistic beauty". We are working at several levels: perfumes, textures, gestures and beauty routine.

As far as packaging is concerned, we are testing new materials with a focus on upcycled materials to make the most of useful wastage and promote a circular economy: from the perfume cap to the complete primary packaging.

Our investment policy prioritises responsible beauty, known as "conscious beauty".

Visit Us At Cosmoprof Bologna
March 16th - 18th _____ Hall 18, Booth B27

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Production: JYB Conseils