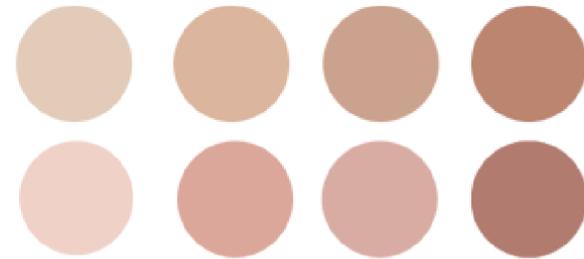


caviar foundation in a pouch

rotate to open/rotate to close



The product is applied with the fingers, like a cream



A completely new concept, both in the format and the packaging: a squeezable pouch containing the foundation in the form of soft caviar, which becomes wonderfully creamy when it is massaged on the skin.

This product has a luxury, fresh yet rich texture, very unexpected. It makes the moment of the application a moment of pleasure and it is particularly indicated for skins from normal to dry/very dry. Enriched with anti-ageing and highly moisturizing ingredients, it gives your skin a sophisticated, flawless, glowing finish. The coverage is medium to high, depending on the quantity of product that is used.

SPF50, it is perfect during cold days, when your skin gets dry and needs moisture and protection. Its packaging makes very easy to retouch the make up "on the go", wherever you are. You just have to rotate the cap to open it, and squeeze a small amount of product on your fingertip. Very light and convenient to use.

Caviar: tiny beads with a thin, smooth skin that explodes with the gentle pressure of the fingers, releasing the content inside. A gesture of pure pleasure, a texture that is always associated to luxury, comfort and performance.

EXTRA TIP

Another great potential of this idea, is the chance to mix, in the same pouch, beads with different contents and properties. As each bead is separated from the others, you can have more than one product in one, keeping all the properties of the single treatments intact. For example, to the foundation-beads can be added beads containing ingredients that fix certain problems of the skin or to enhance the pleasure of the experience. For example: refreshing beads (e.g. with mint); scented beads; beads soothing redness; beads replenishing fine lines (e.g. beads with pure ialuronic acid). The main differences with a traditional product, in which all these things are blended together to create a cream/liquid, are:

- the characteristics of the elements remain more pure (as they are isolated inside specific beads)
- the product is perceived as more performing by the consumer, much more than a traditional 2-in-1 or 3-in-1 product where everything is mixed
- above all, THE CONTENT OF THE POUCH CAN BE EASILY CUSTOMIZED AND TAILORED ON THE NEEDS OF EACH CLIENT. This may be a great opportunity to offer an innovative service online.



- * Send a scan of you skin through a smartphone App
- * Fill a questionnaire about your expected results and the problems you would like to fix e.g. reduce redness, add rose scent
- * The pouch is now filled with the right proportion of different beads, according to your color tone, the scan test result and your declared needs. For examples: 70% foundation beads color #3, 15% beads with green color corrector inside, 10% pure ialuronic acid beads, 5% beads with a light rose scent inside. This is your customized foundation in a pouch. It will be delivered at your home in a very few days.

Who would want it and why (the type of women you have in mind, her needs, the frustrations your idea is going to solve, how it makes her feel, promised results)?

- **Woman:** sophisticated, adult, she loves rich, luxury textures and performing products. She is always busy and she needs products that follow her in her activities without losing appeal and comfort. She is always looking for a skin that looks young and perfect. She is practical yet sophisticated. She loves when products can be tailored on her needs.
- **Promised results:** a flawless complexion and a younger, moisturized skin. Glowing finish.
- **Perfect for:** cold days, winter, busy life

What is it (shades and effects, textures, packaging, formats, shapes, sensations)?

Texture: a soft, creamy caviar that releases a rich foundation when it is massaged on the skin

Packaging: squeezable pouch with a cap that can be opened and closed by rotating it.

Application: with fingers

Finish: glowing

Coverage: from medium to high

Sensations: a rich, luxury texture that deeply moisturizes the skin, relieving dryness and age signs. You feel comfort and protection when you massage it on the skin.

Extra benefits: SPF50

Extra tip: being made of tiny beads, the product can be customized easily and very effectively (online service, see previous page)

How women would apply it (gestures, applicators, rituals)?

Please see the previous page.

What does it bring new in comparison to what exist today?

Innovative texture / Innovative packaging / innovative service