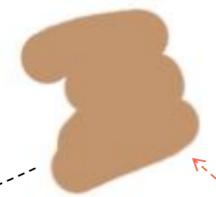


# face tint in a glove

The lid has a mirror on its inner side



Main component: water  
Small component: oil



**A new concept:** the formula of lip-tints is now applied to the skin. **A new format:** disposable thin cotton gloves, soaked with a colored serum that sticks to the face like a second skin and lasts all day.

**The first innovation is the foundation's formula.** It is not a common foundation, but a kind of watery tint, with a texture quite similar to watercolors. This serum has a main watery component and a small oily component. When spread all over the face, the oil helps the serum slide easily on the skin. When water and oil are absorbed by the skin, the colored particles remain on its surface and stick on it when the product dries. The result is a layer of even color on your face, very long-lasting and thin, which can be removed with a bifasic detergent. The concept is inspired by lips tints, which have a watery texture yet an ultra-resistant effect (see picture on the last page)

**The second innovation is the format.** Each glove has the perfect amount of serum for one application, so there is no waste of product. Furthermore, you can easily massage it all over your face, reaching every corner of it with precision, but without getting your fingers dirty. In fact, these gloves have an internal waterproof layer (plastic or biodegradable cellulose) that protects the hand: when you have finished, you remove the glove and do not have to wash your hands, which is very convenient if you are on the go, for example on a train or a plane.

The external side of the glove is made of thin cotton, with a network of tiny holes that help the serum come out when you press the fingers on your face.

This product would be perfect in many occasions: when you need a make up that remains perfect all day (and night), when you swim or sweat, when you travel. It is perfect if you are a woman who hates heavy textures and who loves the "nude" feeling, yet looking for a good color correction.



# application



Pick up a glove and wear it



Massage your face, being careful to reach every area



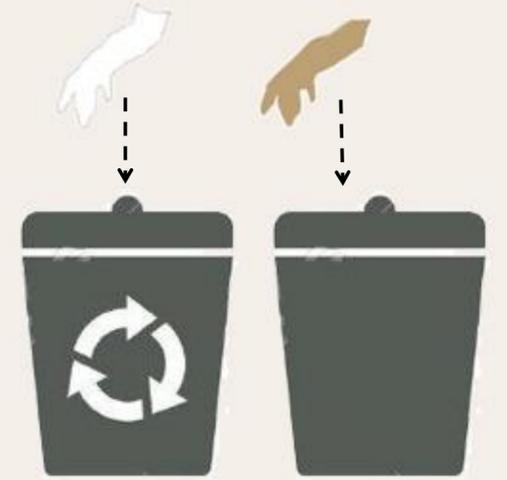
Wait 30 seconds until the tint dries



Remove the glove



Turn it inside out and detach the plastic part from the cotton one



## 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:** She is always busy but always wants to look good. She doesn't like heavy make up, especially heavy foundations and chalky finishes. She looks for highly-performing products, convenient formats and long-lasting formulas. She doesn't like to retouch her make up often. She looks for color correction more than coverage.
- **Promised results:** a complexion which looks even, very natural, with a good color correction. Very long lasting product, it can be removed only with bifasic detergents.
- **Perfect for:** summer, sport, outdoor activities, hot and humid places/days, very busy life, long travels.

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

**Texture:** a special liquid serum, a kind of watery tint. The liquid part of it is absorbed by the skin, leaving a layer of color which is very long-lasting.

**Packaging:** very light and convenient, it can be like the packaging of wet wipes, or another kind of soft envelope. The lid has a mirror on its inner side.

**Finish:** natural

**Coverage:** light

**Sensations:** nude skin

**Extra benefits:** SPF50, waterproof

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

Please see the previous page.

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

New packaging, very convenient / New format: special gloves that leave the hands clean / New formula: the concept of lip-tint is now applied to the skin.

