

The background of the top section is a vibrant, flowing liquid in shades of pink and magenta, creating a sense of movement and elegance.

essentia
Beauty concept provider

WE MAKE UP OUR MINDS **TO BE INNOVATIVE**

THE COMPANY

essentia
Beauty concept provider

**A PIONEER IN FULL SERVICE FOR OVER 20 YEARS,
WE SPECIALIZE IN THE CREATION, DEVELOPMENT
AND MANUFACTURE OF FRAGRANCES & COSMETICS.**

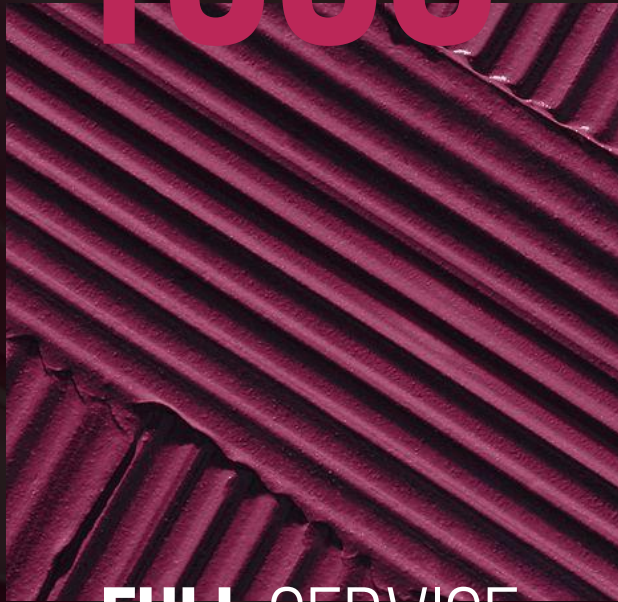
ESSENTIA COMBINES EXPERTISE, INNOVATION AND REACTIVITY
TO SERVE START-UP TO SCALE-UP BRANDS.

OUR MISSION: SET BRANDS APART BY THINKING CREATIVELY
AND PROVIDING UNIQUE BEAUTY CONCEPTS TO KEEP PACE WITH
AN EVOLVING CONSCIOUS CONSUMER.

WE MAKE PEOPLE AND BRANDS BEAUTIFUL.

ESSENTIA BEAUTY STORY

1998



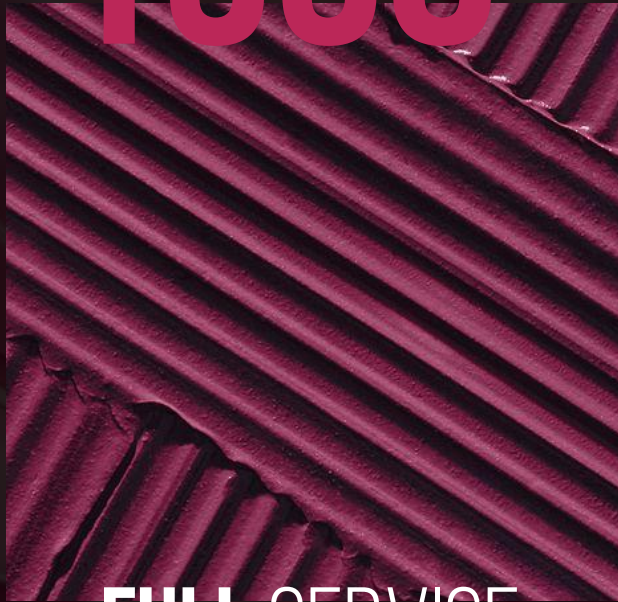
FULL SERVICE

THE FIRST FULL-SERVICE COSMETIC COMPANY IN ITALY

PIONEER IN FULL SERVICE **PRIVATE LABEL** FROM
CONCEPT TO FINISHED PRODUCT

ESSENTIA BEAUTY STORY

1998



FULL SERVICE

2015

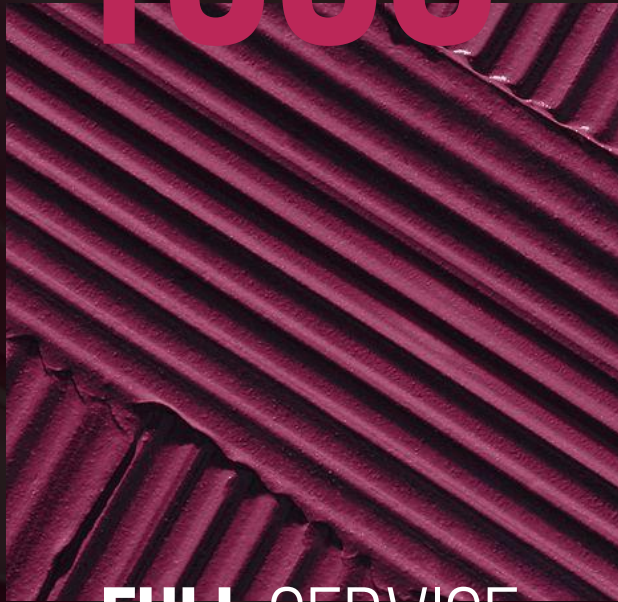


BEAUTY CONCEPT PROVIDER

FOCUS ON INNOVATION IN **FORMULATION,**
PACKAGING & DIGITAL TECHNOLOGIES

ESSENTIA BEAUTY STORY

1998



FULL SERVICE

2015



BEAUTY CONCEPT PROVIDER

2019



BRAND FACTORY

ESSENTIA BEAUTY STORY

BRAND FACTORY



2019

3 BUSINESS MODELS IMPLYING
3 LEVELS OF INVOLVEMENT

- PRIVATE LABEL
- INCUBATED BRANDS
- EXCLUSIVE BRANDS

OUR **EXPERTISE**

PACKAGING



Specific mold development
based on **innovative design**

Exclusive partnership on
biosourced packaging

OUR EXPERTISE

PACKAGING FORMULATION



Specific mold development
based on innovative design

Exclusive partnership on
biosourced packaging



Cross laboratory
development

New product
formulation design

OUR EXPERTISE

PACKAGING



Specific mold development
based on innovative design

Exclusive partnership on
biosourced packaging

FORMULATION



Cross laboratory
development

New product
formulation design

DIGITAL



Investment in digital : Creative
platform and cutting edge
technology.

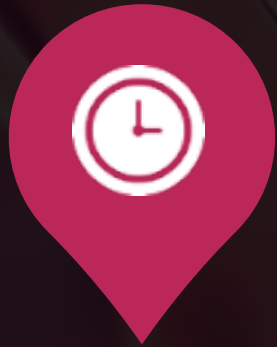
Innovative Custom app
development

SUSTAINABILITY

WE CONSIDER SUSTAINABILITY AS A PRIORITY. WE INVEST IN REAL ECO-FRIENDLY PACKAGING AND MAKE RESEARCH WITH OUR PARTNERS ON SUSTAINABLE SOURCING.



ESSENTIA BEAUTY ASSETS



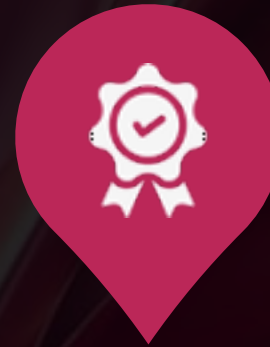
AGILITY
FAST TO MARKET



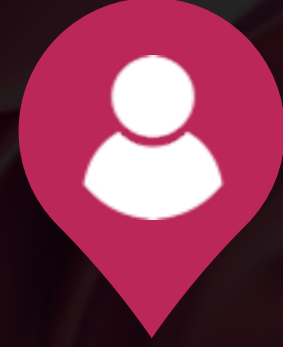
RELIABILITY
20 YEARS OF EXPERIENCE



INNOVATION
CONSUMER CENTRIC



QUALITY
SELECTED SUPPLY CHAIN



CUSTOMIZATION
DIGITAL TECHNOLOGY

QUALITY PROCESS

PRODUCT DEVELOPMENT

REGULATORY
AFFAIRS SUPPORT

FORMULA
HOMOLOGATION

PACKAGING
HOMOLOGATION

PRODUCTION PROCESS

PACKAGING
INCOMING
INSPECTION

PRODUCTION
PROCESS
CONTROL

FINISHED PRODUCT
FINAL INSPECTION

WORKING PROCESS

STEP BY STEP / VIRTUAL PROCESS



essentia
Beauty concept provider

Information

Reception centre

WORKING PROCESS

STEP BY STEP / VIRTUAL PROCESS

CUSTOMER BRIEF

MARKETING

DEVELOPMENT

PLANNING & PURCHASING

esentia
Beauty
REGULATORY
AND QUALITY

PRODUCTION
FOLLOW UP

DIGITAL AND
SOCIAL MEDIA

DIGITAL

REGULATORY & QUALITY

PLANNING & PURCHASING

DEVELOPMENT

MARKETING

LET'S START!

DIGITAL

REGULATORY & QUALITY

PLANNING & PURCHASING

DEVELOPMENT

STEP 1 MARKETING

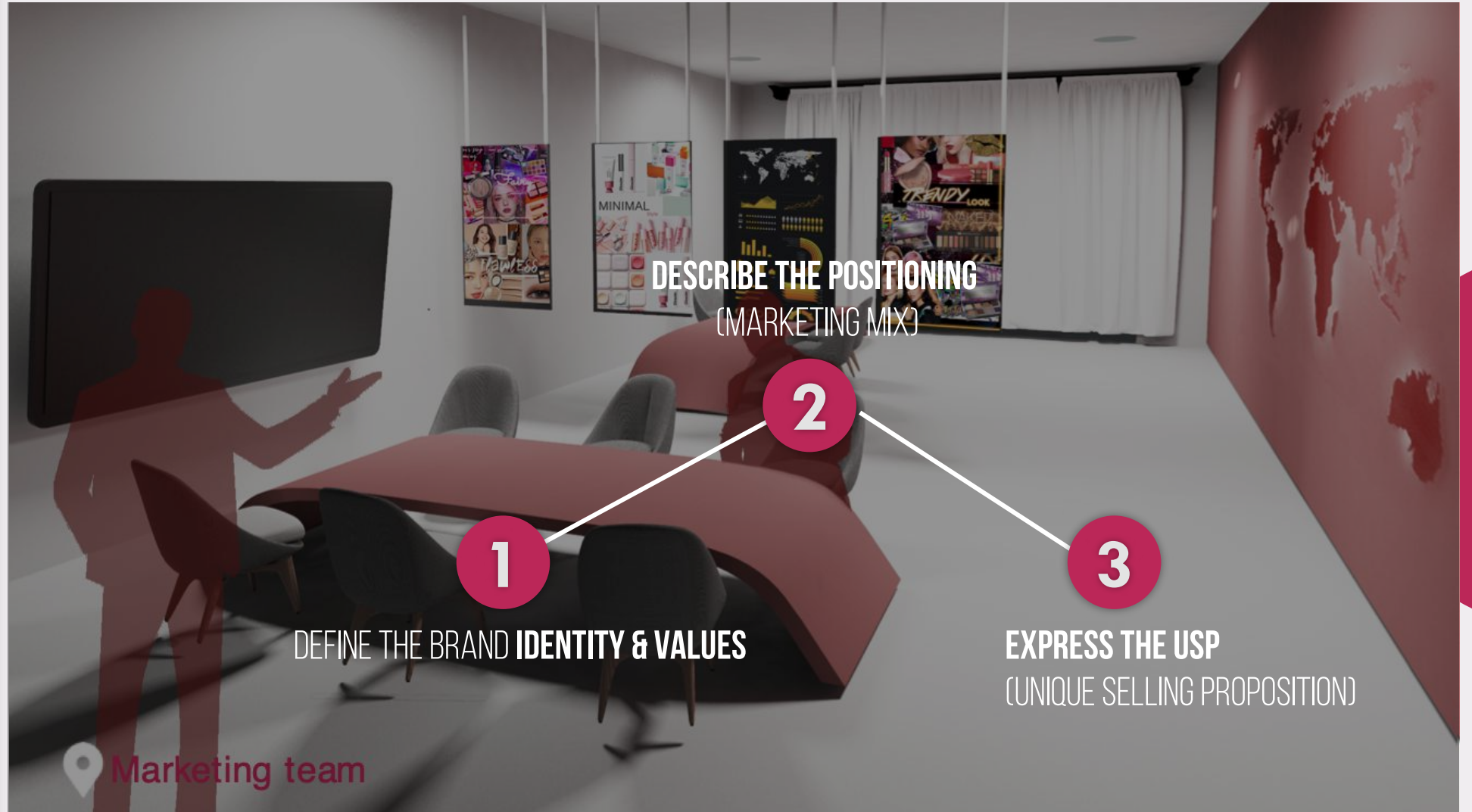
MARKETING

DIGITAL

REGULATORY & QUALITY

PLANNING & PURCHASING

DEVELOPMENT



MARKETING

DIGITAL

REGULATORY & QUALITY

PLANNING & PURCHASING

STEP 2 DEVELOPMENT

Coordinationn by project Manager with
Marketing team.

DEVELOPMENT

MARKETING

DIGITAL

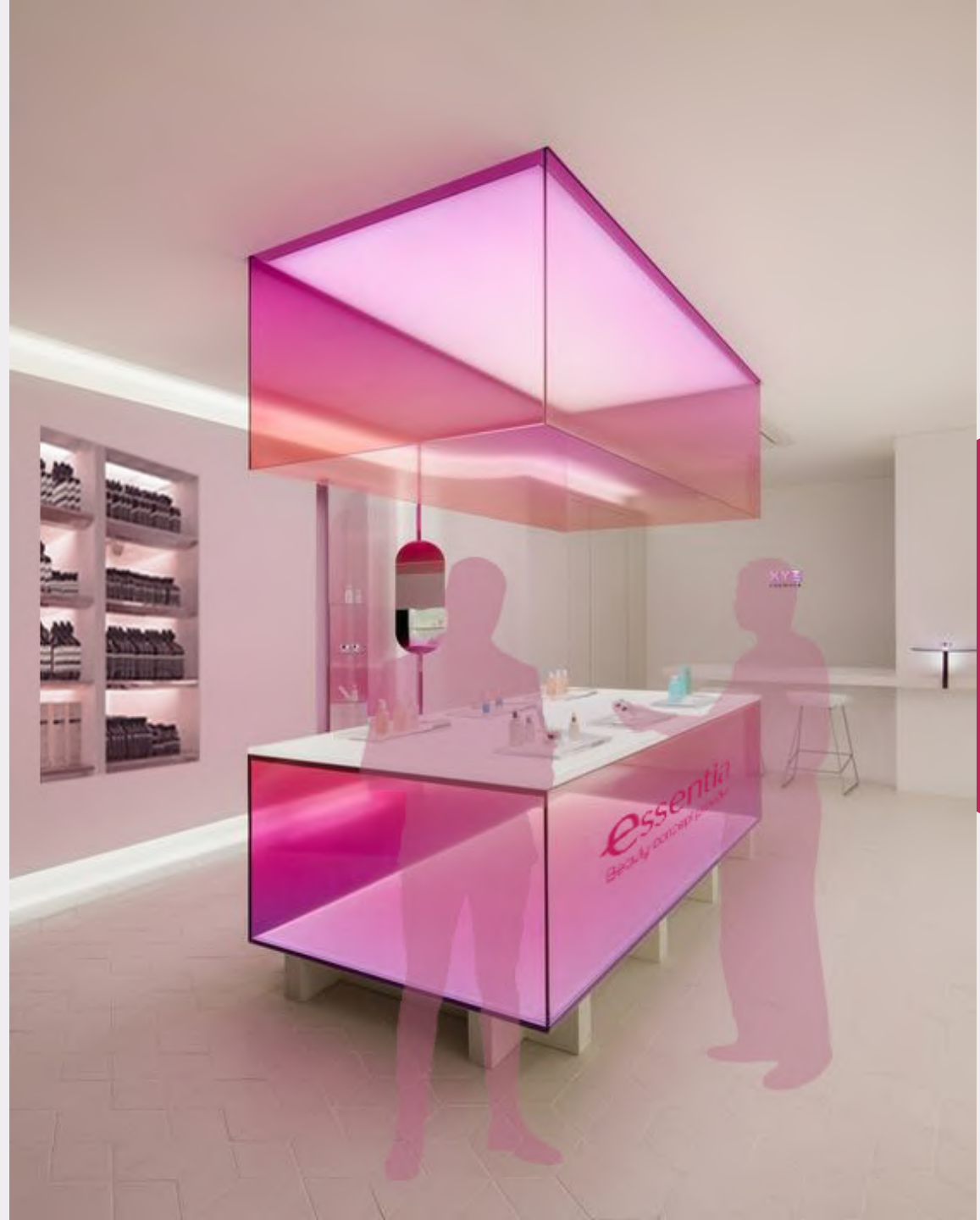
REGULATORY & QUALITY

PLANNING & PURCHASING

FORMULATION BRIEF
TO SUPPLIERS

CREATIVE BRIEF TO
INHOUSE DESIGN STUDIO

INVOLVEMENT OF REGULATORY
AND QUALITY MANAGER



DEVELOPMENT

MARKETING

DIGITAL

REGULATORY & QUALITY

STEP 3 PLANING & PURCHASING

supply chain management Quality
assurance and time line control

PLANING & PURCHASING

DEVELOPMENT

MARKETING

DIGITAL

REGULATORY & QUALITY

SUPPLY CHAIN MANAGEMENT

1

**ORDER BASED ON THE
PR (PURCHASING REQUEST)**

2

TIME LINE CONTROL

3

PLANNING & PURCHASING

DEVELOPMENT

MARKETING

STEP 4 REGULATORY AND QUALITY

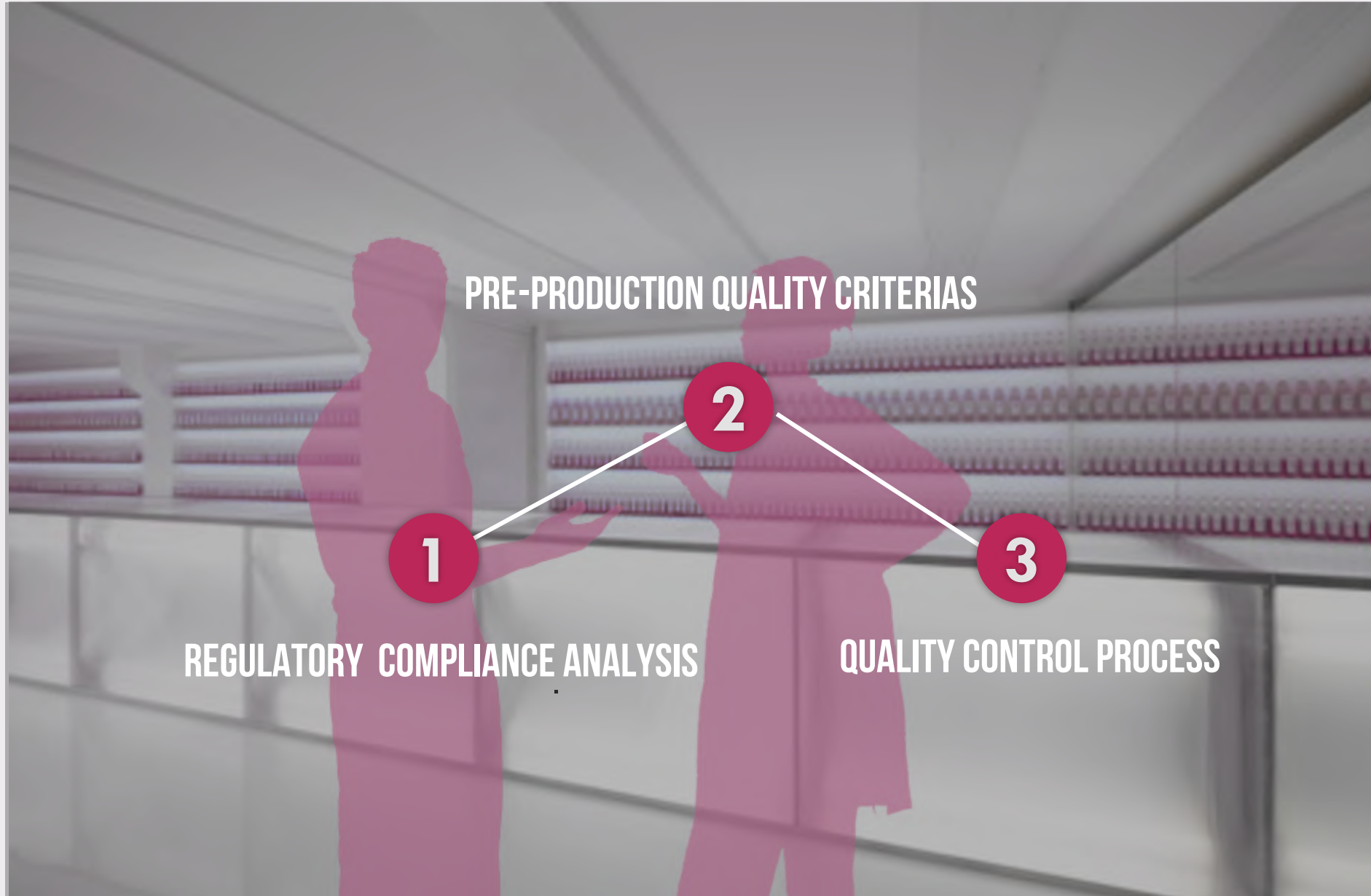
in charge on compliance and quality control

REGULATORY & QUALITY

PLANNING & PURCHASING

DEVELOPMENT

MARKETING



REGULATORY & QUALITY

PLANNING & PURCHASING

DEVELOPMENT

MARKETING

DIGITAL

STEP 5 PRODUCTION

PRODUCTION

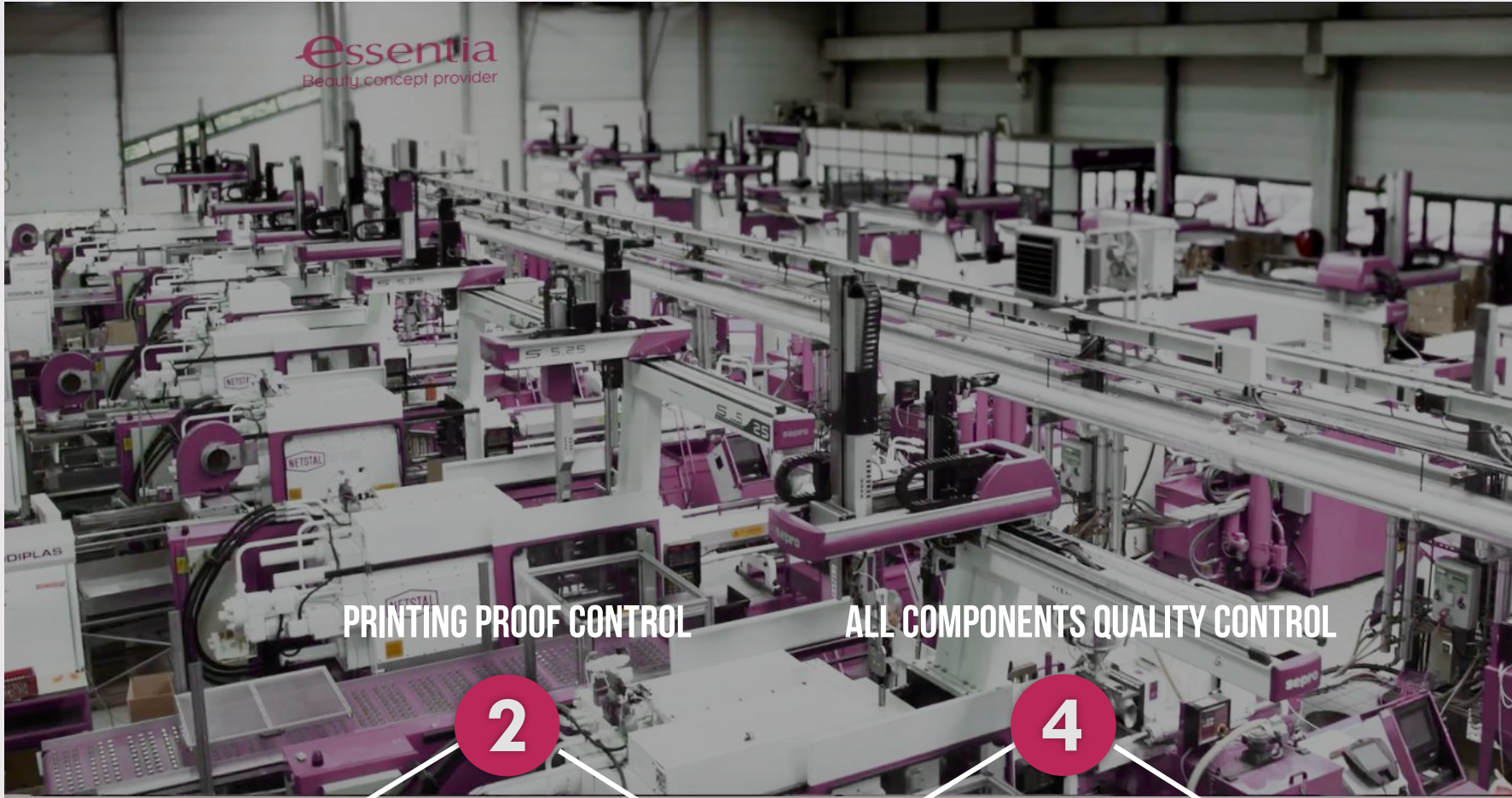
REGULATORY & QUALITY

PLANNING & PURCHASING

DEVELOPMENT

MARKETING

DIGITAL



Essentia
Beauty concept provider

PRINTING PROOF CONTROL

ALL COMPONENTS QUALITY CONTROL

1

PILOT START UP

2

3

PRE-PRODUCTION QUALITY CRITERIAS

4

5

FINISHED PRODUCT QUALITY CONTROL

PRODUCTION

REGULATORY & QUALITY

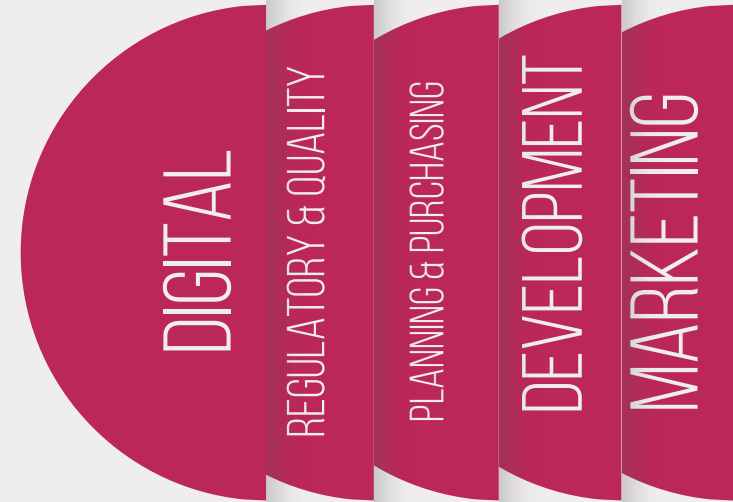
PLANNING & PURCHASING

DEVELOPMENT

MARKETING

STEP 5 DIGITAL AND SOCIAL MEDIA

Development of content for social media support
Development of custom app with technology of skin analysis, AI and AR.



CONTENT CREATION

Production description, Tutorials ..etc

VISUAL PRODUCTION

Photos, video

CUSTOM APP DEVELOPMENT



DIGITAL

REGULATORY & QUALITY

PLANNING & PURCHASING

DEVELOPMENT

MARKETING

Accessorize

Aubade
PARIS

amazon

Alma K.
Dead Sea Minerals

CARON
PARIS

Chantelle
PARIS

cosnova
BEAUTY

Darjeeling
collection de thé

DESSANGE
PARIS

Disney

Douglas

Etam

EQUIVALENZA

Gianfranco FERRE

HAKA®
LEBE WUNDERVOLL

intimissimi

J2
Jacqueline Riu

Jennyfer

JOY
DE VILLARET
PARIS

KAPORAL
JEANS

LA PERLA

Lejaby

Leonor Greyl
PARIS

LuluCastagnette

Miss Kay
eau de parfum

MONOPRIX

MORGAN
MORGAN DE TOI

NOCIBÉ
la beauté libérée

NUXE
PARIS

orange™

Passionata®

pimkie®

WE ARE PROUD
TO WORK WITH

PRINCESSE tam•tam

PROvalliance

rougegorge
LINGERIE

STEFANEL

TRUSSARDI

THE BEAUTY
SECRETS

yamamay

The background of the slide is a vibrant, abstract pattern of flowing, liquid-like pink and magenta shapes. These shapes create a sense of movement and depth, with highlights and shadows that give it a three-dimensional appearance. The colors range from light pink to deep magenta.

THANK YOU