## Cosmetic Innovation Project Management IPM – The New Cosmetic Itineraries



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#### IPM: The basis to develop a SPES Cosmetic Product SAFE-PLEASANT-EFFECTIVE-STABLE

#### **IPM (New Cosmetic itineraries)**

#### Starting or Ending points of the SPES Cycle Courses

S	• Safe
Ρ	• Pleasant
E	• Efficaceous
S	• Stabile





the 2024 IPM Project - Logo and Claim Essence

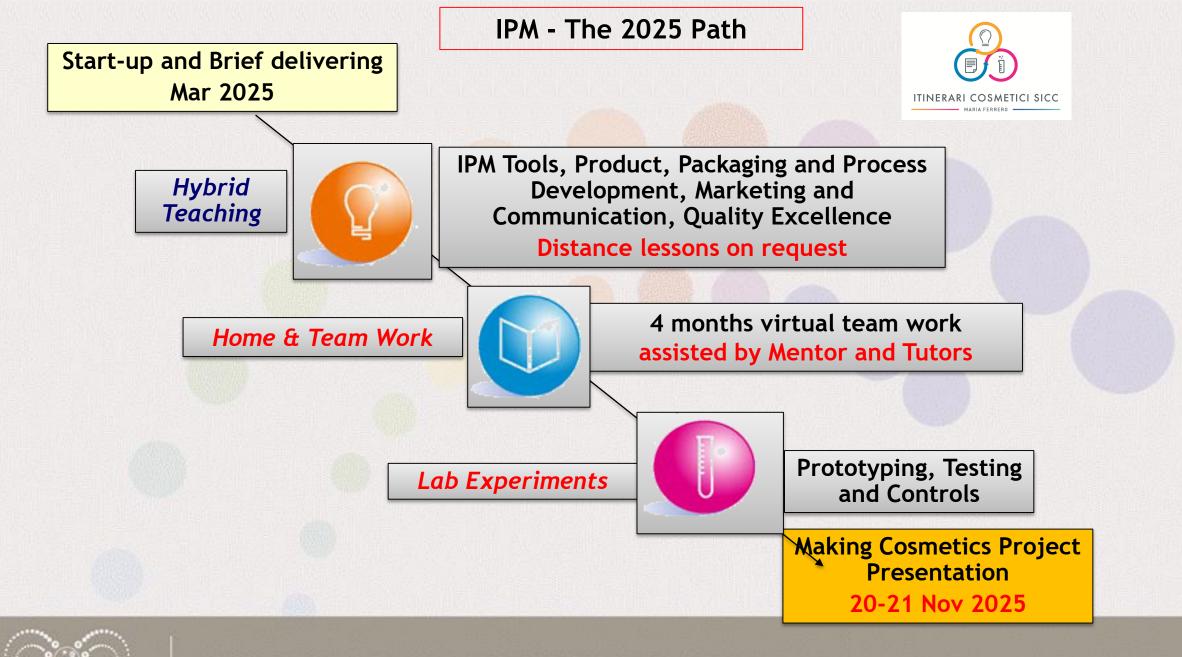








IPM



INNOVATION PROJECT MANAGEMENT 2025 PROJECT "ALTEZZE EROICHE"



#### **TARGET AND BRIEF OUTLINES**

Sportsmen and mountain enthusiasts, men and women, who love to challenge their limits at high altitude, regardless of the season. From trekkers to mountaineers, from skiers to trail runners, this line is for those looking for cosmetic support to protect themselves and stay performing in difficult conditions

A line of products that incorporates the strength of mountain nature, combining protection and repair to guarantee performance and comfort in extreme conditions. The goal is to protect and revitalize skin exposed to cold temperatures, strong winds, altitude and intensified UV rays, with formulas that recall the intensity and purity of the mountain environment.



INNOVATION PROJECT MANAGEMENT 2025 Project "ALTEZZE EROICHE"



You will have many resources at your disposal in order to carry out the task with awareness of the role, responsibilities and relationships that influence a group and a development process

### Mentors, Technical Tutors, Support Companies

The project must be presented in November at the Making Cosmetics 2025 Scientific Conference





# For more info and registration

