

Cosmetic Innovation Project Management

IPM – The New Cosmetic Itineraries



ITINERARI COSMETICI SICC

MARIA FERRERO

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

P

• Pleasant

E

• Efficaceous

S

• Stabile

SPORTYFY

special care products for sporty people



MAIN SAIL

Alza la vela, proteggi la pelle

the 2024 IPM Project – Logo and Claim Essence



COSMETICO SICURO PIACEVOLE EFFICACE STABILE



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IPM INNOVATION PROJECT MANAGEMENT 2° CORSO FEBBRAIO - NOVEMBRE 2025



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IPM - The 2025 Path



Start-up and Brief delivering
Mar 2025

Hybrid Teaching



IPM Tools, Product, Packaging and Process Development, Marketing and Communication, Quality Excellence
Distance lessons on request

Home & Team Work



4 months virtual team work
assisted by Mentor and Tutors

Lab Experiments



Prototyping, Testing and Controls

Making Cosmetics Project Presentation
20-21 Nov 2025



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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.



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INNOVATION PROJECT MANAGEMENT
2025 Project “ALTEZZE EROICHE”



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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



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For more info and registration

www.sicc.it



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