

HAVE A  
WONDERFUL  
DAY

WHEN YOU ARE HAPPY  
EMBRACE THE FEELING



CONCEPT AND POSITIONING

## HAVE A WONDERFUL DAY



When we start designing this line, we did it from a concept, not a product:

*What story would we like to tell?*

We would like to tell you about an interconnected world, one that discovers what great **power sharing can convey**. A world that puts caring for itself in the first place, protecting nature, *taking care of people, telling true stories.*

We envisaged the *Artègo world* starting from these concepts and we made them come true.

**A new journey starts from here:** our bag contains optimism, passion, protection and feeling of rebirth.

Every time you see this world drawing on the label you can *imagine to make this journey with us.*

It is an hygiene, care and beauty line: it's an idea, a vision of the world and of our life among others; it is meant to make us feel safe, to make us feel good.

HAVE A WONDERFUL DAY: care and beauty protection for you and for others.  
Every day.



The name expresses the core concept of the line:

HAVE A  
WONDERFUL  
DAY

WHEN YOU ARE HAPPY  
EMBRACE THE FEELING

*It is not a sanitizing product line linked to Coronavirus*

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## Highlights of the line



It is the first Health&Beauty line by Artègo



It is a line that wants to celebrate a vision of life that will be different than before yet rich in beauty and opportunities



It wants to launch a green message out in the world



It belongs to the **Conscious Beauty** products category



## CONSCIOUS BEAUTY

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A Health&Beauty brand line

### THE MESSAGE:

“

Don't panic, don't get anxious.  
Relax and try to enjoy every day  
of this new Era.  
We will take good care of you.

”



## CONCEPT

Why is the line so special and different from similar products on the market?

### HAVE A WONDERFUL DAY

- ✓ It belongs to the Health&Beauty category
- ✓ Beyond its sanitizing function, it holds our values and our optimistic vision of the world, made of enthusiasm and tranquillity:  
try and seize beauty everywhere, also among daily happiness sparks: Have a Wonderful Day will take care of you.
- ✓ It is reassuring
- ✓ It takes care of your skin
- ✓ Phyto-Tech formulation enriched with natural active principles
- ✓ You feel safer and cared for just looking at its package
- ✓ Elegant design, perfect to be showcased alongside our other beauty products

### OTHERS

- ✓ Linked to the virus: they convey an alarming and scary message
- ✓ General design, comparable to detergents'
- ✓ Flat concept, they're all the same
- ✓ Aggressive on the skin
- ✓ They make you feel at risk
- ✓ They do not educate us to living with greater awareness
- ✓ They create discomfort and distress
- ✓ No research about the formulation
- ✓ Marketed to be used compulsively and quickly, they can't be displayed among beauty products

## CONCEPT

Why is the line so special and different from similar products on the market?

### HAVE A WONDERFUL DAY

- ✓ Design packaging, they instill well-being just if you look at them
- ✓ They're beautiful to be carried around
- ✓ You will just love them since they're special inside (formulation) and outside (looks)
- ✓ They take care of our skin and they are pleasantly scented

### OTHERS

- ✓ You can't tell one from the other
- ✓ No naming, no concept
- ✓ You are not tempted to read the label
- ✓ Chemical, unpleasant smell

## FORMULAS



### Sanitizing Gel

*99% Italian  
origin ingredients*

**TEA TREE OIL**  
antibacterial  
**VEGETABLE GLYCEROL**  
emollient  
**D-PANTHENOL**  
regenerating  
**VITAMIN C**  
antioxidant



### Sanitizing Soap

*94% Italian  
origin ingredients*

**TEA TREE OIL**  
antibacterial  
**PROPOLIS EXTRACT**  
antioxidant  
**VEGETABLE GLYCEROL**  
emollient



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Thanks