

WONDERFUL DAY

WHEN YOU ARE HAPPY EMBRACE THE FEELING



CONCEPT AND POSITIONING



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.



arteso

WONDERFUL

DAY WHEN YOU ARE HAPPY

WITH TEA TREE OIL





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



WONDERFUL DAY

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

WONDERFUL DAY

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

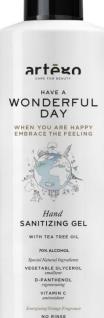
OTHERS

- ✓ 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



WONDERFUL DAY



Thanks