



The science of beauty: transforming innovative ideas into commercial reality

We work with cosmetics and personal care companies from around the world and at every stage of their product development lifecycle.

Our multi-disciplinary teams work together to solve challenges, create ground-breaking products and deliver regulatory advice and guidance.

We have specialists at every touchpoint from market needs analysis, product ideation and development to regulatory advice for export to claim substantiation.



Understand

market and technology opportunities, trends, risks



Solve

science and technology challenges



Develop

breakthrough products and systems



Deliver

products better and faster



Regulatory compliance and advice

- VoC/market analysis
- Human factors
- Technology landscaping
- Opportunity discovery
- Innovation & IP strategy

- System complexity
- Science analysis
- Technical feasibility
- Cost challenges
- New product concepts

- Proof of principle
- Detailed design
- System architecture
- Prototypes
- Technology risk reduction

- Verification & validation
- Transfer to manufacture
- Faster time to market
- Tech knowledge transfer
- Manufacturing support



With consumers' ever-changing and sophisticated demands, brands need to develop innovative products to remain competitive. Here at Sagentia, we believe in the application of science, enabling brands to effectively capitalize on the need for sophisticated in-home treatments and in-home or in-store diagnostics.

Our in-depth knowledge of science, technology, consumer needs and future trends, means that we can develop innovative products with future-proof qualities, ensuring brands can surpass consumers' expectations.

By combining the knowledge of our experts in science, engineering and design with our ability to rapidly evaluate and deploy new technology, we quickly and effectively transform ideas into commercial reality. This enables clients to be agile and ground-breaking—efficiently developing products for imminent and future needs, while retaining valuable IP ownership.

a **science group** company

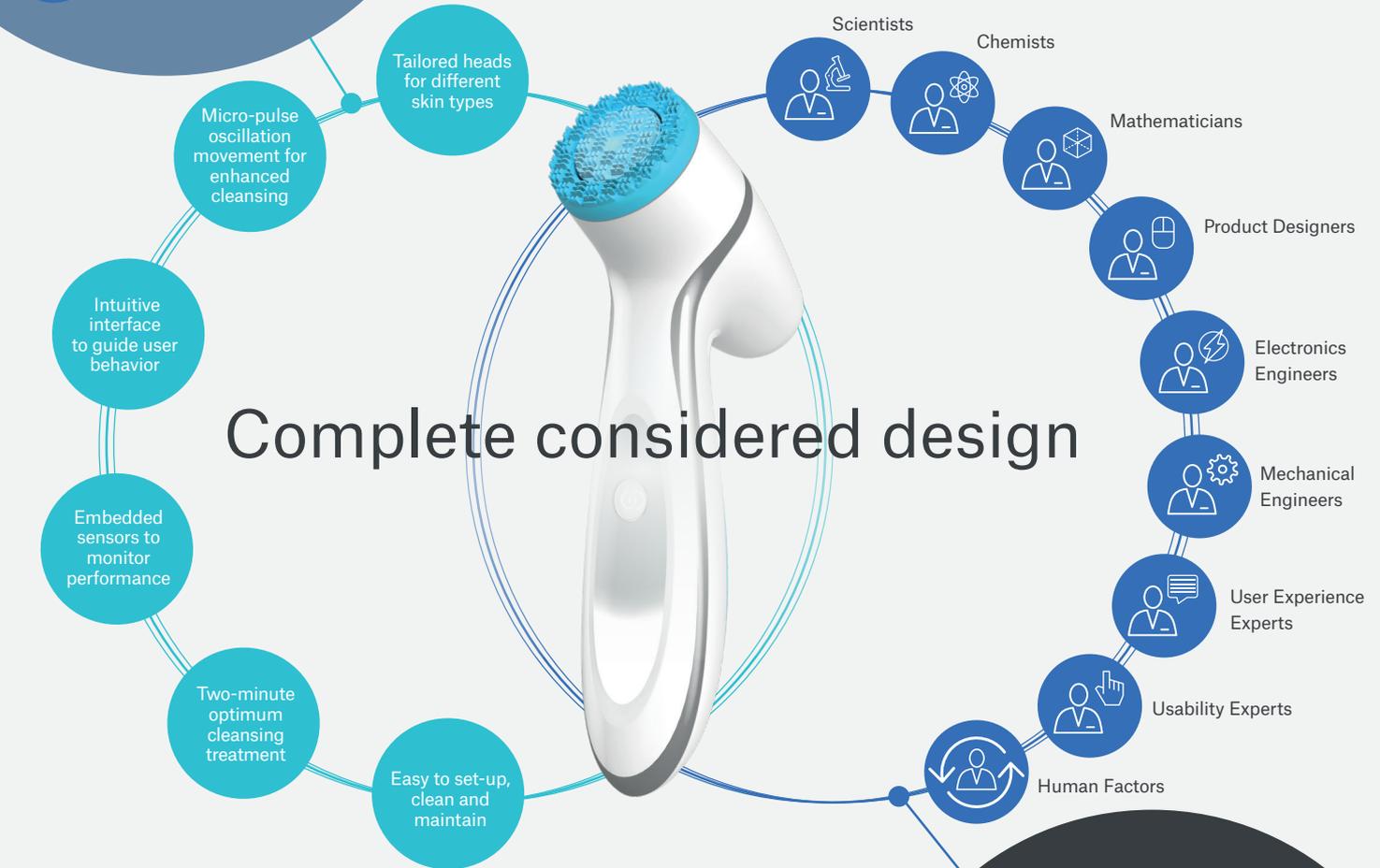
The challenge

-  Personalized to the user's needs
-  Superior cleansing with a spa like treatment
-  Scientifically tested
-  Compelling technology and design

Case study: Nu Skin LumiSpa

sagentia  **NUSKIN**

From concept to launch, our cross-collaborative approach helped Nu Skin bring a game-changing, smart, personal care device to market: the ageLOC LumiSpa.



The results

- ✓ Winner of multiple beauty awards
- ✓ Winner of A' Design Award
- ✓ Seven skin benefits
- ✓ Dramatic skin renewal and deep cleansing in a single treatment
- ✓ Game changer product for Nu Skin
- ✓ Global market success
- ✓ New platform device established to expand Nu Skin's range