

- ▮ High Functionality
- ▮ Chic Design
- ▮ Enhanced Experience



Smart devices for personalised health & beauty regimes

Hair care, skin care and colour cosmetics diagnosis

Treatment devices

Dispensing fluids

Heating devices

Treatment lamps



Exciting the consumer ▮

Personal care & beauty devices are the new battleground for health and beauty providers to increase sales and satisfy their customers. Exquisite design combined with technical elegance is the name of the game.

With evidence that pure formulation innovation may no longer be enough to attract and excite them, consumers are responding positively to sophisticated personal care devices which enhance their experience and the efficacy of their product.

Sagentia in personal care and beauty ▮

Sagentia has extensive experience in developing personal care devices which the consumer values. Our scientists and technologists are specialists in delivering functional complexity within the design aesthetics the consumer desires.

Time and time again we have helped our clients disrupt their markets, drive sales and extend their brand.

At Sagentia, we work across the development lifecycle:-



initial need and market analysis



concept generation



technology and product development



transfer to manufacture

Nu Skin: ageLOC Me

“We wanted to provide a product that would really change the personal care landscape.”

Helen Knaggs
Vice-President of R&D,
Nu Skin



Full case study overleaf →

Dove Advanced Diagnostic Instrument

“The Dove Hair diagnostic tool is an innovative device that can measure the level of damage that hair has endured over time.”



Full case study overleaf →

Nu Skin: ageLOC Me for personalised skincare

Since launch, Nu Skin's ageLOC Me has gone on to win Happi's Anti-Aging Product of the Year contest. There are three main components to this exciting product – an app; the device and the formulations.



Challenge ↪

Nu Skin's consumer research in the US and Asia identified a market opportunity for personalized skin care topical formulations. Nu Skin's brief to Sagentia was for a novel, user-friendly product capable of delivering a tailored morning and evening dose of skin care topical formulation.



Approach ↪

Sagentia managed mechanical and software design, tooling and electronic engineering. Having explored technical feasibility, we tested functionality and invited user feedback. Proof of principle demonstrators evaluated performance, efficiency, noise and cost. We undertook full prototype development and took the product into production tooling and manufacture via a contract manufacturer.

Benefit ↪

The new device delivers on Nu Skin's vision of a more tailored experience for consumers and a move away from a one-size fits all approach. It provides a novel customised skin care platform that encourages repeat purchasing of NuSkin's formulation products, helping to drive growth for their business.

Sagentia were selected as development partner on the project due to our deep expertise in pump technologies, microfluidics and cosmetic rheology.

Unilever: Dove Hair Diagnostic tool

Challenge ↪

Unilever's Hair Care business wanted a diagnostic hair damage device which would engage customers and encourage them to trial Dove products. Diagnostics are increasingly proven to drive consumer buy-in and for Dove, whose brand essence is built on efficacy, empirical evidence around the efficacy of products to improve hair damage, carries a strong and relevant message.

Approach ↪

Sagentia took responsibility for all aspects of industrial design, product development & testing through to management of the contract manufacturer.

By running a strand of hair through the device, stylists get an instant reading for dryness and damage. The damage score is a cue for advising about specific care and product regimes. The device uploads consumer data to the Internet for easy access and trend analysis.

Benefit ↪

Good understanding of our client's R&D capability and their brand led to a solution that is highly engaging and delivers real value. Unilever's Dove brand now has an insightful tool for creating and maintaining an intimate one-to-one relationship with consumers – whilst simultaneously collecting the insight needed for future R&D.



Diagnostics are increasingly proven to drive customer buy-in and support one-to-one marketing



Contact us

Nu Skin and Unilever are just two recent examples of the work that Sagentia conducts in this area. For more information about how we can help you please email us at info@sagentia.com or visit us at www.sagentia.com