



**CONTRACT MANUFACTURING &
PRIVATE LABEL COSMETICS**



  @bellanovacosmeticsitalia

www.bellanova-cosmetics.com

PRODUCTION AND DEVELOPMENT WORKFLOW

01.

Briefing

We define the brand's positioning and choose between bespoke formulations or those from our catalogue.

02.

Formulation

Our laboratories develop exclusive formulas using certified raw materials.

03.

Prototype

We produce bespoke samples for sensory testing and final technical approval.

04.

Testing & Certifications

We guarantee safety, stability and full compliance with current European regulations.

05.

Production

We commence industrial production of the batch in strict accordance with the specifications.

06.

Quality control

We carry out thorough microbiological and chemical-physical analyses on every single batch.

07.

Packaging

We complete the product with filling, labelling and customised packaging.

08.

Delivery

We dispatch the finished product accompanied by all the necessary technical documentation.

SNAIL SLIME

The ideal ingredient for every type of skin *Snail mucin*

FUNCTIONAL INGREDIENTS

Snail secretion is a **natural concentrate of active ingredients**.
Allantoin, glycolic acid, elastin and collagen work in synergy
to regenerate the skin.

GLYCOLIC ACID

MUCOPOLYSACCHARIDES

COLLAGEN

ALLANTOIN

ELASTIN

SNAIL SLIME

The ideal ingredient for every skin type

EFFECTIVENESS BY SKIN TYPE

DRY AND DEHYDRATED SKIN

Deep hydration and barrier restoration

ACNE-PRONE AND COMBINATION SKIN

Purifying, healing and sebum-regulating action

MATURE SKIN

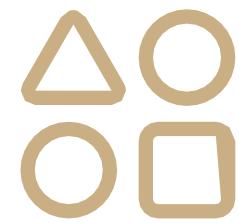
Stimulation of collagen and elastin, lifting effect

SENSITIVE SKIN

Soothing, calming and deep-repairing action

PLANT EXTRACTS

Research and Customisation



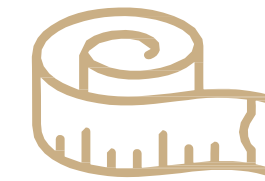
RANGE OF EXTRACTS

We offer a wide selection of plant extracts rich in active phytocomplexes, selected to ensure maximum efficacy and purity in cosmetic formulations.



SCIENTIFIC RESEARCH

Our collaboration with the University of Calabria and specialist laboratories ensures the highest scientific rigour and excellent quality standards at every stage of analysis.



TAILOR-MADE

We develop exclusive ranges by processing the plant-based materials supplied by the customer to order, ensuring complete customisation and a bespoke approach to the finished product.

INNOVATIVE BIOQUALITY TECHNOLOGY

for the biological enhancement of plant materials

INNOVATIVE PRINCIPLE

A new method for treating **plant tissues** that preserves the natural components intact and easily assimilable, avoiding the damage typically caused by traditional processes.

PATENTED TECHNOLOGY

A patented and published technology, with a **thirty-year history and applications** in the field of human medicine.

MULTIPLE DEVELOPMENT OPPORTUNITIES

It enables the creation of **bespoke organic preparations** tailored to the specific plant and the part being treated, thereby making the most of the raw material.

PRESERVATION AND ENHANCEMENT

A process designed to **protect** biological components, whilst maintaining their structural integrity and microbiological stability.

FROM TECHNOLOGY TO COSMETIC INNOVATION

It harnesses **natural active ingredients** to create new ingredients and **advanced formulations** for cosmetics.

PRESERVING BIOLOGICAL HERITAGE. CREATING NEW POSSIBILITIES.

THE PERSON RESPONSIBLE

Who ensures a cosmetic product complies with regulations?



The person in charge must ensure, amongst other things:



Product safety and the existence of a safety assessment



Compliance of the formulation and technical documentation



Preparation and retention of the PIF (Product Information File)



Labelling and claims



Management of adverse effects and cosmetovigilance



Product product (CPNP)

COSMETIC CLAIMS

A cosmetic claim communicates a **characteristic, property or effect attributed** to the product. Every claim must be **truthful, supported** by evidence and **presented** in a clear and non-misleading manner.



European legislation sets out common criteria for the justification of cosmetic claims: legal compliance, truthfulness, supporting evidence, honesty, fairness and informed choice.



Testing
instrumental
|



Clinical/instrumental
on volunteers



Self-assessment
self-assessment



Literature reviews
and data on
ingredients

The stronger the claim, the more robust the evidence supporting it must be.

This is an important point: it does not mean that every claim must necessarily be demonstrated through an efficacy test on the finished product. The type of evidence must be proportionate to the claim and scientifically relevant.

GREEN CLAIMS

When the claim relates to the environment

Directive (EU) 2024/825, which comes into force on **27 September 2026**, strengthens consumer protection against misleading environmental marketing practices (greenwashing).

In particular, it is essential to **avoid** using terms such as 'green', 'eco-friendly' and 'sustainable' when they are used in a generic manner or are not adequately substantiated.

The Directive also addresses generic environmental claims, unreliable sustainability logos and statements regarding future environmental improvements that lack verifiable commitments.



THE CHOICE OF PACKAGING



GRAPHIC DESIGN

What is it and why is it important?

Graphic design is a visual architecture that **distinguishes** the product from others on the market and **conveys** messages.

It is not just visual decoration!

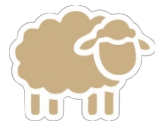
It instantly conveys the product's positioning, ingredients, effectiveness and brand values without the need to read lengthy descriptions.

It enhances the **perceived value** of the formula and instils confidence, guiding the customer's choice even before they try the cosmetic product.

80

of the decisions we make are dictated by the **appearance** of a product or service, etc.

This is because the graphics/design...



DISTINCTIVENESS

The product stands out at first glance on the shelf amongst its competitors.



POSITION

Defines the target audience: luxury, dermo-cosmetics, eco-friendly or millennial.



INFORMS

Complete clarity on benefits, instructions for use and legal compliance.



BUILDS LOYALTY

Consistent across all product ranges.

DESIGN IS ALL ABOUT...

BRANDING AND LOGO

Definition of values, visual identity, typefaces and a distinctive colour palette.

PACKAGING

Design of bottles, labels, boxes, materials, etc...

VISUAL MERCHANDISING

Shelf presence, displays and e-commerce presentation

THE STAGES OF GRAPHIC DESIGN

01.

Research and analysis

Analysis of competitors, industry visual trends and the target audience.

02.

Defining objectives

Clarification of positioning, brand values and technical/regulatory requirements.

03.

Concept development

Production of initial visual drafts, mood boards, and font and colour combinations.

04.

Design development

Graphic engineering based on actual die-cuts, print-ready files and prototyping.

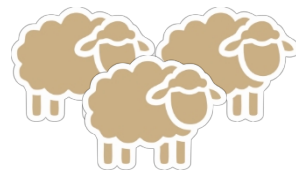
05.

Monitoring and upgrades

Assessment of audience response and periodic revamps of the range.

COMPARING ARTIFICIAL INTELLIGENCE AND HUMAN INTELLIGENCE

AI is an excellent creative aid in the preliminary phase, but on its own it is not enough to produce truly effective, print-ready graphics.



APPROVED RESULTS

AI models tend to replicate similar visual styles, risking making your brand look just like many others on the market rather than setting it apart.



IGNORES FINAL OUTPUT AND REGULATIONS

It does not take into account how designs will appear on actual substrates (paper, laminates, bottles) nor the legal requirements regarding legibility for INCI, PAO and quality marks.



INCORRECT PRINT FILES

AI creates visual concepts, but does not generate vector print files, die-cuts and specific bleed areas, or finishing levels for the printer.

WHY IS IT BETTER TO HAVE EVERYTHING HANDLED BY A SINGLE COMPANY?

SINGLE POINT OF CONTACT

No complex coordination between the cosmetics manufacturer, external graphic designer and print shop.

FAST TIME-TO-MARKET

Development of formulations, packaging dimensions and graphics in parallel, with no downtime.

TECHNICAL COMPATIBILITY

Immediate knowledge of die-cuts, bottle dimensions, final INCI and print limits.

COST OPTIMISATION

Elimination of costs associated with external agencies and reduction in the risk of reprints.

THANK YOU FOR YOUR ATTENTION!

The conference continues at the
G. B. Adriani Civic Museum
at Via dell'Ospedale, 40, Cherasco



You can
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presentation by
scanning the QR
code



www.bellanova-cosmetics.com

