

NEW TECHNOLOGIES FOR COSMETIC APPLICATIONS

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How to innovate through partnership ? The instrumental cosmetic case

While still emerging, the cosmetic home device market bears an important growth potential in the coming years. As a matter of fact, cosmetic home devices, which are based on various sources of energy, can address many cosmetic needs with a superior efficacy than regular products. However, bringing innovation in this field requires the combination of different skills which is often made possible only through partnerships and alliances. The present talk will present relevant examples of partnership-based innovations as well as some perspectives in the field of cosmetic home devices.