



**ETICHUB**  
THINK COSMETHIC

OUR COMPANY



The best ethical means  
for best ethical results.

Born in 2013 as an innovative company and academic spin-off, Etichub follows the cosmetics product from concept to reality. We take part in the entire development of cosmetics product, starting from an initial idea through a series of processing which lead to a finished product, whose key characteristic is ethics.

Our strong academic background allows us to provide easy, practical and cost-effective solutions by adapting university research to the business world. The knowledge is the basis of our ethical cosmetics.

We work behind the scenes with flexibility and transparency to offer a clear, quick and updated service.



# OUR CHALLENGE

Whatever your product, it must be unique for its original and authentic idea, its quality and efficacy and for its identity.

We bring ideas to life, we give the numbers of quality and efficacy and we support the uniqueness of the product

because the cosmetic must be used also for pleasure and not only in case of need.

# KNOW HOW

## SUPPORT

We meet your needs and satisfy your doubts.

## LEGISLATIVE CONSULTANCY

PIF, CPSR, notification

## TECHNICAL EXPERTISE

Bibliographic researches, Medical writing, Scientific copy

## STRATEGIC MARKETING

Reviewing informational and illustrative product materials, Proposal and review of product claims

## LEARNING

We organize masterclasses and workshops aimed at high-level training focused on the most critical issues arising in your day-to-day activities.

We give companies the opportunity to use our R&D laboratories to develop appropriate training for the study and promotion of their products.

**we SHARE  
our SCIENCE**



# We BELIEVE in QUALITY and RELIABILITY

## QUALITY

Raw Materials, Semi-finished and Finished Product Analysis, Microbiological Quality, Standard and Accelerated Stability Test

**Sample Stability Test and Shelf Life** - detection at an early stage of any type of destabilisation, Characterization of the sample, comparison and classification of formulations

**Content/Container Compatibility Tests** - colorimetric analysis, pack integrity analysis, qualitative profile of extractables, leachables and volatile extract

**Product/Substrate Interaction Tests** - direct analysis of the surface zeta potential, detection of surface charge at a solid/liquid interface

## SAFETY

In vivo Skin Compatibility Test, Clinical Test by Experts' Evaluation (Dermatologist, Gynecologist, Ophthalmologist, Pediatrician)

**Baby products** - protocol based on a sequential "in vivo" approach consisting in a set of trials to provide a safety overview of the action of the product

# TESTING



## EFFICACY

### FACE&EYE&BODY

Moisturizing/Protective/Soothing Effect, Refreshing/Cool/Dry Skin, Energizing/Revitalizing / Regenerating Effect, Non Comedogenic/Exfoliating/Peeling/Purifying Effect, Lipidizing/Antiaging/Elasticizing/Lifting/Firming/Lightening/Brightening Effect, Dark Circles and Eye Bags, Anti Cellulite, Anti Stretch Marks, Sun Tanning/Self-tanning Effect, Keep the Tan, No Deo Marks on Clothing,

**Antipollution Test** - protocol based on a clinical study on 300 human volunteers,

**Shape Remodelling** - quantitative 3D image analysis of body shape and face

### NAIL

Strengthening Effect, Nail Thickness/Structure/Morphology, **Mechanical Nail Evaluation** by NailStrainMeter- NM100 (patent of University of Pavia)

### HAIR

Hair Strengthening/Detangling/ Combing /Restructuring Effect, Shiny Hair & Anti-fade Coloured Hair, Anti-grey, Anti-hair Loss/Effluvium, Anti Dandruff, Scalp Control, **Quantitative and Image Evaluation of characteristics of the Hair** through FST - Filament Surface Tester (patent of University of Pavia)

### MAKE UP

Glossy Effect, Eyelashes Volumizing/Lengthening/Curling, Waterproof Make Up/Removal, Hedging Effect, No Smudge Mascara, Long Lasting/No Transfer/Mattifying Effect

**we MAKE your PRODUCT  
TELL the TRUTH**



# we **GIVE SHAPE** to **NEW VISIONS**

We develop original concepts through the creation of a unique product: the idea with its evolutions, from brainstorming to design and the final development. The birth of a new product, as long as it is innovative.

## MARKETING

Identification of the strengths and distinctive features, creation of a new identity to communicate new brand values, positioning, target and value proposition study

## R & D

Product prototypes according to identified needs and desired textures

## PRODUCTION

We manage all the involved departments, from the development to the assistance during the scale-up phase

# PRODUCT ARCHITECTURE





**[www.etichub.it](http://www.etichub.it)**

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**HEADQUARTER  
TESTING LABORATORY**

*Polo Tecnologico di Pavia*  
Via Fratelli Cuzio, 42  
27100 Pavia - Italy

**REGISTERED OFFICE  
R&D LABORATORY**

*Dip. di Scienze del Farmaco*  
Via Taramelli, 12  
27100 Pavia - Italy