



ANDREA MICHELINI – my story

Graduated in Pharmacy in 1998, he qualified as a pharmacist in 1999. He's chartered in pharmacists register of Milan's Province and Lodi since 2003.

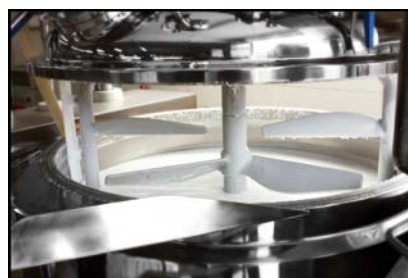
From 1994 to 2000 he has gained his professional experience by different companies of Consumer Care.

- In 2000 he has founded **IDEA s.r.l.**, cosmetic company specialised in the hotel's toiletries and in the same year he has been nominated Directorate President.
- In 2001 IDEA has been took in charge to produce for the hotel chain **HILTON** (Europe and Middle East)

From 2002 to 2006 it signed agreements for the production of other well-known hotel chains. The organization of the company is soon recognized at International level, producing important brands like **Carven**, **Morabito** and packaging products for **Yves Rocher**.

- In 2009 he created a cosmetic line for hotel based on the basic principles of the vitamins: for each product the right vitamin contribution. **Vitaminic line** becomes a must and stands out on the National territory.
- In 2010 Andrea Michelini evolved a new way to do cosmetic, formulating and recording the "**emotional cosmetic**".

Based on the *floritherapy* (therapy with flowers), the emotional cosmetic envisages the introduction of the Bach Biological Flowers in the cosmetic products for the daily hygiene, in particular the five flowers that composed the Rescue Remedy: *Impatiens*, *Star of Bethelam*, *Clematis*, *Cherry Plum* and *Rock Rose*, are an helping to face the daily little necessities (lack of self-confidence, anxiety, inability in relate)



- In 2011 he created **Vero Ever Green**, first corporate brand in the world to introduce hotel courtesy lines with Bach Biological Flowers.
- In the same year he created the corporate sector **Vero Ever Green** addressed to the distribution finalised to the retail of cosmetic products with Bach Biological Flowers.

"*The Rescue of the Skin, the Remedy for the Wellness*" is now a famous slogan, having reference to brand "Emotiona Care".

Pharmacies, herbalist shop, beauty shop, SPA are among the main purchaser of the Cosmetic Emotional Line: **Emotional Care**.

- In April 2013 he signed an agreement with the famous Italian songwriter **Gino Paoli** for the production of an exclusive hotel line enriched by extra virgin oil of his estate.
- In March 2014 he signed an agreement with the cosmetic trademark **Planters'** for the production and distribution of the courtesy line Aloe Vera.
- In July 2014 he obtained the cosmetics production of the **Kempinski** hotel line in co-branding with **Elemental Herbology**.
- In March 2015 he created a new cosmetic line, **Goji** with the ANTI-AGE berries more and more appreciated and used for their own antioxidant properties by the show business people.