

S.r.l. iDEEA

"Cosmetic group at the service of well-being"
"Gruppo cosmetico al servizio del benessere"

AMENITIES AROUND THE WORLD



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COMPANY PROFILE

Idea is born exploiting the thirty-year experience of his charter member, to satisfy needs of production and packaging of cosmetics exclusively for hotel's industry.

The cosmetic group IDEA works respecting the "New rules about cosmetic products" 1223/2009 in place of the directive 76/768/CEE, for the discipline of production and sell of cosmetic products.

○ HOW THE "COSMETIC GROUP IDEA" IS A RELIABLE LEADER:

- **Certification ISO 22716 (GMP)**
The GMP (Good Manufacturing Practices) represents the guide lines for production, checking, conservation and dispatch of cosmetic products
- **Formulations are dermatologically tested** and certified by authorized laboratories and in collaboration with the University of Pavia and Ferrara, which attest to the complete ocular and skin tolerance
- **Certification ICEA** for formulation and production of the BIOLOGICAL product
- **Use of raw materials certificated by ECOCERT.**

IDEA is legally responsible of all own brand cosmetic products, distributed on the market.

To assure the compliance to the cosmetic norms, for each cosmetic line, a technical and legal file is created.

IDEA is adequate to the EUROPEAN DIRECTIVE 93/35 CEE emitted after the change and the update of the law 76/768 CEE and it operates in respect to the rules about cosmetics 1223/2009 CEE.

For our cosmetic products it's also indicated the quality and the traceability of each ingredient, the expiring date, the production date, and the directions for use for each products.

Cosmetic group IDEA is always in contact with COLIPA (European Association of cosmetic Industry) that permits it to be always updated about the new cosmetic norms.

○ PACKAGING, DESIGN & COSMETIC

IDEA orients the research on the use of eco-friendly or completely bio materials with low environmental impact, in accordance with law.

Paying attention on the most sophisticated safety technology, bottles can available with an hermetic closure.

The internal laboratory certify and keep under control the production of cosmetics, guaranteeing the complete integrity of MADE IN ITALY.

Every soaps is made in vegetable white paste and/or glycerine enriched with wide set of selection fragrances or oils.

IDEA worked with important Griffes (like Clarins, Azzaro, Yves Rocher, Carven, Thierry Mugler just to mention some) and international hotel companies (Novotel, Mercure, Radisson, Golden Tulip, Disney Word Paris and other).

Our staff of research and develop is always oriented to find new packaging and product's formulation solution.

A graphic office is at complete disposal to realize classic or modern designs.

○ I.D.'S PRODUCT

All the products realized by Idea have an "identity card". Each packaging shows the following indications:

- Product's name in the language of the country where it will be sold
- Name of the company that puts the product on the market
- Origin
- Expiring date (where foreseen)
- PAO (period after opening)
- Batch number (that permits the maximum traceability)
- The recycling symbol (mobius loop)
- The ingredients list

○ TECHNIQUES OF PRODUCTION:

IDEA undertakes to guarantee the supervising of water's consumption: it's filtered with refills with selective filter until 50 mycrom and by antibacterials devices (uv lamp), using recyclable plastic packaging (PET, PETG, PEHD e PP) moreover the cosmetic products are biodegradable at least 95%. The laboratory has available two emulsion tubes and eight mixers from 500 to 5.000 lt. The daily productive capacity is about 25.000 kg.

The raw materials are all certified and they're checked at receipt to verify the integrity and the costance of organoleptic characteristics.

In the packaging division there are 15 completely automated packaging machines (bottling, tubing and cellophane labelling) that permit to reach a daily production of 200.000 pieces. The batch number of production and the expiring date with dry marking, heat transfer, ink printer or laser marker is printed on all the models from 5 ml to 500 ml.

○ RESPONSABILITY TO THE ENVIROMENT

From the production to the distribution, we take on a commitment of quality with users and environment. **For this reason it's our task:**

- guarantee the users security and the respect of cosmetic rules;
- to check the quality of our suppliers;
- to check the environment impact of our structures, through:
 - Energy saving
 - Supervising of water's consumption
 - Reducing the use of raw materials to the minimum
 - Reducing the use of paper and cardboard to the minimum
 - Use of recyclable plastic materials
 - Adopting a waste recycling policy



OUR BRANDS:



SUGGEST FOR HAPIMAG:

- **LINEA VITAMINICA** prescribed by B.P. (Bachelor pharmacist) **Andrea Michelini**
Born in 2009 it stand out on the Italian territory using the different characteristics of vitamins for give optimal support to the product.
The "Linea vitaminica" has no limits and starts to get appreciation in the nearest countries.
International laboratories selected this Brand for a sample on an accurate formulation and property analysis.

Since the earliest age, when our body needs an help to do the natural biochemical process that is fundamental for the metabolism, the vitamins are the natural contribution to reach the necessary balance.

The using of vitamin A protects the skin from the aging, helping the regulate skin's renewal.

The using of vitamin C favours the natural production of collagen, improving the tone of the skin and supporting the natural defences hydrating on deep

The using of vitamin E protects the moisturizing barrier of the skin, maintaining it shiny and well toned.

The using of vitamin B5 makes hair shiny and strong, reducing the presence of sebum.

The using of vitamin H maintains the skin soft and gives a wellbeing sensation.

- **RÊVE THERMAL with micro-filtered water**
Born in 2012 this line wants to be well-known by its charming packaging (tubes in a new material: translucent and colored), and its micro-filtered water formulation with algae extract.
Features these make this line adequate and perfectly inserted into the sector of cleaning thermal treatment.

The product goes hand-in-hand with the "fashion" of this time; in fact is without parabens, phenoxyethanol, allergens, urea, colorants and silicones.

The using of **Laminaria digitata extract (algae extract)** and **Porphyra umbilicalis extract (algae extract)** gives a well being touch because these substances help regeneration of epithelial cells, while the micro-filtered water values the fragrance and the ingredients.