A faded background image of three diverse women standing side-by-side and smiling. The woman on the left has dark hair and glasses, wearing a white sweater. The woman in the middle has blonde hair and glasses, wearing a white top and a light blue cardigan. The woman on the right has dark hair and is wearing a red top and a yellow skirt.

From Molecules to Metabolism

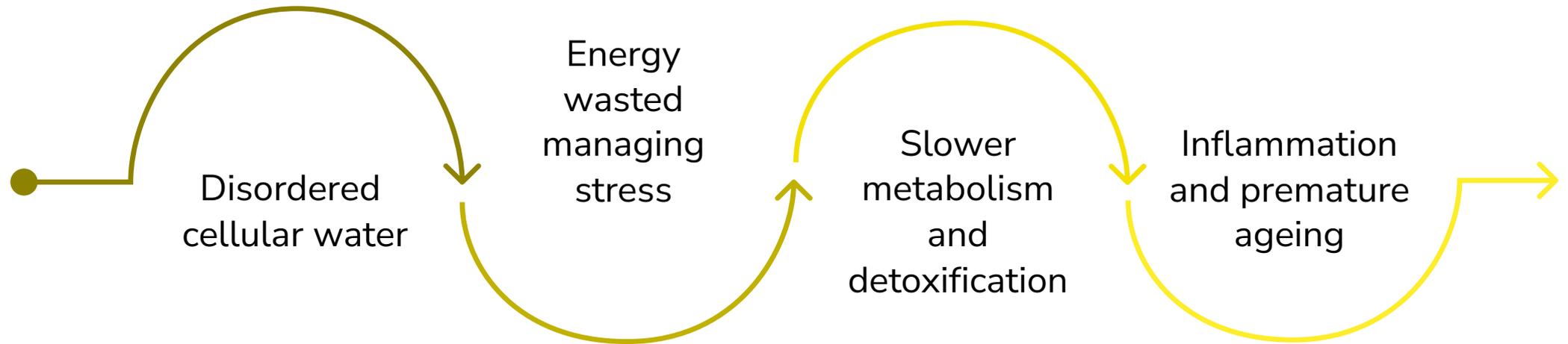
This is not a product presentation.

The question isn't if skincare will change, because we know that it does

The point is : **who will own the category when it does**

The Real Problem Isn't the Cell. It's the Environment!

Skin doesn't fail because it lacks ingredients.
It fails because it operates in a **chaotic cellular environment**.



This is why your clients need 6+ sessions for visible results and stop rebooking after 3.

Focusing on 'innovative' ingredients in isolation fails to account for the skin's complex synergy with the body's metabolism.

An atomized approach, treating proteins, hormone, energy, and skin as unrelated, yields only fleeting results

Adding more actives into chaos doesn't fix the problem.

It increases biological stress.

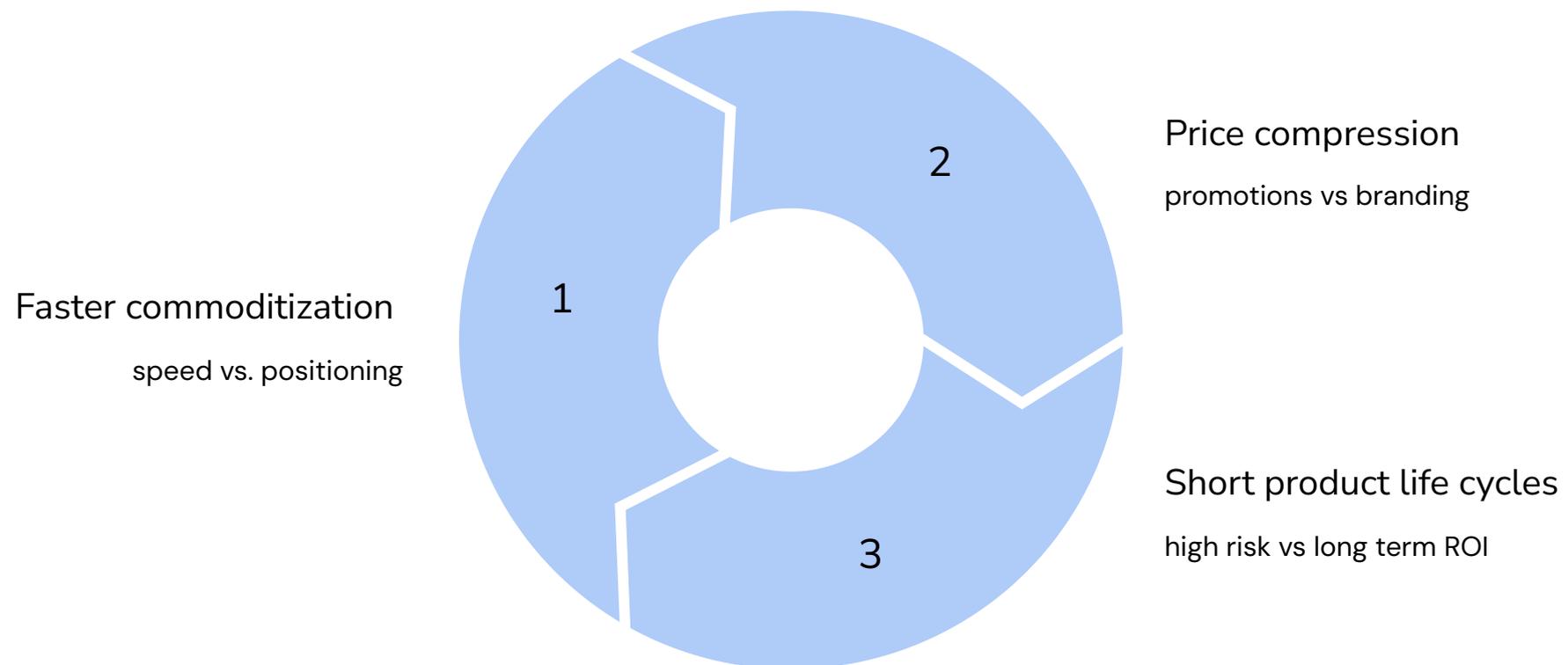
👉 The real question: **How long can ingredient-based skincare keep delivering premium margins?**

Where the Current Model Breaks

Most portfolios compete on:

- **Molecules**
- **Concentrations**
- **Claims**
- **Packaging**

Which leads to: **Different brands. Same economics!**



👉 Question worth asking: **If your competitor can copy it in less than 8 months, do you really own it?**

A Different Lens: From Molecules to Metabolism

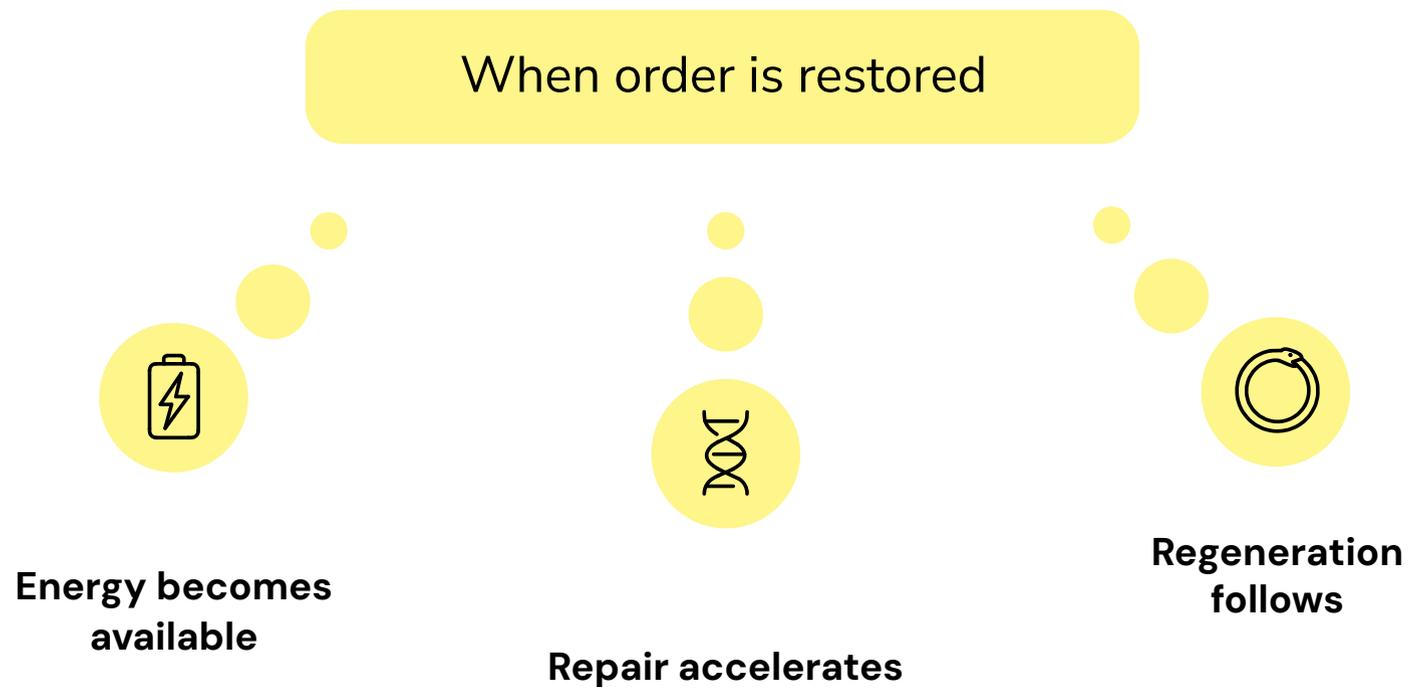
The next category doesn't stimulate cells.
It **restores order** so biology can work efficiently

01

Think less: "Push harder with actives"

02

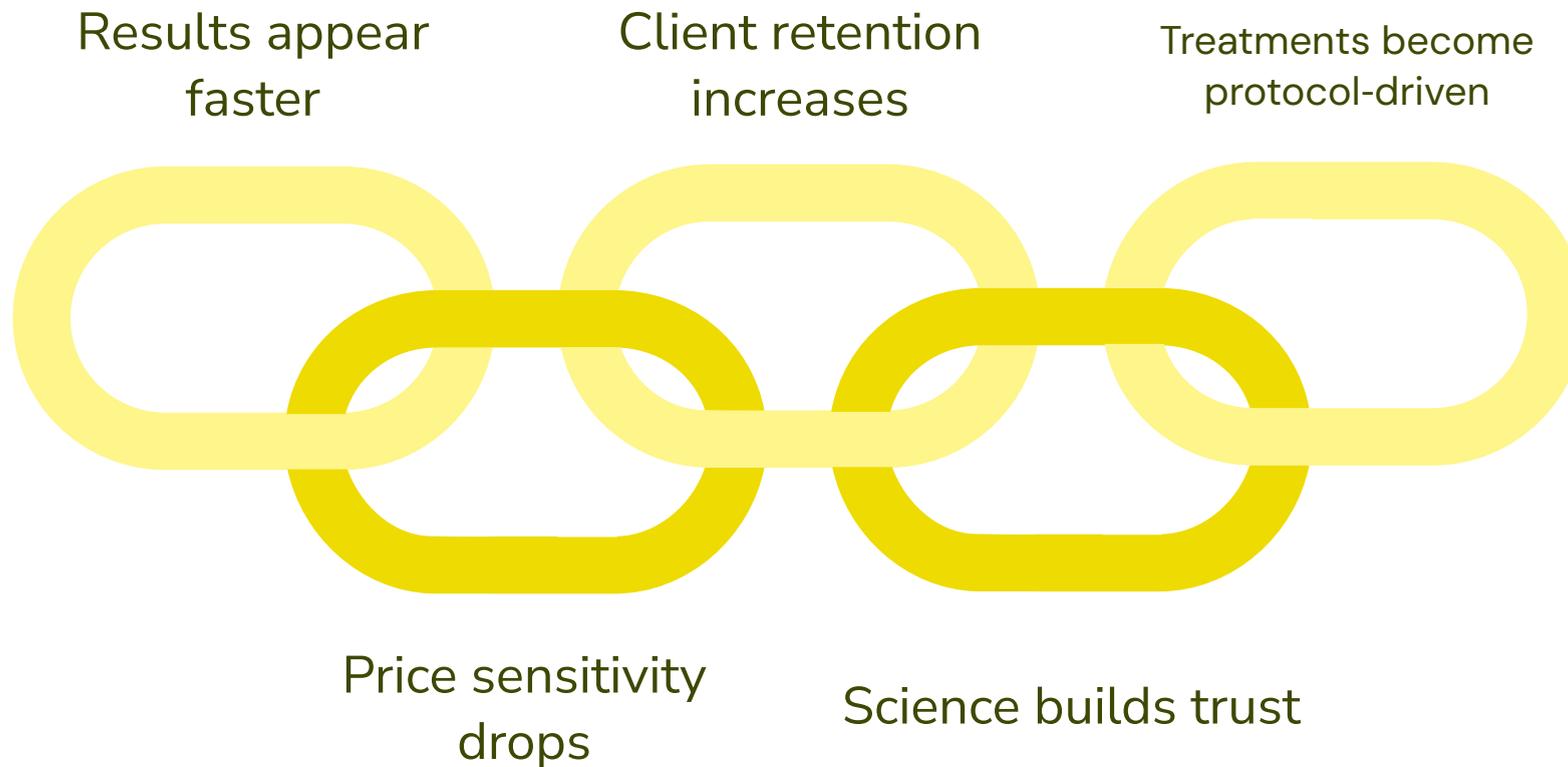
Think more: "Remove friction from the system"



This is not a formulation shift. **It's a category shift.**

What Changes for the Business Model

When you move from ingredients to metabolism:



This is why clinics and salons adopt it.
Stable biology enables predictable ROI.
Trends don't.

Italian salon average: €14K annual revenue per location.
Client LTV increases 1.5x vs molecular skincare protocols in the first 12 months

👉 Strategic question: **What happens to your margins when results, not claims, drive rebooking?**

Why Timing Matters Now

Market signals are converging:

Professionals want science, not hype

Brands are searching emotional connection with customers



Consumers want visible results without risk or long recovery

Distributors are tired of me-too brands

Whitespace: Bioregenerative skincare

Not yet crowded. **Not yet commoditized**

👉 The real risk: **Waiting until someone else defines the category in your market**

There is no secret to success.

It's just curiosity, preparation, and the guts to learn from failure.
(Inspired by Colin Powell)

Most distributors don't fail because they pick the wrong brands.

They fail because their business model is broken.

If you want to talk about:

- **Real Differentiation** (actually being different, not just saying it)
- **Long-term Margins** (the kind that don't vanish next season)
- **Portfolio Durability** (building something that lasts)

...then we should probably talk.

You have two options:

1. **Meet at Cosmoprof Bologna 2026**
2. **A short conversation before — happy to align on timing**

Ignoring a category shift is still a choice. It's just usually the expensive one.

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