



**Skean® was founded in 2021** with the aim of creating a skincare line that truly cares for the skin, delivering visible and lasting results. The brand developed an **essential and effective beauty routine**, easy to follow, sustainable over time, and designed to genuinely improve skin quality.

The brand is positioned in the **masstige segment**: combining premium quality and accessibility, while maintaining an elegant and contemporary image. Our pricing strategy is designed to offer excellent value to the consumer and solid margins to retail partners.

**Skean® represents the meeting point between efficacy, design care, and transparency.**

The brand identity is clear and distinctive, with modern communication that speaks to an audience attentive to quality and message consistency.

### **Product Range**

Skean® offers a focused and well-balanced selection of products, designed to cover the essential steps of a daily skincare routine.

A compact yet complete line that simplifies management for partners and ensures a smooth and intuitive experience for the end customer.

### **Distribution and Market Presence**

In Italy, we are already available in a selection of concept stores, perfumeries, and pharmacies.

We are also expanding our presence in other European markets through targeted collaborations.

In **March 2025**, we took part in **Cosmoprof Worldwide in Italy**, where we received very positive feedback and great interest from international buyers, confirming **Skean®'s potential in masstige-positioned markets**.

We are looking for distributors and retailers with whom to build **solid and strategic partnerships**.

### **Our ideal partners:**

- Have in-depth knowledge of their local market
- Operate in high-quality retail environments
- Share our vision of clean, effective skincare supported by an authentic brand story

### **Why choose Skean®**

- **Made in Italy:** 100% Italian formulation and production
- **Clean and Functional Formulas:** actives selected for their efficacy and safety
- **CytoFruit®**, an exclusive complex that helps preserve skin youthfulness
- **No controversial ingredients:** free from parabens, silicones, mineral oils, PEG
- **Clinically and dermatologically tested:** proven safety and results
- **Vegan**, aligned with clean beauty values
- **Suitable for sensitive skin too**