

EVIOSYS X Caramel GROUPE

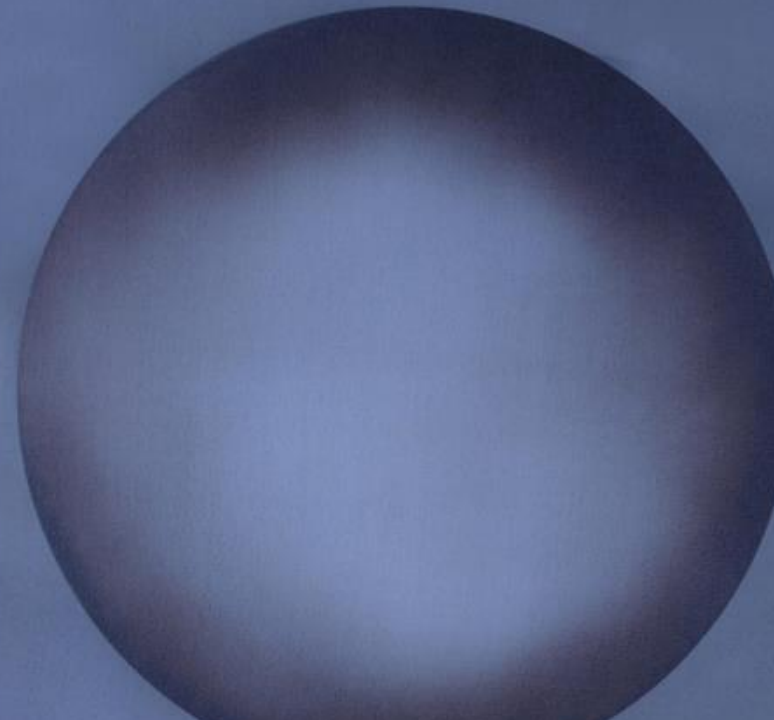
BALANCE



FLORARIUM



STELLAR DREAM



Balance



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67% of consumers say that environmental problems have a negative impact on their current and future health and well-being
(Nielsen, Global, 2021)

Taking care of yourself, and of living things

Faced with numerous anxiety-provoking crises, individuals are prioritising well-being. Well-being manifests itself as a new applications which are simple, intuitive, comfortable and which are appropriate for living things, whether that be society or the environment.

56% of French people choose cocooning (staying at home) rather than going out, given the choice.
(Harris Interactive, 2022)

New nest

Touch and time for oneself are two concepts that are becoming rare. However, they contribute to human well-being, and to taking care of oneself, which is becoming essential.

→ Expectations are evolving in relation to comforting materials, which you want to touch, and also towards a cocoon within the home, where you can spend time.

Comforting materials

More time at home



*The artist Sarah Grant
and her "plant to protocols" project about touch*

Reconnecting with humanity

Reconnecting with others and finding an empathetic approach is becoming essential for individuals. Expectations are evolving in relation to inclusivity and multi-locality.

More than 40% of individuals say that the pandemic made them aware that they needed to focus more on something other than themselves. (Accenture, Global, 2022)

The GoFly ease collection from Nike



Inclusivity

The deodorant "DEGREE Inclusive"



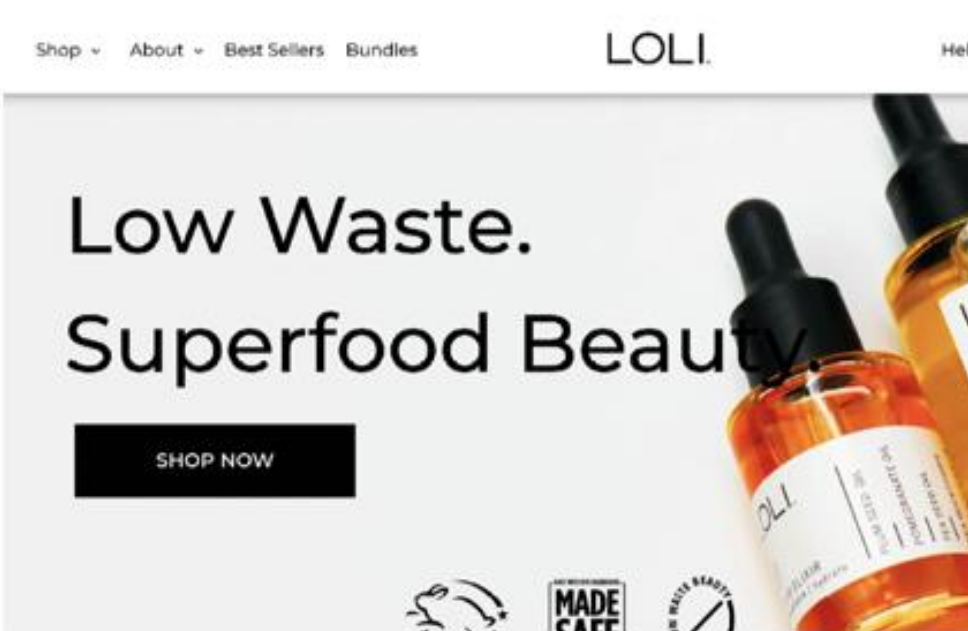
**Proximity
&
multi-locality**

Reducing waste

In response to inflation, 48% of French households envisage limiting food waste. This is the first priority for consumers. (Kantar, 2022).)

Reduction and sorting of waste is the first environmental action taken by Europeans, with more than 70% of them involved. (Eurobarometer; 2021).

→ From both a financial and an environmental perspective, applications and expectations are evolving in relation to home-made items & upcycling



**Co-products
&
upcycling**

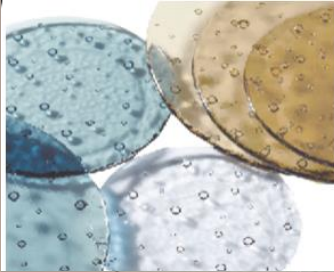
Grounded food uses "ugly" cauliflowers to make vegan cheese.



Home-made + Zero waste



effervescent surfaces



foams



water droplet shapes



atmospheric colour
ambiance



"Sunne" by Marjan va Aubel



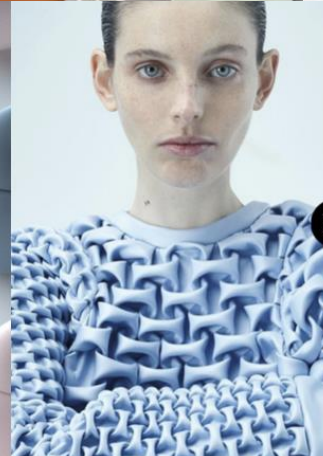
"Vitrine television" by Panasonic & Vitro



Curved shapes



Food focus:
"smoothness"

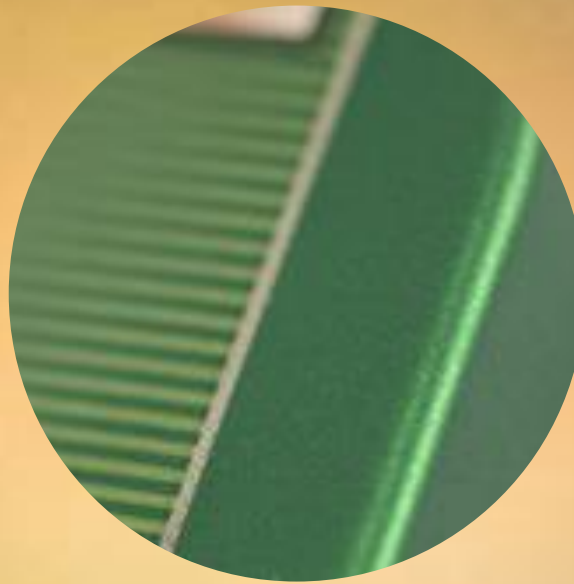


SHOT OF FRESHNESS

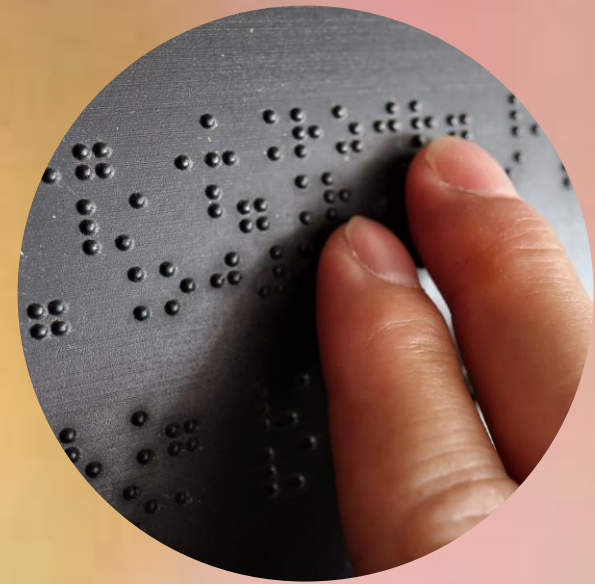
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Pearlescent



Soft touch



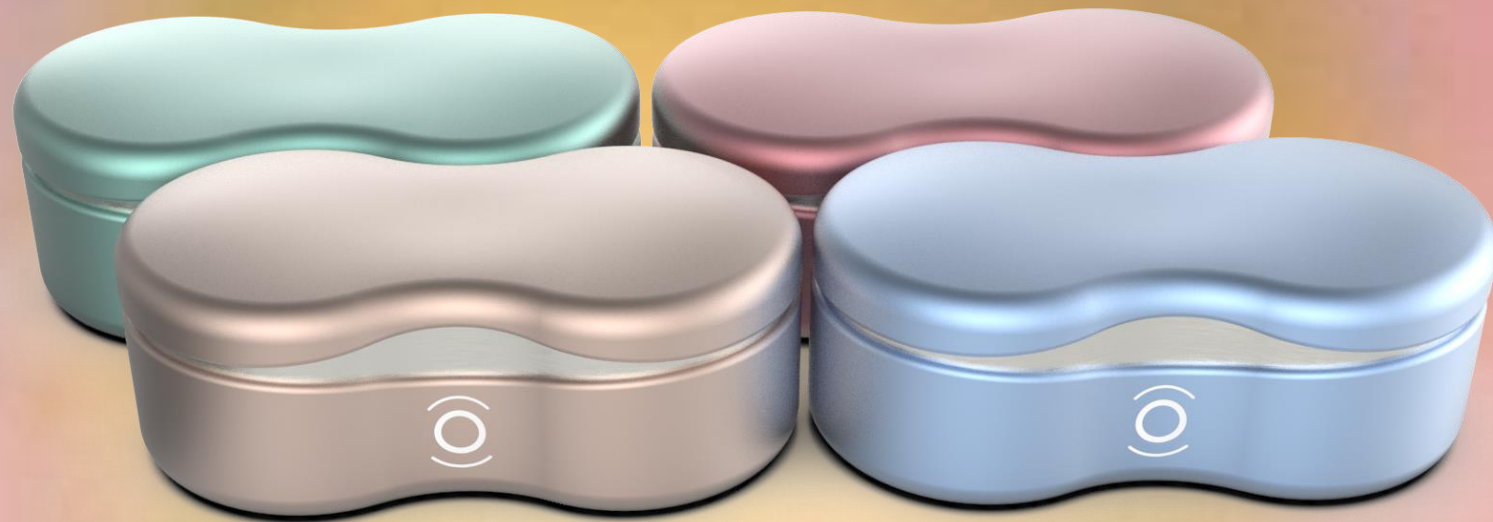
Inclusive

Balance



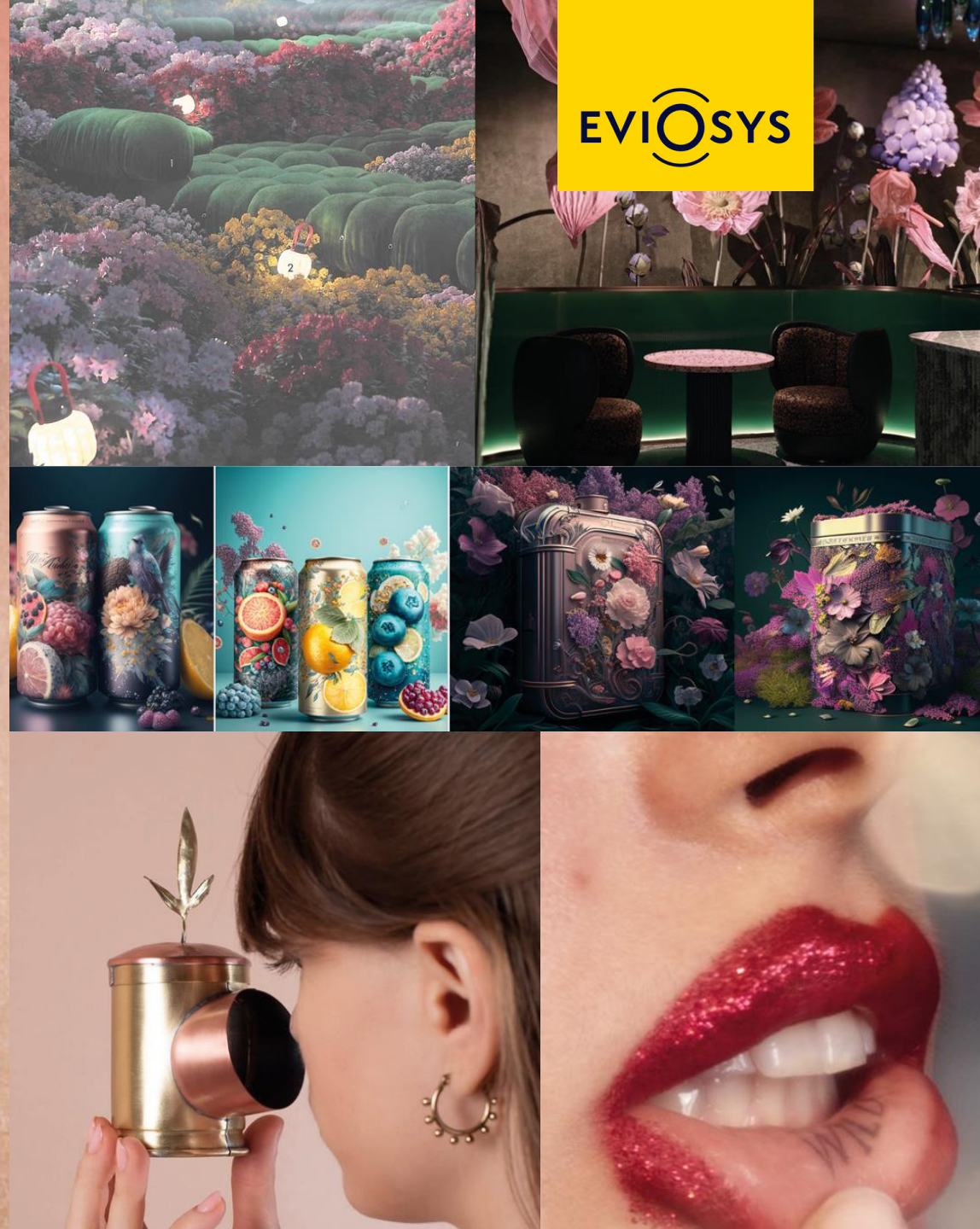
EVIO^{OS}YS





Florarium

EVIO[®]SYS





75% of Spanish consumers say that cosmetic brands should provide more scientific evidence to validate their arguments.
(Mintel, 2022)

Reconciling the artificial and the natural

The artificial and the natural are going to be linked, so that we can dream about opulence once again. Augmented nature or artificial nature; individuals are ready to accept the reconciliation of the artificial and the natural, as long as it is good for the environment, and it allows them access to new flavours and experiences.

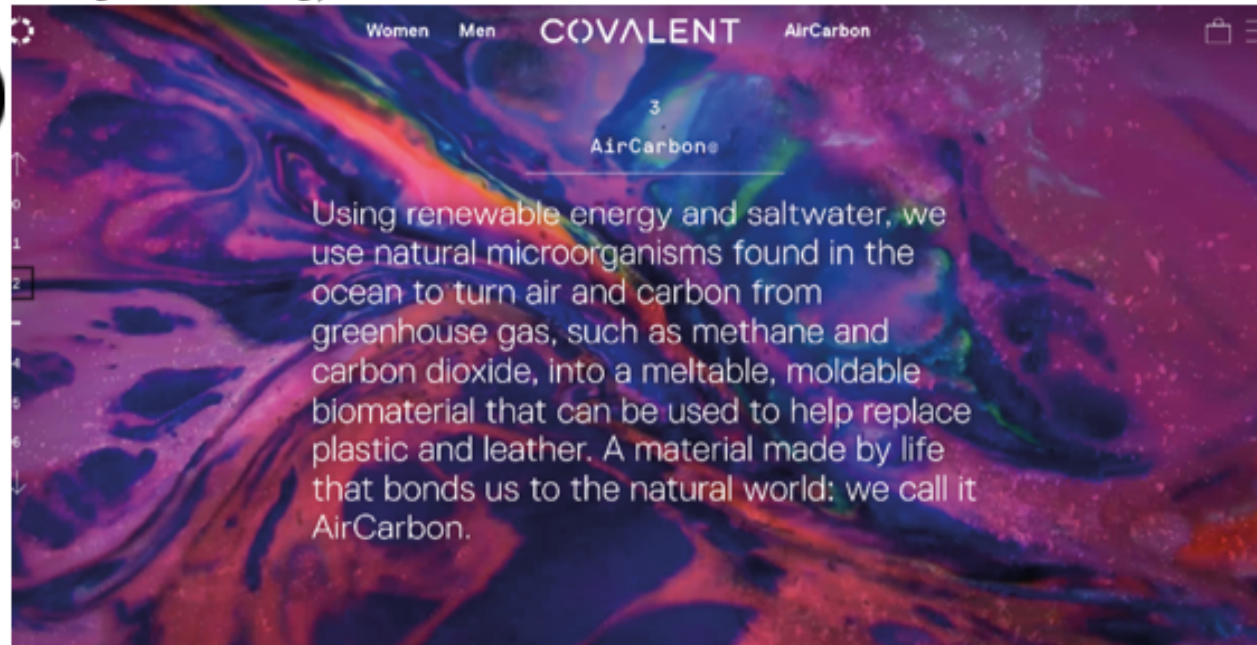
Hybrid alternatives

In-vitro meat, or plant-based alternatives to meat are promising, but have yet to take off and achieve these forecasts. The cosmetics market has experienced a similar situation, with acceptance of lab-grown ingredients under certain conditions.

→ Consumers are willing to accept innovations and move away from 100% organic, as long as it is in the interests of the environment, and it provides a new experience.

In Spain, for example, 51% of adults would be willing to pay for products made exclusively with lab-grown ingredients if they are better for the planet.
(Lightspeed X Mintel, 2021)

Covalent, the brand of carbon negative products created by Newlight Technology.



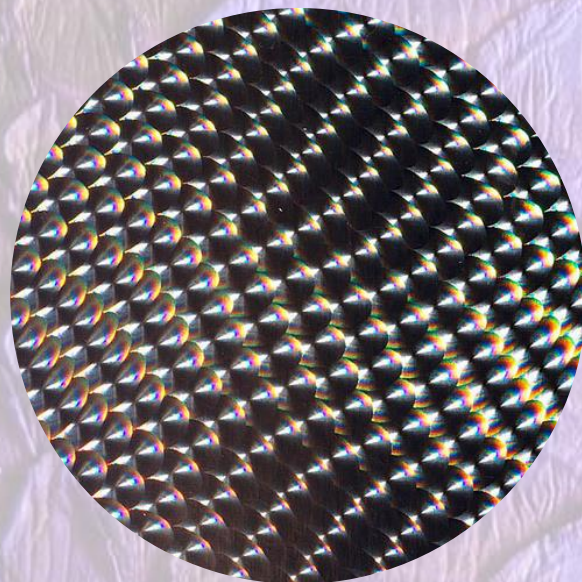
Re-compositions, synthetic and organic

Airprotein: meat made from the fermentation of captured CO2.



Carbon negative

Florarium



Hot Stamping
reptile effect



glitters

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Dreaming about science

TECHNOLOGY AND SENSATION

Holographic reflections



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Optimising health & pleasure

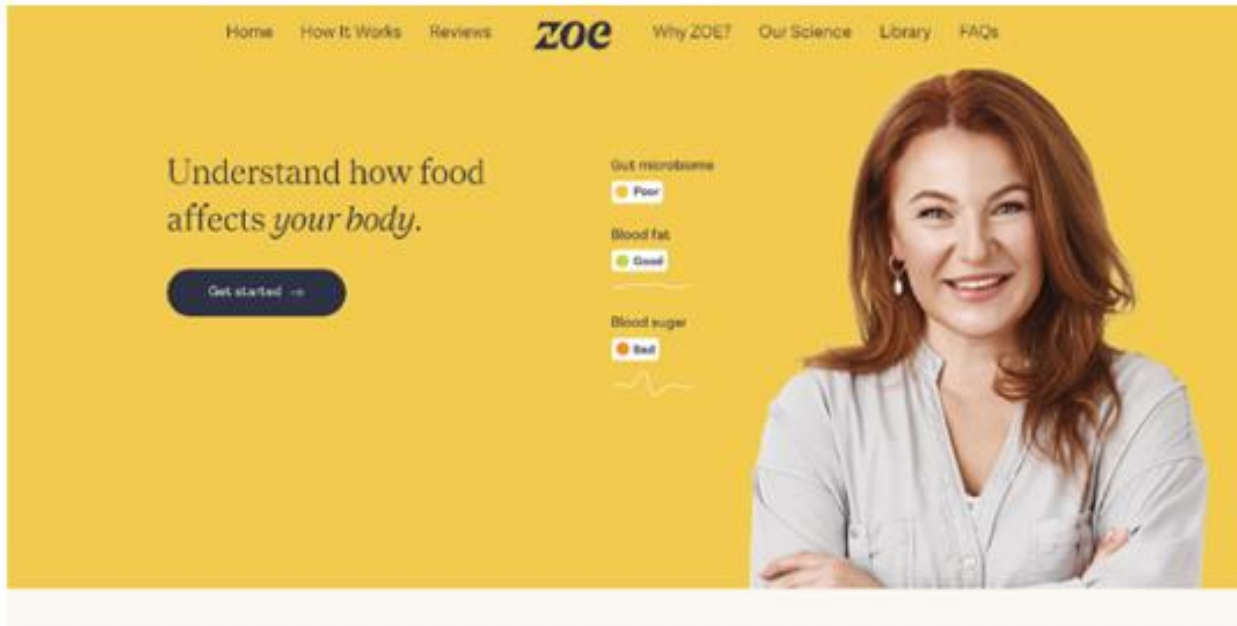
As a direct consequence of the post-pandemic atmosphere, consumers want innovations that are focused on their health, as well as their pleasure. Progress is moving towards these two concepts, in order to pro-actively improve health and respond to new pleasure-related desires.

Genetics & personalised products

More and more, individuals are becoming experts on their own metabolism. They are aware of their differences, particularly on a genetic level, and they want personalised products based on their needs.

→ Expectations are evolving towards personalised nutrition and cosmetics that look after people's health, supported by a scientific, medical approach.

1 in 3 English consumers would be interested in using cosmetics that are formulated for their needs.
(Mintel, 2023)



ZOE



IOMA



Personalised cosmetics

Personalised nutrition

Even faster

Delivery is a central focus of customer expectations, with a demand for speed where necessary. Q-commerce structures town centres in order to meet these demands, while other businesses are going one step further, directly accelerating processes at the point of consumption.

→ In relation to food, expectations are evolving towards smart refrigerator or automated line solutions, as long as this is implemented with a necessary human presence at some point in the chain.

95% of European consumers say they go to a different website if the delivery options don't suit them. (Ipsos, 2022)



Foodles



Hyphen

Robots and smart refrigerators

Q-commerce



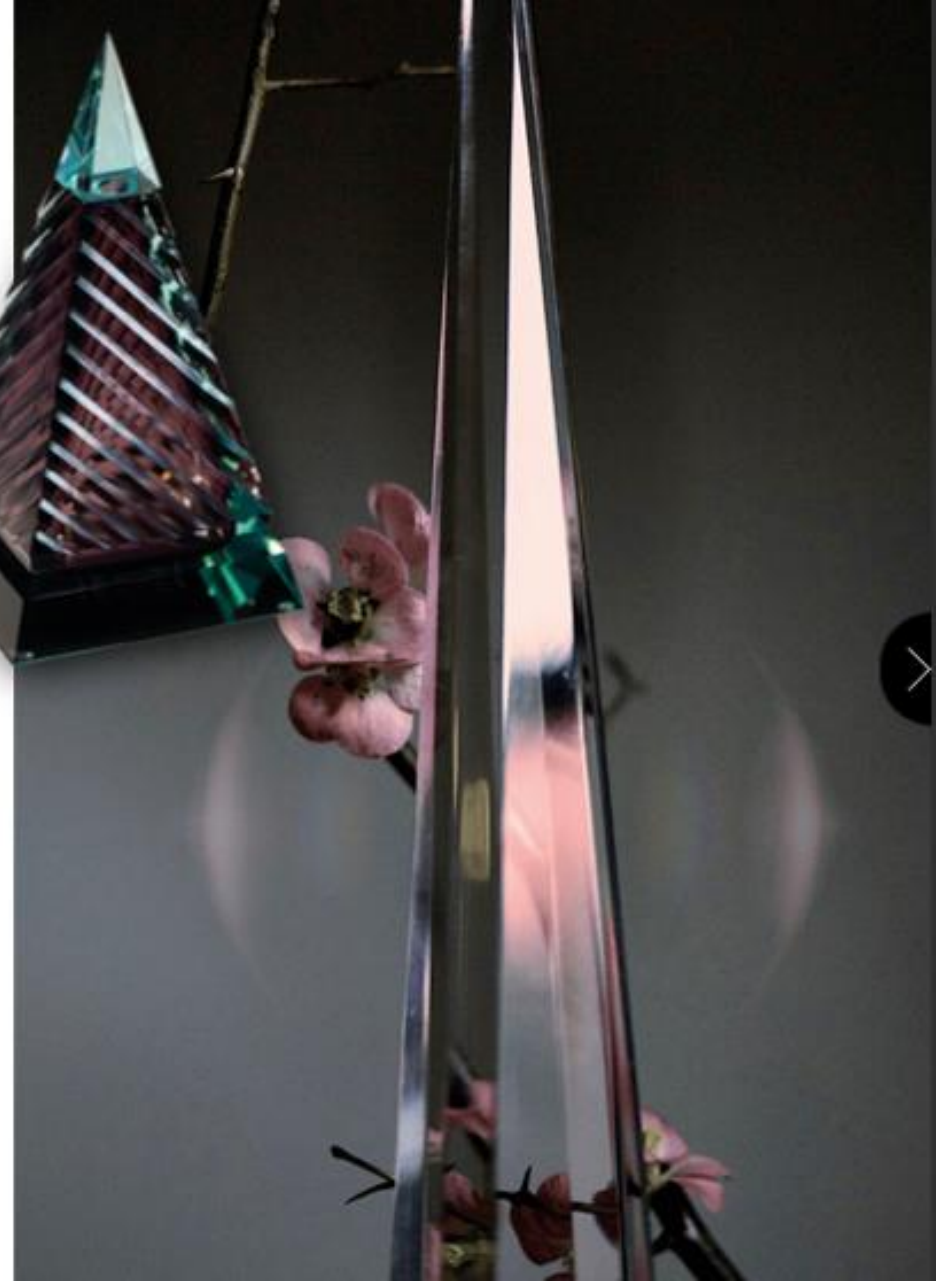
"X Select", Jiyl Space Design, Chine

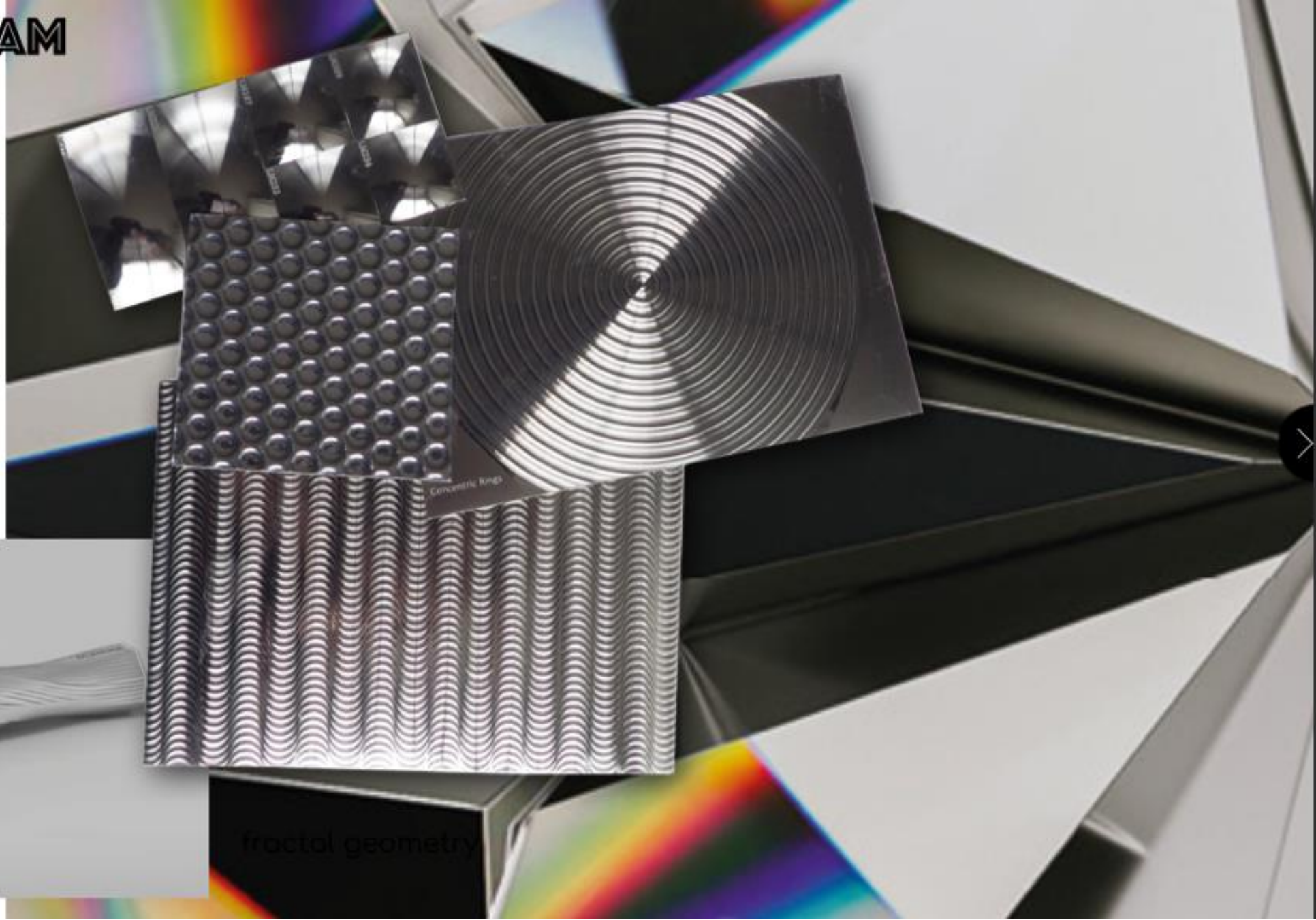


monoliths

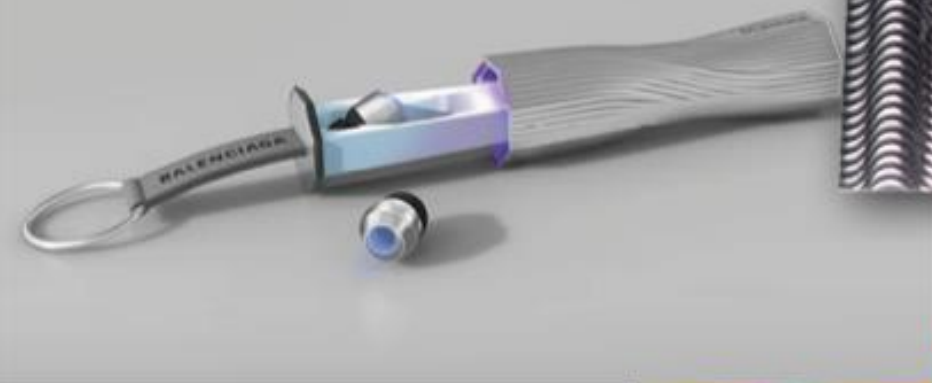


Trataka, candle holder, diffuseur et brûleur d'encens by José Cabrita





Earbuds, Balenciaga



fractal geometry



"Marz edition" HEINZ, Aldrin space institut



Food focus : mineral power

regenerating with minerals



It looks like a silver spoon, but it was designed with a new process that we call "Artisanal Intelligence".

We are also - a creative team of humans and machines. Teaming up with hypercraft designer [giocompatti](#) we designed a series of eating accessories, manufactured in one of the oldest silverware factories in Italy. That's right, these are not just pills but we actually went to the factory and made them out of metal.

The result is a capsule collection of three silver items, currently available to purchase in a limited edition of a hundred, until they run out of stock.



Jenni Maier "The dose makes the poison". Ustensiles de cuisine conçu en alliage de métaux qui produisent une source de minéraux bon pour le corps.

+7.8%
CAGR estimated
for the global
superfoods market from
2021 to 2026.
Superfood ingredients in beauty
and personal care products is
one of the key application for
this growth.
In Europe, Germany and UK
are leading the path

EVIOSYS **STELLAR DREAM**



stellar sparkles



vibrant geometry





neon gloss



personalised



gloss flavours



gloss flavours





folding straw to go



urban life on the go



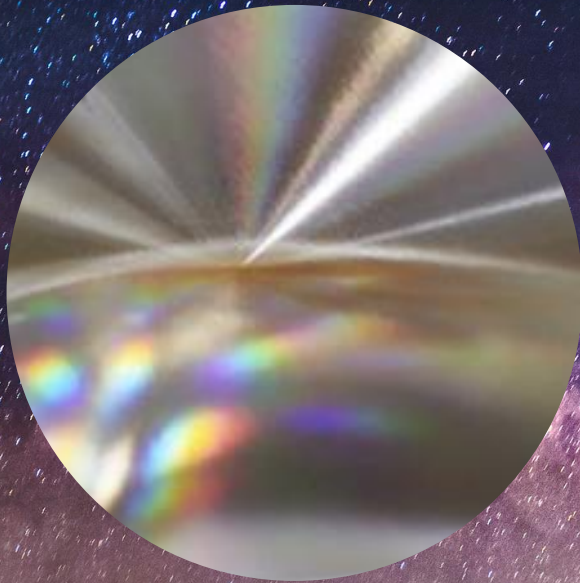
cocktail to go



fizzy cocktail in a sachet



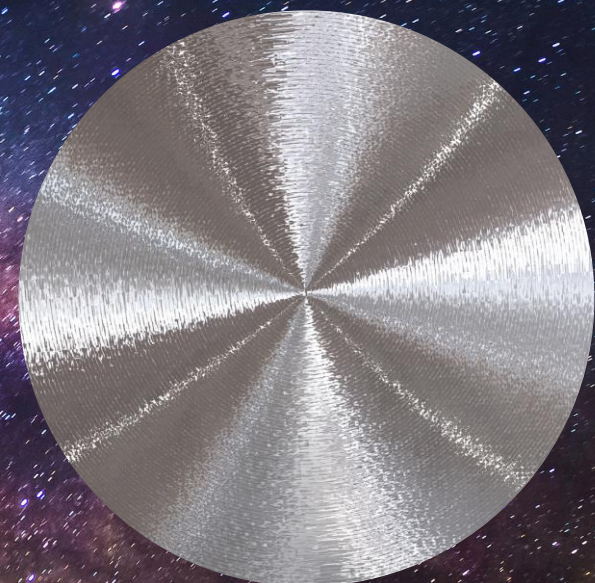
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Metal holographic effects



Embossing



Brut

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