

# Research and development of next-generation equipment for the professional beauty and wellness sector.

## Summary

Profile type	Company's country	POD reference
<b>Research &amp; Development Request</b>	<b>Italy</b>	<b>RDRIT20250728015</b>
Profile status	Type of partnership	Targeted countries
<b>PUBLISHED</b>	<b>Research and development cooperation agreement</b>	<b>• World</b>
Contact Person	Term of validity	Last update
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## General Information

### Short summary

A multisensory device that offers beauty salon clients unique and holistic moments of relaxation during their sessions. Light cycles at specific frequencies, delicate fragrances, and harmonious sounds stimulate alpha brain waves, thus promoting psychophysical well-being. This versatile, multifunctional, designer machine is equipped with thermo-stimulating and ionizing lamps, a makeup light, timers, and a dedicated app.

### Full description

The system represents an innovative solution in the wellness sector, distinguishing itself for two key aspects:

- 1. Economic Innovation: Affordable Quality Relaxation**  
introducing a new service for wellness professionals: "ready-to-wear quality relaxation." This concept, while seemingly oxymoronic, highlights the system's ability to offer brief, intense moments of meditative relaxation, essential for combating daily stress. It allows beauty salons, hair salons, and spas to expand their offerings with a premium and distinctive service, accessible in everyday settings and without the need to visit a spa.
- 2. Technological Innovation: Integrated Holistic Therapies**  
What makes the product technologically unique is its ability to blend, unite, and synchronize 3 different holistic therapies in a single solution: 1) chromotherapy, 2) aromatherapy, and 3) sound therapy. Currently, no other device

on the market offers this synergistic integration, guaranteeing versatility, multifunctionality, and compactness.

#### Components and Design

In summary:

- Articulated telescopic support arm: Can be attached to washbasins, shelves, tables, or a dedicated base, offering maximum positioning flexibility.
- Ergonomic disc-shaped body (approx. 60 cm in diameter): Contains the electronic and mechanical components. Its configuration ensures optimal coverage of the client's field of vision, regardless of their position (washbasin, treatment chair, massage table).

The system is controlled via:

- Keypad: For simple inputs.
- Basic voice commands: For basic adjustments (e.g., higher/lower, warmer/off, etc.).
- Mobile app: For remote management, choosing personalized treatments, and integrating advanced features based on specific inputs and AI facial image analysis.

Integrated components include:

- OLED light emitters for chromotherapy.
- Aroma diffusers with selected fragrances in "breeze" mode.
- Acoustic transducers for 432 Hz sound and earphone port.
- Internal fans and ducts.
- Air ionizer with Himalayan salt crystals and tourmaline.
- Quartz infrared heat lamps (also useful as catalysts for poultices, organic coloring, or natural drying).
- Alert timer, makeup and decorative light, slot for physically inserting aromatherapy.

#### Instructions for Use and Training

Professionals who adopt the product will receive comprehensive training before delivery of the equipment. This includes technical modules on optimizing functions and courses on communication and proposing the new service to the end customer.

Process for using the CAST Service - Chrome Aroma Sound Therapy:

1. Trained staff proposes the CAST service based on the customer's needs and tastes, gathering information on specific desires (relaxation, novelty, stimulation/energy, etc.).
2. Using the app, staff enters data such as the client's age, gender, and needs. With consent, a facial image can be framed to allow a dedicated algorithm to suggest an ideal and personalized selection of treatments.
3. The client is seated (at the shampoo basin, in a chair, or on a treatment table).
4. A few drops of essences are added (the amount varies based on the chosen treatment time) and the device is positioned approximately 35 cm from the client's face, starting the cycle.
5. During the CAST treatment, the operator (hairstylist or beautician) can continue their work (e.g., washing, massaging, manicures, or coloring).
6. Accessories such as essential headrests with adapters are provided for improved use.
7. At the end of the cycle, the device can be removed from the client's face by staff or the client.

### Advantages and innovations

#### -- For the End Customer:

- Ease of enjoying moments of relaxation and detachment.
- The opportunity to enjoy high-quality services and products that stimulate memory and creativity.
- Be treated in a contemporary beauty center that is attentive to sustainability, thanks to the reduction of plastic use and the optimization of energy consumption.

#### --\* For the Professional Customer:

- Enhancement of the professional and innovative image.
- Keeping abreast of trends (fashion, holistic sciences, organic treatments, differentiation).
- Benefit from a business model that combines the sale of consumables (aromas) with ongoing training, refresher courses, and the promotion of professional culture.

#### -- Technical and Strategic Innovation

- Introduction of innovative technological components not yet available in the reference sector by competitors. Key features include connectivity, partial AI support, the use of advanced materials, and reduced energy consumption.

#### -- Benefits for the Environment and Space at the Center

- The design reflects a concrete commitment to sustainability and spatial efficiency:
- Reduction of thermal inertia, reduced use of plastic, advanced electronic management, and the use of recyclable materials, combined with Italian manufacturing, ensures not only optimal comfort and elegant design, but also a conscious and sustainable lifestyle.
- Space Optimization
- Benefits of Integration thanks to its multiple integrated functions
- Reduced use of plastic and reduced energy consumption both during production and during use and disposal
- Helps create a more orderly and harmonious environment
- Practical: fewer cables on the floor or trailing cables, a reduction in clutter, and simplified cleaning operations, helping to reduce daily stress for staff.

### Technical specification or expertise sought

The company is seeking a professional and ethically responsible research, development, and engineering center specializing in technology projects integrating electronic, hardware, mechanical, software development, and IoT components. Proven experience in the wellness and/or beauty sectors is preferred. Ideally, the center should also offer—or be able to facilitate—physical prototyping services via 3D printing.

### Stage of development

**Under development**

### IPR Status

**IPR granted**

### IPR Notes

### Sustainable Development goals

- **Goal 3: Good Health and Well-being**
- **Goal 7: Affordable and Clean Energy**

IPR Notes

## Partner Sought

### Expected role of the partner

The company is currently seeking a technical partner, as the following actions have already been completed:

- **Strategic development:** We defined the overall project concept, explored its marketing aspects, and completed a detailed business plan.
- **Research and development:** We participated in trade fairs, obtained specialized consulting, and collected quotes for technical, production, and marketing activities, including those related to ancillary services.
- **Intellectual property protection:** We obtained an international patent and created a 1:1 scale physical model, accompanied by a demonstration video.
- **Validation and team building:** We conducted validation surveys to refine the project and initiated preliminary agreements with future collaborators and key team members.
- **Financial development:** We began selecting potential investors for the post-prototyping phase.

### Type of partnership

**Research and development cooperation agreement**

### Type and size of the partner

- **SME <=10**
- **Big company**
- **SME 11-49**
- **R&D Institution**

## Call Details

### Framework program

**Business and innovation services**

### Call title and identifier

**None**

### Submission and evaluation scheme

### Anticipated project budget

### Coordinator required



No

Deadline for EoI

**1 Aug 2025**

Deadline of the call

**1 Aug 2026**

Project duration in weeks

Web link to the call

Project title and acronym

## Dissemination

Technology keywords

Market keywords

• **02007001 - Systems software**

Targeted countries

• **World**

Sector groups involved

