

Challenge

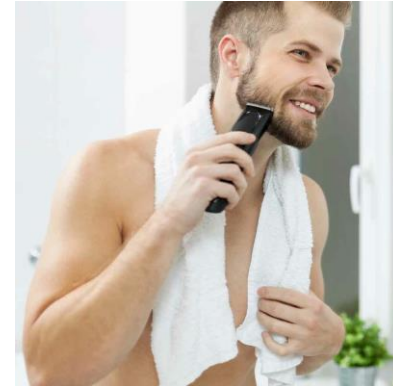
REMOVING HAIR: GENTLY, SOFT AND CLOSE

Removing hair from hard-to-reach and sometimes hidden areas can be challenging. Most hair removal products struggle to remove unwanted hair from these areas. Options to overcome this hairy challenge include asking another person for help, visiting a professional hair removal institute, or using specific extensions to reach these areas. However, a common problem with all these methods is that the user may find it difficult to see and access these less visible areas, such as the back, neck, or sensitive areas.

Industry Partner



PAYER International Technology, located in St.Bartholomae near Graz, is a leading and worldwide acting OEM/ODM Personal Care- and Grooming Products supplier. With more than 75 years of experience serving this business field with facilities in Austria (HQ), Hungary and China it is a supplier to A-Brands like Braun, Philips, ANDIS, Wahl etc.



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Mission

- ▶ **Benchmarking** – which products/accessories are already on the market
- ▶ **Ideation** – think out of the box
- ▶ **Product development** – build a functioning prototype of the product
- ▶ **Business Case** – do we need to consider any headwind from competitors