



PH: MATTEO GELATTI



Primo Tortini

The region of Parma is known throughout Italia and the world for its many excellent exports: Giuseppe Verdi and Parmesan cheese were born here, just to give two examples. But perhaps not everyone knows that this region, for at least a few centuries, has been home to important traditions in perfume production. Just think of the Violetta di Parma: the essence preferred by Napoleon Bonaparte's wife, Maria Luisa d'Austria, which was produced here. The strength that years of experience in the local territory bring also stands behind Cosmoproject, a well-established company which invents, produces and distributes cosmetics throughout the world. Primo Tortini, founder and present day leader, has his heart and background in chemistry. Before starting the company in 1993, he

are then offered to various clients to test to their liking. "We mainly work for third parties – sometimes for large international companies – even if some products are under our own brand, such as Beauty Spa for beauty products and Terme di Salsomaggiore. In other cases, we control the entire production chain, from packaging to distribution". In cosmetics, Cosmoproject produces every type of essence, though for the past dozen years there has been a cutting edge product at the basis of production. "We have developed a multi-functional product that combines care cosmetics and decorative cosmetics – Tortini explains. Basically it is a cream emulsion that visibly improves the skin: it's not simple makeup, it immediately perfects the skin's surface. Starting from this principle, we consider all dermatological aspects of cosme-

In addition to cosmetics, for many years the company has also made medicinal products in the various classes set forth by law. "Products for topical use fall into this category: for washing intimate areas, for treating damaged skin, and for restorative products. And within this area we speak of creams, liquids and pastes, practically all products possible". For Cosmoproject, medicinal treatments are still a niche in terms of their overall production (today it makes up around 10% of the company's 25 million euro turnover), but it is a sector that arose just a few years ago and which is in steady growth with very interesting prospects. The same is true abroad, where all of the company's activity is experiencing constant and significant growth. "It should also be mentioned that for the cosmetics sector, the "Made in Italy"

Cosmetic Creators

Beauty products and medical products for the five continents, from the traditions of the Parma area

already had twenty years of experience behind him, and it is precisely his love for chemistry that is the basis of all the great work carried out here, in the countryside north of Parma. For the 160 employees involved, the chemistry lab is a sort of "company within the company", as the owner himself describes it: "We are creators of cosmetics. Here research is essential; there is continuous sampling. The market consistently demands new products and we focus precisely on this dynamism. For me, it's enough to provide one piece of data: from the start of the year up to today, in less than six months, we have already worked on 420 new projects". In part, these are requests from clients, but the majority are new products, designed by the company itself, that

tics, also creating products for a clientele that has only a few minutes in the morning to attend to their face. And don't assume this is only a female clientele. There is also an important sector of creams for men, such as aftershave and hair wax, that recently has had an important revival. Then, we also consider all the trends in "green" cosmetics: – natural or eco-friendly, if you prefer – in this area we are greatly concerned with how gentle a product is and with minimizing packaging". In every sector, essentially, what Cosmoproject makes is special, original products that arise from the great research coming out of their laboratory. "Our chemistry is refined: I make difficult products in particular; it's what makes me happiest", Tortini candidly confesses.

mark is definitely an important and sought-out characteristic – the president highlights-. Currently, we export about a quarter of our turnover abroad: a number that is growing, mainly to the rest of Europe (we have a strong presence in Germany, Sweden and Spain), even if recently we have been expanding to the Far East, from China to Korea. Being an Italian company definitely helps us: it's a sort of trademark – both in terms of chemical experience as well as creativity on a chromatic level – that many appreciate. In addition, many foreign companies even choose to come and produce here with us, in Parma, putting the "Made in Italy" mark on their own products as a sort of extra quality guarantee of quality".

-A.MAZZOTTI-