



## The ideal solution to enhance the beauty area in the pharmacy

From the 20th to the 22nd of April Cantoni will participate in Cosmofarma 2018 to present innovative solutions to create, enhance, optimise and improve the effectiveness sales of the beauty corner into the pharmacy. The pharmacy is progressively changing its core business and, consequently, its communicational concept, from the medical to the wellness and the beauty care sphere.

Cantoni proposes, in Cosmofarma, an idea of pharmacy which is no longer a presidium, but a store which is capable of attract customers, make them feel comfortable and stimulate their needs through a perfect space organization and care, in promotional terms.

In order to a customer orientation, the creation of a beauty corner in the pharmacy is an important step which stimulates the customers to research allies for their psico-physical wellness and, at the same time, enables the pharmacy to organize experienced activities (for example Beauty Days dedicated to cosmetic brands), during which the specialist staff gives to the customers a precious now how and values which can establish a relationship of trust that will transform the customers into loyal customers.

### When and where

**From Friday 20th to Sunday 22nd of April** Bologna Fiera's pavilions will open to host the 22nd edition of this important appointment.

### Cantoni will expose in:

COSMOFARMA 2018, Bologna Fiera  
Hall 26 / Stand C25

The pharmacy's strengths towards customers interested on cosmetic products are: the specialist assistance to the choise and the high product quality perceived. Two competitive advantages that, if well managed, can give great pleasure to the economic outturn of the store.

To attract an exigent and selective clientele is necessary to set up a focused skin-care corner that would be evocative, emotional, functional for the product choise and that makes feel the customers comfortable. Shortly: a killer-corner from which the customers, if accompanied by the typical professionalism and competence of the pharmaceutical staff, will not escape without a purchase!

Today's customer is very difficult to satisfy: exigent, very careful, selective, informed and documented. For this reason, an ambience technically capable of helping and supporting his choise became fundamentally important.



### How to design a beauty corner?

Is not always simple to set up a beauty corner in a preexisting space because, in addition to the economical investment, there are problems in the space management because the spaces are always minimal.

Precisely in this objective **Cantoni become the right ally for the pharmacy.**

Thanks to Cantoni's products in fact, result of 20 years of experience in the world of the professional make-up, is possible to realize a "tailored to pharmacy" beauty corner!

With few high quality and design furniture, is possible to create a small size beauty corner (1 mq2 only!) which can be fix or mobile or on wheels to a best versatility of use.

### What a Cantoni beauty corner looks like?

The beauty corner proposed by Cantoni is composed of a **support base** (fix or mobile depending on the needs), of a **make-up chair with headrest** (foldable in case of moving station) and of a **lighted mirror** (mural or to support) with exclusive I-light lighting technology system.

The I-light lighting technology system, designed and patented by Cantoni, create a white light at 4200°kelvin, capable of reproducing the sunshine. It doesn't alter the face colouring, it doesn't overheat, it doesn't dazzle. It's low consumption (4 watt/lighted lense) with a durability guaranteed over 100.000 workhours.

To complete the beauty corner, Cantoni proposes backlighted led panels to hang up, to put in the window displays or to support over the desk, perfectly embeddable in each kind of furnishing thanks to the frame's customizability and capable to light up the images printed on Backlite film.

These tools, from the **high visual communicational efficacy**, are extremely versatile thanks to the extreme simplicity of image's replacement (with a slight finger's pressure).

The in-store communication will not have limits: from promotional messages to the ambience evocative use by way of the informational use, all with the same tool! The PH customizable panels line has got all the keys to become an essential tool for a successful communication.

### The mission

The Cantoni's aim is to **support the interior design and furniture studios into the design and the staging of very functional and professional spaces** among pharmacies, spa and multifunctional commercial areas thanks to mirrors and backlighted panels which, subverting the usual schemes, loose the roule of simple decore elements to become structural spaces elements in which the light is the absolute protagonist.

### The company

**Cantoni**, production company from San Marino with 20 years of experience expresses, with its complete range of lighted mirrors and panels, all the expressive force of the **contemporary lux** typical of the **Italian lifestyle**.

Thanks to its project dynamism and flexibility, Cantoni, in addition to supply a very large range of mirrors and panels, is capable of develop the product in a customizable way, holding a proactive dialog with the design studies responding to the specific needs of each project.



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