PERSONAL PROJECT / BEAUTY

03

Nilu

Skincare, simplified

Skincare and gua-sha, in one.
An original product concept developed through to physical prototypes.



One routine, fewer steps

I loved solid skincare and gua sha, but rarely had time for both. That intuition became Nilu: **a skincare stick designed to apply product and massage the face in the same movement.**

MY CONTRIBUTION

Product concept and brand creation
Positioning and pitch development
Packaging development
with designer

Developed to physical prototype stage in 2025.

NILU / PRODUCT EXPERIENCE

03

Two steps, *one item*

A solid and sustainable skincare formula and a crystal massage element, brought together in one applicator.

01 / SOLID FORMULA

Conceived for cleansers and facial treatments.



02 / CRYSTAL

A massage element inspired by gua sha.

Applicator detail / Product rendering

Designing around a habit

The idea was to make facial massage easier to fit into a skincare routine, with a compact stick designed for everyday use and travel.

NILU / IDENTITY AND POSITIONING

03

A simple name.
An inclusive idea.

I positioned Nilu as premium skincare for anyone seeking a simpler routine:
an accessible luxury built around ease of use.



THE NAME

Short. Open. Unisex.

Two syllables, with a balance
of masculine and feminine sounds.
A name chosen to feel at home
in anyone's skincare routine.

THE POSITIONING

Everyday luxury

I shaped an offer for people who
want skincare to feel considered
and enjoyable, even when
time is limited.

around €60

Indicative retail price

I brought the product concept, positioning and business proposition into one pitch.

NILU / PROJECT DEVELOPMENT

03

Beyond the concept, *into development*

I moved the idea from design into physical prototypes
and explored the manufacturing options, formulas, and costs.



Product and packaging concept

Testing the route to market

I tried existing supplier formulas for a
potential first launch, gathered production
quotes and consulted a legal adviser
on the cost of protecting the packaging.

TANGIBLE PROGRESS

Physical prototypes made
Manufacturing quotes gathered
Existing supplier formulas evaluated
Brand identity and pitch developed

PROJECT STATUS

Prtotyping.
A refillable version remained a future ambition.