



MANUELA BERTUZZI  
Managing Director, Bregaglio

The biggest challenge of all was having to deal with a change that was completely unexpected.

At the beginning we did not realize that we were a part of an historic event and we just tried to manage demands that were different from usual in the best way possible.

We are lucky to be operating in a sector that has never stopped production. The fact that we are distributors of a variety of raw materials has allowed us to approach various companies in the cosmetics sector and thus mitigate the impact on sales in one field as opposed to another (skin-care, make-up, toiletries etc.).

Our generous office and warehouse space meant that work in terms of logistics, could continue more or less as before.

What we reorganized were our heads, our approach to the working day, the

not visiting clients, the importance of communication that reaches not just people's eyes but also their hearts and a desire to find ways to talk about products and projects in a space outside of webinar whilst taking into account the difficulties of the moment.

Over the last few months, much like elsewhere, at Bregaglio (finally! I say) we have had the chance to exploit home working for some of our company functions. Generally speaking for all concerned the pace of life has slowed and the same can be said of work. There has been more time for reflection and sorting everything out in general.

Compared to July things are beginning to change. Some customers are prepared to meet face to face, there is renewed interest and new projects are starting to take off.

As a result of the lockdown we are

seeing a greater interest in semi-professional beauty treatments that can be done at home. There is an increase in the use of face packs, certainly true of teenagers as they now seem to prefer to pamper themselves with this kind of self-care as opposed to make-up, which now takes second place.

The pandemic has certainly raised awareness about health and immunity meaning that probiotics and enzyme supplements will be the real guest stars over the next few months!

With this in mind it seems a good omen that just before the start of the pandemic we embarked on the road towards products for the nutraceutical industry.

The upcoming months will be characterized by a growing holistic attitude on the part of the consumer and an awareness that takes into account not just personal needs but also those of the environment in which we live: biophilia and true sustainability that satisfy our needs without compromising those of future generations.