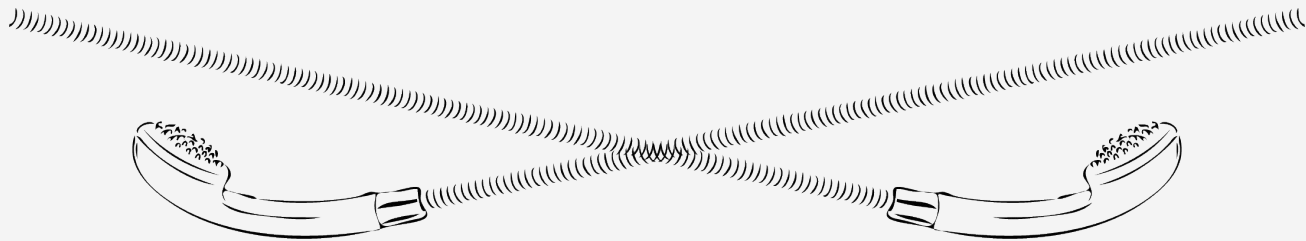


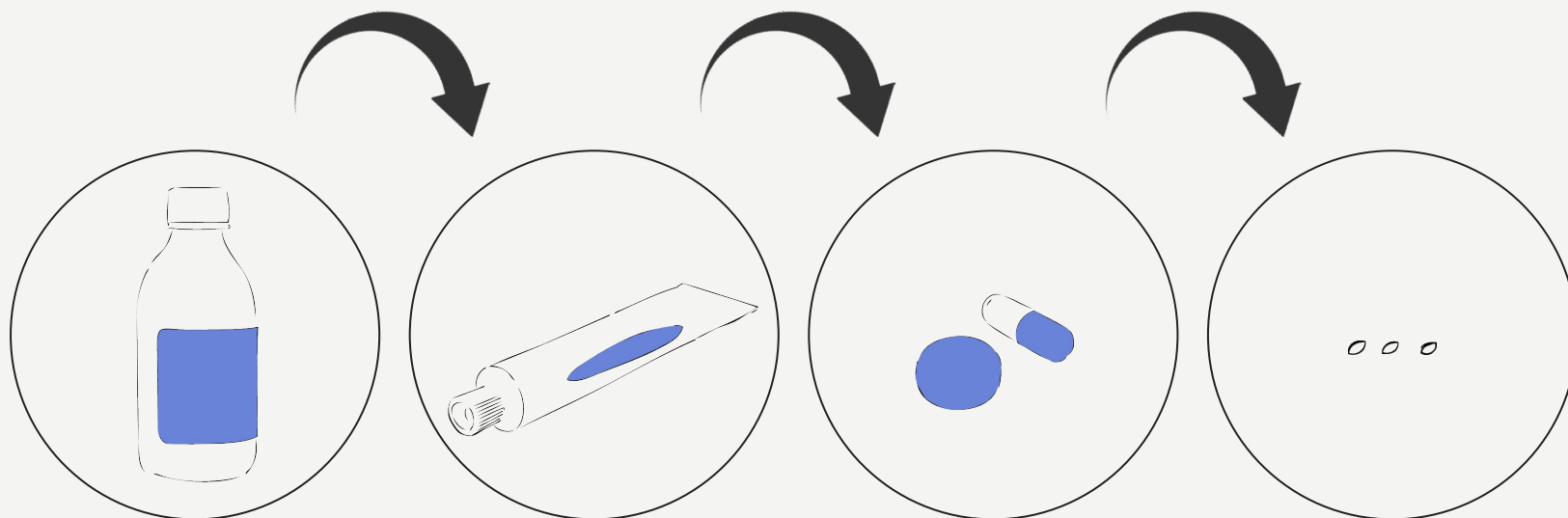
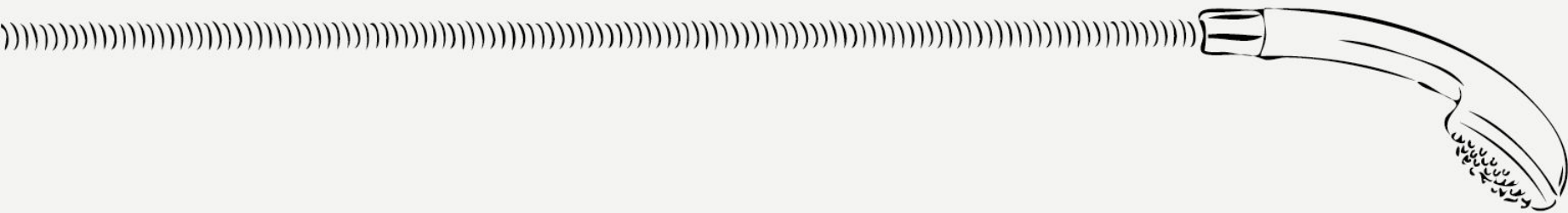
S O Bulles



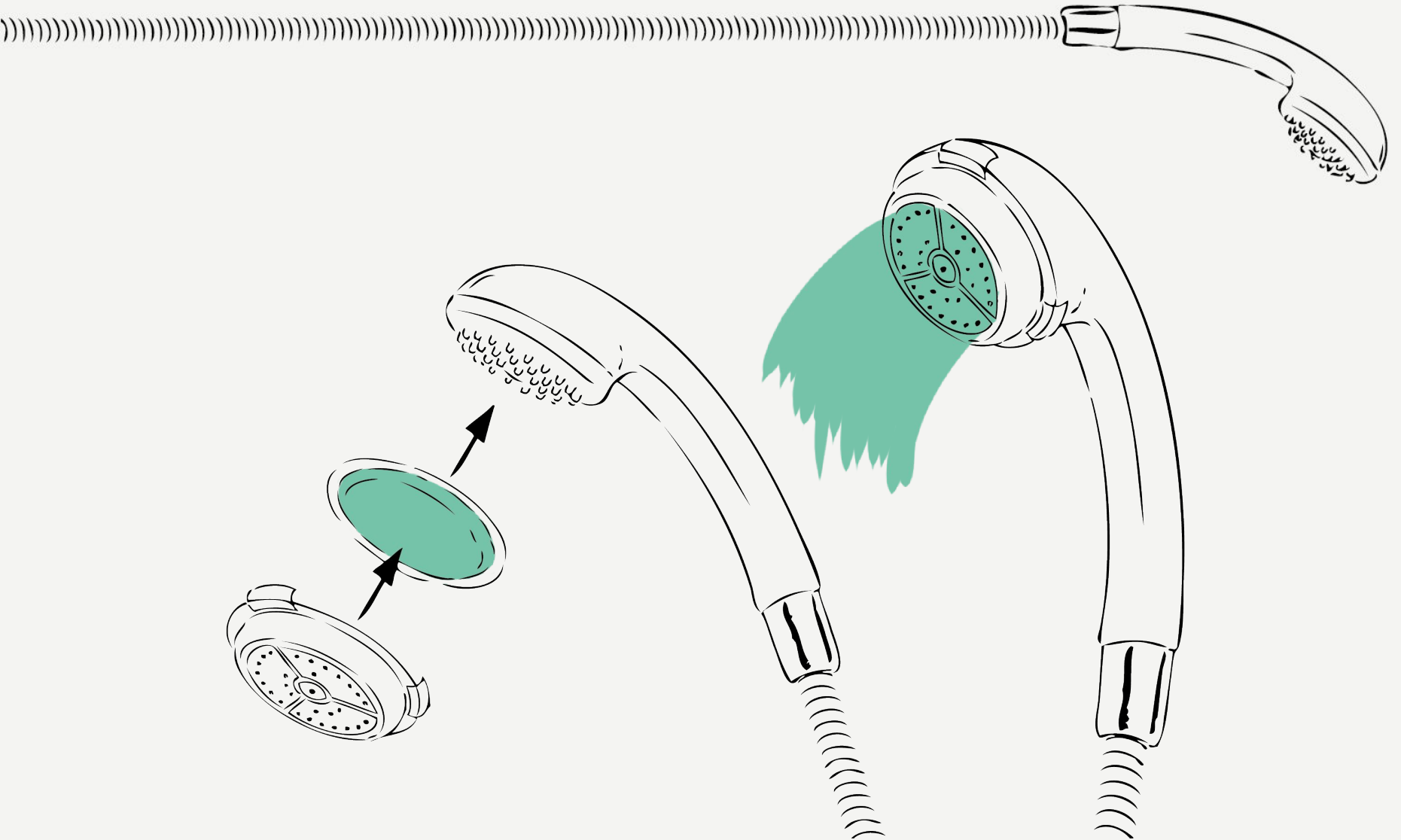
REX

Johnson & Johnson

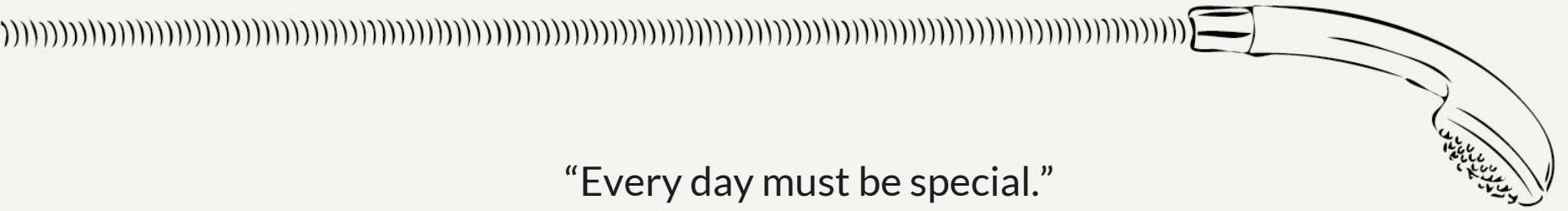
We looked for the next **revolution** of soft pharma...



Nespresso x Shower head = SoBulles



To offer a **variety** of flavours and textures

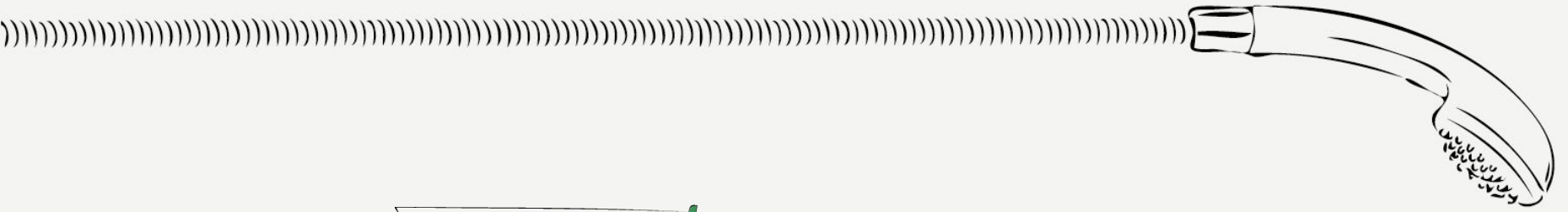


“Every day must be special.”



-  Cinnamon buns
-  Coconut frosting
-  Unconditional love
-  Raspberry sorbet
-  Amazing grace
-  Vanilla birthday cake
-  Foaming sunrise
-  Pink frosted animal
-  Rough hammam
-  Internet bubble
-  Jungle crisp
-  Explosive chocolate chips

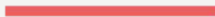
How we have pivoted



We focussed on the **body pains** of daily life



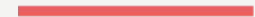
Aches



Teaser



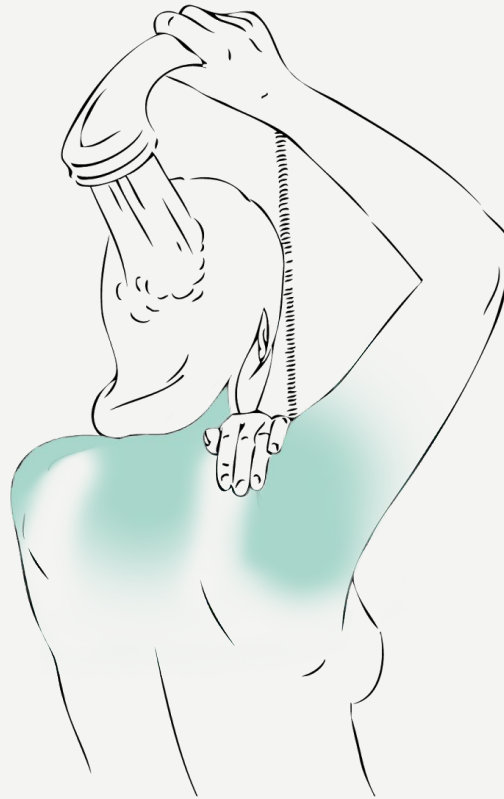
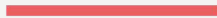
Hyperactivity



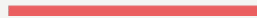
SoBulles: a **solution** for your body pains



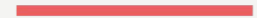
Relax



Relieve



Calm down



What we can offer to the official project



Identified active principles



“Test & Learn” methodology



Open Innovation approach

