



**Wake Up Innovators RESTART**  
**Connexia vis-à-vis with the cosmetics industry.**  
**Guest: Raffaella Gregoris.**

*On Thursday 11 June, the Connexia series of meetings on the "restart" after Covid-19 continues with top Italian executives. Guest: Raffaella Gregoris, founder of Bakel.*

Milan, 8 June 2020 – The eleventh appointment of **Wake Up Innovators | RESTART**, the series of meetings dedicated to starting over, hosted by **Connexia**.

As a free and wholly digital event, *Wake Up Innovators | RESTART Special Edition* offers an opportunity for a concrete analysis and open discussion with the major players of Italian industry, to take stock of business and strategies for responding to coronavirus emergency and restarting.

Invited this time to the virtual "lounge" of Connexia Corporate Communication Director, **Zornitza Kratchmarova**, is **Raffaella Gregoris**, founder of Bakel, the premium skincare brand. The entrepreneur will reflect on the changes in consumer habits, the

new trends and specific needs affecting the cosmetics industry during and after lockdown, looking at the essential elements of the beauty scene: research, safety, quality, traceability and timely information.

Free **live meeting** subject to registration on the **@Cisco Webex** platform (<https://bit.ly/3716aZ0>)

WAKE UP INNOVATORS | RESTART  
Thursday 11 June  
9:00 - 10:00  
**@Cisco Webex**

### **Raffaella Gregoris**

Raffaella Gregoris is the founder of Bakel and an absolute innovator in every aspect of her life. Her innate passion for research initially led her to study Pharmacy at university and subsequently to specialise, taking a master's degree in Cosmetic Chemistry. With this wealth of knowledge, she began working in collaboration with various laboratories and formulating traditional cosmetics, gaining valuable experience over the course of more than ten years, never ceasing to wonder whether there was an alternative, better way to formulate cosmetics exclusively from active, clean ingredients: a safe and effective way to combat the mechanisms of ageing without having to compromise. A new way that Raffaella did in fact succeed in identifying. That's how Bakel was born, in 2009. With two patents to her name, Raffaella Gregoris recently joined the list of the 100 most influential women in Italy, according to Forbes magazine, and has been awarded some prestigious accolades: the WWD Beauty Biz Award in 2009, the Pure Beauty Award in 2012 and the Marie Claire Prix d'Excellence de la Beauté in 2018, all supported by growing commercial success.

### **Connexia**

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It is excellence in media management.  
And it is technological innovation.  
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