



Qaveman makes skincare for men easy and fun with a new online service, shortlisted for the upcoming Digital Commerce Awards 2020

The Zurich-based skincare startup Qaveman launches a new service available on their website to guide men step by step in choosing the products they need.

A few days ago, Qaveman added a new tool on their website, under the section "subscriptions". The first message that appears now is an invitation for the user who still does not know which face cream is the most suitable for him. Through this path, he will finally discover his "Personalized Ritual", with the possibility to try it for free.

A ritual that has nothing to do with hunting or praying gods as it might have been in the cave age, but which put its focus on a modern man and his need to take care of himself and his body. **The new "My Ritual" service** has found the most effective solution in **gamification**. Through an interactive path with a few simple questions about individual habits and needs, it will be possible to discover the best products for your skin. This way, men will also be able to enjoy a personalized skincare routine, which can be purchased singularly or by monthly subscription. Moreover, with a subscription, they no longer have to worry about being without their favorite products because they will be delivered right to the doorstep.

An innovative service that has already draw the attention of an important event such as the **Digital Commerce Awards 2020**. **Qaveman AG is shortlisted in three categories** (Brand & Manufacturer, Startup, Best Feature), including **the "Best Feature" thanks to "My Ritual"**. For nine years, the Digital Commerce Awards reward the best eCommerce and mobile apps in Switzerland. It is a great achievement for Qaveman AG to be ranked among the 170 entries, alongside internet giants such as Digitec, Galaxus or Zalando. The winners will be unveiled on 15 September 2020 at the X-Tra in Zurich.

Julien Halnaut and **Jean-Torben Girault**, the two co-founders of Qaveman comment: *"We have worked a lot on this configurator to help men choose the products they need in an easy and fun way. At the same time, we encourage them to talk and discuss skincare themes. The most rewarding aspect of our work is when we receive enthusiastic messages from our customers about how they can no longer live without our products!"*