

UrbanMan by K-Studio – The first Swiss protocol for intelligent men's skincare
Subtitle: Neurocosmetics, emotional biofeedback & Swiss precision combined.

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Summary:

UrbanMan is a men's skincare concept born in Switzerland, designed to meet a real, unmet need: offering men a useful, measurable, and accessible model of care, without excessive aestheticization or vague messaging.

The protocol combines :

- A 20-minute express treatment, field-tested
- Neurocosmetic products co-developed with a Swiss lab (Naturalps)
- A connected approach using emotional biofeedback (HRV, breathing, muscle tone), in partnership with EdgeVital and HEIA-FR
- A distribution model via partner barbers, currently in test phase

UrbanMan is already active in Bussigny and launching a pilot phase in French-speaking Switzerland with several partner barbers. Backed by Swiss institutions, the concept is structured for international replication.

Market need & opportunity

Title: Men's skincare remains a blind spot in wellness

Observed trends :

- Men are increasingly interested in their mental, physical, and relational well-being.
- The current offering is poorly adapted: overly feminized, vague, or too medicalized.
- They often don't feel concerned or welcome in traditional wellness spaces.

Pain points :

- Lack of clear, codified reference points
- No experience tailored to men's specific needs
- Mistrust toward generic cosmetic discourse
- A need for neutral, technical, sober, and credible spaces

UrbanMan responds concretely with:

- A standardized 20-minute protocol at CHF 25 (launch price)
- A space designed for men, free of aesthetic overload
- A measurable approach using physiological sensors
- A distribution model built from the start around barbers as natural male care partners
- A CRM system to monitor customer experience and train partners

Proposed solution & technology

Title: An intelligent, measurable, and replicable protocol

UrbanMan is built on four main pillars:

1. A ready-to-use express protocol
 - Developed and tested in a real institute
 - Standardized, replicable, economical (CHF 25 during the test phase)
 - Validated by a real male clientele
 - Currently being implemented in a test network of partner barbers in French-speaking Switzerland
 - The service is offered as a differentiating salon experience, with CRM support and training
2. Swiss neurocosmetic products
 - Co-developed with Naturalps (Montreux)
 - Act on the skin and nervous stress
 - Two formulas ready for launch : anti-fatigue facial fluid & eye contour treatment
3. Connected care approach (EdgeVital + HEIA-FR)
 - Physiological sensors integrated into the protocol (POC in progress)
 - HRV, breathing, muscle tone measured
 - Simple visualization of immediate effects via interface
4. Full digital infrastructure
 - Proprietary CRM already operational
 - Online training platform (2,000+ technical modules)
 - Mobile MVP planned for 2026

All developments follow a Privacy by Design logic, ensuring sovereignty over sensitive biometric data from the moment of collection.

Business model & 2026 visions

Title: A hybrid, profitable, and activated model

Revenue streams:

- Express care (entry point)
- Premium treatments (margin)
- Cosmetic products (B2C / B2B)
- Personalized boxes & subscriptions
- Partnerships with barbers (local rollout & commercial field presence)

Objectives by 2026 :

- CHF 195,000 in revenue
- 2,000 active male clients
- Launch of the first UrbanMan product line
- Functional MVP of the connected protocol
- First B2B partnership or local franchise in Switzerland

Expected impact :

UrbanMan sets a new standard in men's care :

- Professional, measurable, and sober
- Compatible with local networks such as barbers
- Adaptable to various European urban markets

Current progress & partners

Title: An active solution, currently scaling

Deployment in progress:

- UrbanMan institute active in Bussigny (VD)
- CRM and customer journey already in place
- Real male clientele
- Field testing launched with several trained partner barbers using the

UrbanMan protocol

- Two initial products ready for commercialization
- Connected care POC in development

Committed Swiss partners:

- Naturalps (Montreux): cosmetic formulation
- EdgeVital: physiological sensors & biofeedback interface
- HEIA-FR: scientific validation & health engineering
- HEIG-VD: business & CRM support

UrbanMan is developing from a strong foundation, locally rooted, with concrete on-the-ground partnerships.

Global Innovation Summit – Goals

What we are seeking in Basel :

- International contacts (distributors, barbers, partner institutes)
- Connections with cosmetic / wellness / tech hubs to replicate the

UrbanMan model

- Targeted exposure to non-dilutive investors or co-development partners
- Institutional visibility for a Swiss project with high export potential

Our protocol is designed for simple, guided replication, with partner skill-building at its core.

UrbanMan is not looking for substitutes — but for strategic allies to deploy a tested, credible, and responsible solution.

UrbanMan also helps reduce men's invisible mental load, by integrating care as a normalized, accessible, and empowering experience.

UrbanMan: a Swiss innovation born in the field, ready to scale with purpose, clarity, and intelligence.

Katia Etter
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