



Students make their mark

RMIT'S marketing students have made their mark on the future of cosmetics.

Three of its third-year students won first prize in L'Oreal's annual Brandstorm marketing competition.

The team, which included Wantirna South resident Mario Matchado, won with its proposal of a sunscreen that was tailored for dark skin, olive and pale skin.

"We all have different skin - I have dark skin. Jessica

has tanned skin and Carla has fair skin," Mr Matchado said.

Their product included a pump chamber that could be tailored to the needs of different skin tones, such as extra vitamin D for dark skin.

The win means they will fly to Paris in June to pitch their idea to L'Oreal's CEO Jean-Paul Agon.

The three-member team will be the only representative from Australia, competing against winners from 37

other countries to win a travel grant of 10,000 euros.

"We're doing our internships this year for our degree so it's flat out," Carla Bosa, of Greensborough, said.

The students are scheduled to finish their degrees next year.

They began the project last November.

L'Oreal Australia's managing director Mark Tucker said Brandstorm was a valuable experience for marketing students.



RMIT marketing students Jessica Kitsou, Mario Matchado and Carla Bosa, with their mentor and lecturer Dr Con Stavros from RMIT.