

IvyCare – Taking care of your health and beauty is not a privilege, but a necessity.

The application aims to address issues such as mental and physical health, as well as giving visibility to aesthetic concerns for women who experience exhausting routines and do not have access to reliable and accessible sources of support. It also provides essential tips for the body, health, and self-care.

Regarding mental health, the app offers suggestions based on psychology and highlights the importance of seeking professional help. In terms of physical health, it provides exercise suggestions that can be done at home, especially for women who do not have access to private gyms. Concerning aesthetic care, it includes self-care tips such as skincare routines, make-up guidance, and advice on how to properly care for skin, nails, and hair.

The app is practical and was developed based on reliable and ethical sources. It is designed especially for women with demanding routines who may not have the time, access, or motivation to seek this type of care elsewhere.

We tested the app with a colleague who regularly interacts with women experiencing these challenges, and her feedback was positive and satisfactory.

The app will be promoted through social media as well as word-of-mouth recommendations.

To evaluate its functionality, we invited women who face these challenges to test the application.

The estimated costs are directed towards partnerships with professionals such as beauticians (providing responsible skincare, nail, and hair care advice), psychologists (offering in-person support for often neglected issues), and personal trainers (suggesting simple and practical exercises to be done at home).

The app requires promotion so that women can access it and recommend it to others. In addition, it will be promoted by the professionals involved, who can demonstrate to the target audience the practicality and usefulness of the application for these women.