

# Producing a Cosmetic Product from A to Z

By Mathilde Gédouin-Lagarde, Director of Marketing

Exclusive! PHYTOMER takes us backstage and shows us how their products are made. Here is the story of two creations, from selection of the active ingredients to effectiveness testing to packaging. The brand reveals all its secrets...

**What makes PHYTOMER so strong and unique is the way it controls each step in the production process.**

Mathilde Gédouin has selected two new products for you and tells us their stories:

- ÉMERGENCE, PHYTOMER's Even Skin Tone Refining Serum, launched in 2017 and holder of the 2017 Prix Beauté Santé by Santé Magazine,

- the slimming treatment CELLULI NIGHT COACH Intensive Cellulite Sleeping Mask, which has just been introduced on the market

What makes PHYTOMER so strong and unique is the way it controls each step in the production process. In fact, all our products are produced internally, from A to Z. Only testing takes place outside PHYTOMER laboratories. To be completely transparent, we produce the natural marine active ingredients that give the product its effectiveness, but not the texturing agents.

## **PRODUCT CREATION**

### **Live from the lab**

Our lab in Mont Saint-Michel Bay, with its approximately thirty researchers, seeks to discover the molecules of the future. Then they test them on skin cells to confirm their effectiveness and non-toxic character.

The lab regularly presents its latest discoveries to the Marketing team, in order to discuss the possible cosmetic applications. This was the case for the facial product ÉMERGENCE.

### **In the stores**

Using findings from field research, trends, market analysis and analysis of other distribution channels, we submit a brief to the lab. For example: "We would like a slimming treatment that acts like a fitness coach, to melt fat cells overnight, with an original texture." This is a more "marketing"-oriented approach.

As you can see, the genesis of our products can be a mix of our researchers' scientific discoveries, their proposals and ideas collected throughout the year in stores.

## **THE STORY OF ÉMERGENCE**

### **The lab's discovery**

The lab informs us of its discovery of a gradual, maximized system for distributing AHA. It's a multi-layered gel in which researchers will be able to insert AHAs, which will gradually circulate. They describe this system to us and its incredible effectiveness. They have already conducted tests and obtained promising results on pores, blemishes and sebum. With this knowledge, we decide to integrate this AHA infusion in a gentle peel serum suitable for all skin types.

### **Creation of the recipe**

In serum format, the product will be packaged in our PHYTOMER airless pump bottles, the favored containers for this type of formulation. We decide to start on a light texture with an ultra-fine finish and a subtle scent.



Starting with these use and texture characteristics, the project is then handed over to the formulation team that will add all the other components - like in a cake recipe, where we would talk about chocolate and vanilla, as well as flour, eggs and milk. The formulation department will create the recipe that helps us obtain the final goal.

Approximately nine months pass between the first discussion and the start of formulation.

### Validation of the formula

The formulation team submits a recipe to the marketing team and the trainers to test. We've truly become sensory experts, as we test cosmetic products every day. Through the years, we have developed an extremely strong ability to analyze formulas: material too thin, texture too sticky, does not glide upon application and so on.

Many tests take place until the ideal formula is obtained. In fact, for ÉMERGENCE, the original objective was a gentle, gradual peel serum, integrating our multi-layered gel that spreads AHA and marine AHAs. Several months have passed to get to the final product, just so we can precisely determine: the feel, application, penetration, tolerance, scent and result. There is a huge number of parameters to determine.

We would add a bit more glide, but that would lower its tolerance. We would augment the scent, but it would be too noticeable, so we will lessen it again. Like a great chef creating a new recipe, we come back several times over, each time testing its tolerance, effectiveness and sensory qualities.

These are the three points that we will confirm with a small panel.

We validate a formula, but we must also ensure its stability over time. For this reason we submit it to extreme conditions: we heat it, cool it, expose it to sunlight...



The goal is to verify that its effectiveness, scent and texture remain unchanged. These stability tests are conducted before usage tests, which themselves are performed with a panel of volunteers.

### In this way we validate:

- 1 - stability,
- 2 - tolerance,
- 3 – effectiveness.

### Test cell

Once the formula is validated, the product goes off for testing for three months. Don't forget that the main active ingredient has already been tested internally to ensure its effectiveness. ÉMERGENCE is a product that acts on all skin blemishes, so we expect visible results on blackheads, pores, skin texture, redness and so on. As a result, we define all criteria and parameters on which the product will be tested.

Outside labs perform tests on a panel of volunteers based on the established criteria: people 25-45 with blemishes, redness and spots. The volunteers must use the product twice per day under their normal moisturizer, without changing their treatment routine. The product will be tested under dermatological control and volunteers will vouch for its effectiveness. Only the tolerance test is necessary; other optional tests will be useful during the communications campaign.

Three to four months will be needed to conduct tolerance and effectiveness tests.

### ÉMERGENCE, Even Skin Tone Refining Serum

- A serum that acts on pores, blackheads, redness, acne scars and spots to reveal blemish-free, flawless skin.
- A product less aggressive than an acid peel and more effective than a classic serum, to use every day.
- An aqueous gel serum, suitable for all skin types, with a smooth, velvety finish



**A group of factors helps to explain our leading position in slimming.**

### Packaging

We work on the name of the product and its packaging (design and text) simultaneous with testing. The approved name is ÉMERGENCE, because after eliminating all blemishes, clogged pores, spots, blackheads and redness, a new skin emerges.

Once the tests are complete, we approve the box and primary packaging. It's a significant step, because next comes a rather long period to produce packaging. We work on communications in parallel to this: slogan, product picture (as a model, as we do not have the final product yet)...

Four to five months are needed for creating packaging, while not forgetting that quality and compliance testing is performed when received.

### Industrial pilot

Up to now the product's recipe was made solely by the formulation team in its lab. Now, we launch production of the formula industrially in our factory, taking care to check it regularly. It's what we call an industrial pilot.

### Bacteriological tests

Once the packaging is received, production starts, and bacteriological testing begins with sampling. These help us ensure the many extremely precise quality norms are being respected, such as viscosity and bacteriological quality. After this battery of tests, the product is packaged and re-checked before being shipped across the world.



### THE STORY OF CELLULI NIGHT COACH

Every year we launch new slimming products. A leader in the professional slimming market, we have a high level of scientific credibility. We are lucky to work with marine active ingredients, which are naturally more effective against cellulite. We have a specialized high-tech lab. As consequence, we can say that a group of factors helps to explain our leading position in slimming.

Our slimming product must be ready in December so that we have the time to ship it and so that it can be in beauty salons and spas across the world for the slimming season.

As a result, the slimming product that your customer discovers in April 2018 is ready starting in December 2017, and was developed nearly 1 and a half years in advance. We are presently finalizing 2019's new slimming product.

### Challenges in a slimming launch

There are several challenges in the context of slimming products, where the market is particularly saturated. The main one is effectiveness. In fact, a product cannot call itself "slimming" if no slimming effectiveness has been scientifically measured and proven on volunteers by outside organizations.

Each slimming innovation is truly a new, working product. That's the entire challenge, as we are in a market with a lot of other players. The fundamental question is consequently performance. If it doesn't perform, there is no point to launching the slimming product! At PHYTOMER, the pioneering, innovative approach to slimming is in our DNA - in its application, texture, effectiveness or even the product's composition. It's a matter of finding where we can innovate.



### CELLULI NIGHT COACH Intensive Cellulite Sleeping Mask

-CELLULI NIGHT COACH energizes adipocytes overnight to eliminate the most cellulite in the morning.

-This intensively penetrating night mask optimizes one's sleep to act invisibly.

-The results are immediate: sponginess and orange peel skin disappear gradually, the skin is smoothed, the slimming goal is reached.

### The discovery of a new active ingredient: Marine Taurine

"CELLULI NIGHT COACH" presents two major innovations:

- its SLEEPING MASK texture, pairing treatment and mask in a single product

- and its composition, as this product contains an entirely new active ingredient, Natural Marine Taurine. As you may know, taurine is the key ingredient in Red Bull, and PHYTOMER is the first lab to have succeeded in the difficult task of producing taurine extracted from ocean coral. Unlike the synthetic taurine used in Red Bull, our taurine is natural and plant-based. It will energize fat cells, encouraging them to be shed.

When the lab presented its discovery of Marine Taurine to us, it was positioned as an extremely powerful energizing ingredient. We then asked the lab to test this ingredient on adipocytes (fat cells). Seeing the excellent results obtained with lipolysis, we decided to integrate it into our new slimming product. We are lucky to have our own research lab to work on discovering active ingredients every day. We constantly have access to a renewing source of inspiration.

### Testing

We next tested "CELLULI NIGHT COACH" on a panel of volunteers. As mentioned, slimming is a market oriented around effectiveness. As we launch a new product every year, they must be impeccable; this is why we are extremely demanding for slimming. Our partner salons know this very well, and they eagerly await the new product every year. Applying a slimming treatment is sometimes perceived as restrictive, something tiresome to be endured.

As a result it is important to make this action delightful again, giving it a pleasant, playful, unique character with a fresh scent, good sensory texture and snappy story. If all these elements are brought together, the customer will conscientiously apply the slimming product, will see visible results and will become loyal to PHYTOMER.

### A new slimming product every year!

The new slimming product arrives on the market, adding to last year's product, although it is positioned differently so as not to compete directly.

The great feature of 2017's new slimming product, "SHAKA SHAKA," was its instantaneous air-brushing effect - a lotion able to improve skin quality as soon as it's applied. This product is recommended in the spring to enhance bare legs.

"CELLULI NIGHT COACH" is itself a night-targeting product that attacks established cellulite. The challenge is to launch effective, innovative and complementary slimming products every year! ■■■