

Making Cosmetics Seminars

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Making Cosmetics has now reached its second birthday and has managed to position itself to a quite different visitor profile to In-Cosmetics and Formulate, its focus being on providing background information on all aspects of cosmetic branding and marketing while complying with the ever-increasing complexity of regulations. As well as 75 or more exhibitors it provided a comprehensive programme of seminars and workshops over a two day period and they are the subject of this feature.

For any budding entrepreneur hoping to sell cosmetics or a brand owner already in the industry, market trends must be of prime interest and they were the subject a presentation given by **Katie Middleweek** of **Cosmetics Business**. Focussing on facial skin care, colour cosmetics, body care and spa products, male grooming and women's fragrances **Middleweek** said that some sectors showed an increase in sales, others were static or even suffered a drop in value. However despite the current economic difficulties there were numerous examples of new product launches and **Middleweek** bombarded the audience with facts, figures and insights from top brand owners.

On-line sales, teleshopping and beauty boxes have all increased in sales volumes and value, said **Middleweek**. Beauty boxes are sent to customers as a regular selection of sample sized beauty products for a monthly fee. An example is Latest in Beauty; launched in the UK four years ago; it now has 100,000 members and is growing at approx 5,000 per month. QVC is probably the best known teleshopping channel and it now reaches over 200 million homes and employs 17,000 people worldwide and it reported a net revenue of £390.9m at the end of 2011. **Middleweek** concluded her presentation by saying that the beauty products consumer now has more choice, more accessibility and more innovation than ever before.

It was obvious from the numbers that attended every session on cosmetic regulations that this is of great interest and concern to all involved in manufacturing and marketing of cosmetic products. There is no doubt that Cosmetic Regulation EC 1223/2009 due to come into force in July 2013 is largely responsible for this upsurge of interest and that was the subject of four presentations organised by the Cosmetic, Toiletry Perfumery Association (CTPA) on the first day.

Emma Meredith, CTPA, started the session by describing the new roles and responsibilities introduced under EC 1223/2009. Meredith said that although the main premise to only place safe cosmetic products on the market remains, there are some major changes under the new regulations. The Cosmetic Product Notification Portal (CPNP) is an essential part of the new regulations and **Iain Brunning, Boots UK**, described how it differed from current notification requirements. Brunning showed the audience how to access the CPNP, how to set up an account, said who should do it and outlined what needs to be notified.

From Concept to Consumer was the banner title for a series of presentations that included the NPD process; safety assessments; scale-ups from laboratory to factory and risk management.. **Colin Sanders** of **Medex Scientific** described the NPD process

and how to avoid the most common problems. Sanders opened with a question “So, what is NPD?” The initials stand for new product development and it reflects that it is now recognised that things don’t just happen and that if great products are wanted they require work and a systematic approach to get the outcome desired.

Part of that approach is to identify the product required and **Sanders** discussed brainstorming as one method of generating ideas but also warned about a state of mind that could lead to failure. In essence the NPD process is to identify a strategic goal; to generate, select and polish ideas aimed at reaching that goal and to write a product brief ready to hand over to project management. Ideas should have emotional appeal, appear logical and make financial sense. It can be a mistake to add too many features to a product said **Sanders** but it is usually a good idea to make the product experience a rich and multi-layered one.

Once a formula is created it needs to be assessed for consumer safety and this was the subject of the talk by **Tony Dweck** who mapped the product development cycle before explaining how **Dweck Data** undertakes safety assessments based on software created by himself. The background to the software is a huge database of materials and their toxicological profiles and **Dweck** showed how it broke down materials into their individual constituents and then calculated a margin of safety based on their no observable adverse effect level (NOAEL) and product exposure in use. Dweck also discussed the product information file or PIF, what it should contain and which organisation provides the information. The presentation concluded with advice on claims substantiation, stability testing and labelling compliance.

Product claims were the subject of the talk by **Theresa Callaghan, Callaghan Consulting International**, who said there is a disconnect between knowledge and understanding when it comes to claims development and claims substantiation. Substantiation testing is legally required when the claim refers to the effectiveness of a product or a benefit or improvement in a skin attribute as result of using that product. Making a claim does not mean that a product is effective. Efficacy indicates product performance, whilst communicating efficacy is making a claim which needs to be proved. **Callaghan** discussed the design of trials to support claims and said that failure to capture market opportunities is often driven by cost; on poor choice of clinical studies; concern over the return on investment and concerns over regulatory and advertising standards authorities.

Steve Barton, Skin Thinking Ltd., was also concerned about developing product claims and said that too often regulators fail to believe that the products do what they say, or believe that if the products do meet those claims then they are no longer a cosmetic product. Barton said it was important to know what the consumer really wants, that the product does what it says and how to make science sensible, credible and engaging in order to enhance consumers’ perceptions of products.

From July 2013 for each and every cosmetic product being marketed within Europe a suitable person must be responsible for ensuring it complies with Cosmetic

Regulation EC 1223/2009. The role and responsibilities of that person were described by Megan Parfitt, Delphic HSE Solutions who said that the regulation places greater requirements on the responsible person to demonstrate safety and places more rigorous demands to generate, keep and update information than previously existed. The responsible person assumes responsibility for all issues relating to the marketing and safety of a cosmetic product and Parfitt highlighted some of the challenges which will be faced in ensuring legal compliance.

The formula is safe, it has completed all the necessary stability and clinical trials, challenge testing and claims substantiation and now needs to be made. Bob Hefford, Independent Cosmetic Advice, discussed scale-up from laboratory to factory and how to address some of the issues that may be encountered. Hefford showed how to make this process less frightening than it might be and said that everything takes longer in the factory; that it is important to use laboratory equipment that mirrors what is in the factory; to be aware of constraints on factory equipment and to be careful in raw material choice. Mark Crawley, Laleham Health Care, followed with a discussion on risk management, saying that risk is something that cannot be avoided. The most important thing is understanding how to manage risk and Crawley described various techniques, saying that once risks are known strategies can be developed to manage them more effectively.

There were three talks on manufacture with an emphasis on emulsions given by Jeff Price, Consultant with JPA and a packaging workshop followed by three presentations on different aspects of packaging organised by The Institute of Packaging Professionals. There were three presentations organised by Pharmig; Andy Martin, ABM Consulting, discussed GMP and compliance with ISO standards and he also gave a contamination case study. Rachel Blount, Crystal, talked about the challenges around cosmetics and hygiene. Unfortunately with concurrent lectures it was impossible to attend them all but there was a certain amount of overlap on the second day when once again there was a packaging workshop and five presentations under the auspices of The Institute of Packaging Professionals.

The seminar programme on day 2 was opened by Katie Middleweek, Cosmetics Business, who talked about the changing retail landscape of the UK C&T market. In her overview Middleweek said that 2012 was a very busy year on the retail front with lots of retailers upping their game and making big changes to their beauty offerings. Key retail brands making changes in the past year included Selfridges, Harvey Nichols, John Lewis, Marks & Spencer, Topshop and an on-line retailer called Feelunique.com. All the stores mentioned made a big investment in their beauty sections, in many cases combining them with treatments and advice. An example was Beauty Workshop newly established in Selfridges, which in its first week sold 7,000 nail varnishes, 2,000 lipsticks and 400 blow dry's.

Nor were product safety and cosmetic regulations ignored on the second day; the title of the talk by **Amada Isom, CTPA**, was “What you need to know before starting out”, which highlighted the basics of cosmetics legislation and outlined some of the key points that must be known when starting to make or import cosmetic products, to ensure they are safe and legal. **Isom** discussed how cosmetics are regulated; how and where to access cosmetics legislation; the legal definition of a cosmetic product and the Product Information File (PIF). **Isom** also talked about safety assessments, product notification and product labelling.

Tony Barlow, Aspen Clinical Research, asked “Is your product fit for purpose”? His presentation discussed the various intricacies of the process needed to get a product from initial conception to a tangible item on the shelves. **Barlow** provided an insight into understanding how a product is safe and fit for its intended use and the necessary attributes to satisfy the appropriate authorities including the upcoming Regulation EC 1223/2009.

There were three talks on safety issues relating to fragrance and essential oils: **Lisa Hipgrave** spoke about **IFRA** and its code of practice and the safety standards with which its members must comply. The second talk was about the safety issues surrounding essential oils and the third was on fragrance stability. A speaker from **Intertek** described the challenges of demonstrating safety and compliance when introducing new cosmetic ingredients.

Bob Hefford, Independent Cosmetic Advice, ran a workshop called “How to get your product developed and made”, which covered selection of a 3rd party manufacturer; the need for a project brief and an idea of the costs that might be involved. Hefford also talked about regulations and the need to involve safety considerations and other aspects early in the process. This workshop was followed by presentations given by representatives of three companies involved in contract manufacture.

James Davies, Profiton, talked about finding the best contract manufacturer for ones products and covered the key steps to consider when looking for potential contract manufacturing partners. **Davies** outlined the information required to do this and gave an insight into what makes a good relationship with the contract manufacturer. The key points to consider were cost; quality; service; risk; relationship, trust and future proofing. **Mike Peters, UPL**, followed this with advice on successful brand start-ups and how to help your manufacturer to get the right product at the right price for the intended market and consumer. **Sara Fernihough, Laleham Health Care**, outlined some of the key points in the process and associated timeframes of getting a product to market, touching on the importance of defining the brief, selecting the right partners, good project management and anticipating and evaluating risk.

Manufacturing and processing technologies were the subject of several talks. **Mike Gaunt, ELGA**, discussed the importance of purified water for pharmaceutical and cosmetic manufacture. **Laurent Descourtieux, VMI**, discussed dispersion versus emulsion generation and **Mark Botting, Synergy Health**, talked about cost effective solutions for recovery and contamination. **David Rothman, Silverson Machines**, described mixing for formulated products and the selection of the most appropriate mixer for the task in hand. Rothman stressed the importance of scale-up and the advantages of versatile mixing equipment, and customised mixing solutions to obtain consistent, repeatable results and predictable batch to batch uniformity.

The final session was from a brand owners' perspective starting with a talk by **Laura Rudoe, Good Ventures**, about how rapid prototyping and low cost development can reduce market entry risk and improve the chances of success for a new product launch. **Maleka Dattu, Medrumaya Consulting**, talked about fulfilling her dream of creating and marketing an effective skincare range, which was launched in October 2012. The presentation by **Peter Kelly, Nova Concepts**, was aimed at both start-up brands considering the expansion of their range and entrepreneurs looking to create their first line up of products. Kelly endeavoured to equip the listener with the necessary tools to evaluate their concept and to avoid some of the pitfalls on the journey that is 'concept to shelf'.

The ethnic personal care market is set to be one of the industry's success stories of the future. Is the British beauty industry ready and willing to make this success a reality? That was the question posed by **Natalie Clue, Kezia Connections**, and **Yana Johnson, Yana Cosmetics**. Beauty and personal care is of extreme importance to women of colour, who often spends up to seven times more on hair and beauty products than her Caucasian counterpart. The rise in the numbers of women from a non-Caucasian background, coupled with a demand for quality products that are accessible and efficacious presents an exciting opportunity for the growth of the British beauty industry, said the presenters.

That was the final presentation at the end of two days of seminars and workshops. There was much else to see and do at the event, which promises to become a permanent fixture in the calendar of technical events surrounding the UK cosmetics industry and Making Cosmetics is making its continental Europe debut in Milan in November 2013.

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