

Innovation to shelf: The story of cosmetic product development

Ideas for new cosmetic products come from a variety of sources



Scientific advances



Changes in consumer preferences and expectations



Continuous industry innovation

Scientists and engineers take these new ideas and create original formulas, determine the appropriate packaging, and ensure the safety performance and stability of the cosmetic product for consumers



Before a cosmetic product goes to the market...

1

PRODUCT SAFETY AND COMPLIANCE WITH REGULATORY REQUIREMENTS is paramount and is factored into ingredient selection, final formula selection, and packaging choices to ensure that they are safe for all users



2

EFFICACY EVALUATION is performed to ensure the cosmetic product delivers on the claims and benefits that are expected by the consumer



3

MICROBIOLOGY conduct test to determine which preservative system is best in order to prevent growth of fungi, bacteria and yeast that could cause cosmetic products to spoil



4



STABILITY EVALUATION is conducted to ensure the cosmetic product formulation and packaging is compatible so that the product remains stable and safe throughout its life

5

PROCESS DEVELOPMENT scales up the cosmetic product formulation from a small beaker in the lab all the way to huge vats at the manufacturing site, ensuring quality control is maintained no matter where it is manufactured in the world



6



SUPPLY CHAIN purchases the materials to make the finished cosmetic product, including raw materials, packaging, and labelling so that the product can be produced in the quantities and quality needed by retailers and customers

Lastly, Post Marketing Surveillance teams answer your calls or emails when you contact a company with a question about a cosmetic product. Your information can be important for alerting us to potential quality issues, adverse events, and consumer preference data



These detailed processes ensure millions of families have the safest, highest quality cosmetic products that help enhance their lives

