THE FOUR STEPS OF A COSMETICS PRODUCT LIFECYCLE

THE CREATION

- Market study
- Marketing briefs and demands
- Innovation, Benchmark

- Repackaging and the evolution of the formula
- Regulatory framework for the cosmetic product (labeling)
- Development of active ingredients and new product concepts

THE DEVELOPMENT

- Formulation
- Microbiological tests
- Compatibility and usage tests
- Realization of the pilots

- Creation of the DIP (Product Information Folder)
- Compliance with regulations
- Validation of conditions of use and storage

THE PRODUCTION

- Purchases according to raw material specifications
- Purchases according to the specifications of the packaging articles
- Manufacturing

- Quality of the manufacturing process and traceability
- Quality, microbiological and physicochemical control
- Provision of the pre-series

STARTING

- Control of time-to-market
- Cosméto-vigilance
- Claims Management
- Non-Conformance Management
- Labeling Compliance

ORCHESTRATION OF THE DIFFERENT STAGES OF THE PROCESS, REPORTING AND COLLABORATION

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