

Product Journey



Basic research:

How does skin work; what causes wrinkles; what is ageing?

How does hair grow and why does it deteriorate; where does the natural colour come from and why does it not last; why is some hair straight and some curly; and why does it fall out?

How are teeth formed; why do they decay; why are some teeth whiter than others; what causes gums to recede with age?

Ingredient selection:

What ingredients can be used; which ones are compatible with each other; are there new special active ingredients; what do they do and how do they do it? Do they come from renewable sources?

Formulation development:

What sort of product; does it stay as it should or could it easily spoil; how to prevent bugs from growing; can it be made in bulk; how to fill it into the containers; does it need special packaging?

Efficacy testing:

Does the product work; how to test it?

Safety assessment:

Is the product safe when used as directed and when used as people sometimes actually use it?

Stability testing:

Monitoring samples of the finished product over time.

Manufacture:

Can we make the product in the equipment we have; are the ingredients available when needed; is the packaging and labelling ready?

Marketing:

What are we claiming; how and where to advertise; do people like it and will it sell?