

The background of the slide features several petri dishes containing different types of dried plant material, such as flowers, leaves, and stems, arranged on a white surface. A semi-transparent grey rectangle is overlaid in the center, containing the main title text.

Simplifying the Formula Development of a Cosmetics Leader

PRACTICE

Innovation

SECTOR

Cosmetics

MISSION DURATION

Long Term Program



Our client, a leader in the cosmetics industry, wants to simplify and accelerate its formula development by capitalizing on its formulation standard « modules ».

KEPLER offers the implementation of an approach to structure and digitalize a platform for formula development.

Context

- Target: Setting up a modular approach for cosmetic product formulation aiming at gaining development efficiency, securing formula portfolio, sharing knowledge within R&D and Operations, and freeing up resources to innovate
- Complex portfolio of technologies and formulas: a technology is an RM or a set of RMs with physicochemical or biological properties that can drive cosmetic formula performance

Objective(s)

Increasing the ROI of R&I

- Designing and supporting R&D projects to transform existing technologies into formulation "Standards" to address different markets and consumer needs quickly and with minimum costs

Our Approach

Cosmetics
Mission: Long Term Program

Methodology

1 **Organization in Program with 11 axis** (in charge of each of the "Standard" dimensions) to allow an effective management of the actions to be carried out

2 **Each axis leader monitors different streams:** Kepler support to cascade the vision of the program within the axis, support the leaders of these streams, assist the appropriation of the "Standards", ensure the definition of the objectives and roadmaps

3 **A first pilot** launched on 2 product categories

4 **A single process for all further categories:**

- Defining initial standard portfolio once per category in collaboration with all R&D and Operations partners
- Living with the portfolio by setting-up a new way of working to develop new technologies and accelerate formula development

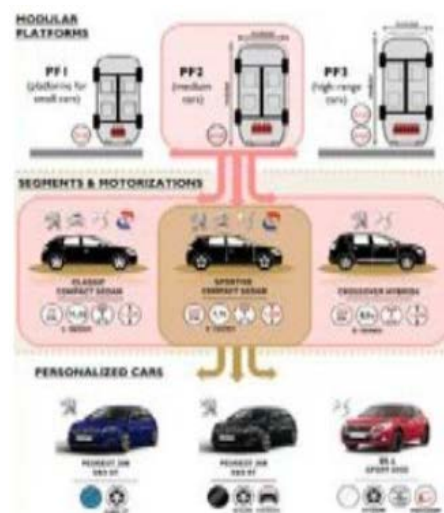
Levers and Tools

- **Single Digital Platform for Developments**
- **Digitalization of Techno "Standards"**
- **Dedicated Organization with R&D**

Category by Category Deployment Roadmap



Benchmark with Automotive modular approach



10 product categories
already in LIVE
mode with modular
approach fully
implemented



**"Standard" data
as a strong lever**
to global
digitalization
strategy

The modular approach for product development is well mature in several industries such as Automotive. This is much more challenging to set-up this kind of standard modules when dealing with cosmetics or chemical formulation activities... To find the right granulometry for module definition, related to distinctive features such as performances or properties, we had to gather the right experts accross the whole organization, from Research to Operations and structure a process of workshops to create these modules portfolios per category.

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