



**BEGINNING WITH THE END IN MIND:
BRIDGING THE GAP BETWEEN
RESEARCH AND DEVELOPMENT
AND MARKETING**

Southwest Chapter Society of Cosmetic Chemists Meeting
November 16, 2017

CoastSouthwest

The
End ?

THE ANTAGONISTS



WHAT'S THE PROBLEM?

Heard in R&D:

- **Marketing descriptions don't make sense.**
- They eliminate all the ingredients I need to make this work.
- These ingredients don't even go together.

Marketing Strategy Session:

- **Why can't the formulator understand what I'm describing?**
- There are thousands of ingredients available, why can't they leave out the "bad" ones?
- These ingredients are going to sell a lot of products! Can't believe no one has ever done this before.

LOST IN TRANSLATION?

Describe this cream:



Survey Says:

- White to pearlescent appearance, visually has high yield value hence the tenting of the cream lending itself to an elastic property if exposed to shear. (Chemist)
- A nice buffing cream that will exfoliate while also moisturizing the skin. (Technical Marketing)
- Makes your skin feel flawless and resilient. (Consumer)
- This airy fluffy moisturizer and cleansing whip, fortified with nature's oils, removes makeup gently while having a light moisturizing effect on the skin. (Marketing Consultant)
- Soufflé like texture, Creamy, but very lumpy, Not appealing to me because of the lumpiness. I like the purity of the white, meaning I wouldn't think it has a notable fragrance that I wouldn't like. (Marketing and Technical Sales)
- A rich, all natural, and hydrating facial moisturizer for mature skin improving the appearance of fine lines and deep wrinkles giving skin a youthful appearance (Marketing)
- Looks like lumpy Greek yogurt. (The Dude)

HARDER THAN YOU THOUGHT?

Describe this cream:



Survey Says:

- High gloss lotion to cream-like consistency with tenting and weak elastic or rheotropy. (Chemist)
- Natural and organic skin cream for sensitive skin. Feels light on the skin without leaving an oily after feel. Great for those wanting a natural moisture for non-problematic skin. (Technical Marketing)
- Heavenly and illuminating to touch and smell. (Consumer)
- Use this super rich under eye cream as the last thing you do before you turn out the light. With natural moringa oil, a touch of shea butter, and a jojoba oil base, this cream reduces the appearance of wrinkles and fine lines in the most vulnerable are of your face. (Marketing Consultant)
- Luxurious in texture has more gloss and smoothness to it, so I expect a nice feel. Looks creamy and smooth, and light. I don't mind the color because it doesn't make me think of potential irritants, like fragrance. I would prefer to put this one on my skin. Can target high end spending consumers. Looks like quality. (Marketing and Technical Sales)
- A light weight and calming facial moisturizer with lavender extract for all skin types (Marketing)
- This silky smooth facial cream provides a soothing layer of nourishment which seals in moisture and provides protection from harmful UV rays (The Dude?)

ARE WE SPEAKING THE SAME LANGUAGE?

Describe this cream:



Survey Says:

- High gloss, tenting cream which appears to have some sensitivity to shear by the uneven deposit in the jar with homogeneous color. (Chemist)
- Luxurious thick cream for dry skin with fruit extracts to nourish the skin. (Technical Marketing)
- Looks and smells like a beautiful summer day. (Consumer)
- This rich under-eye cream helps reduce the appearance of fine lines and wrinkles with peachy perfection. It's the perfect addition to an overnight regimen, yet light enough to wear all day long. (Marketing Consultant)
- Sorbet like, Looks very thick and heavy Creamy and smooth, but still not as luxurious looking as I would like, the color isn't totally appealing with the peach. To me it targets an older consumer and may have a fragrance I don't like. (Marketing and Technical Sales)
- A restorative night cream with a smooth and creamy application to return your skin to its healthy, hydrated, and glowing condition. (Marketing)
- Frozen peach yogurt (The Dude)



INCONCEIVABLE

You keep using that word.

I do not think it means what you think it means.

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THE EWG, PROP-65 & WHOLE FOODS PREMIUM LIST...OH MY!

R&D Formulator

Marketing/Sales



WHAT PART OF

NO

DON'T YOU UNDERSTAND?

FINDING THE WAY TO YES

- No one on either side of the bench wants to be told “no”.
- Interpreting what is important to the consumer is critical to the end goal...sales.



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THE UNICORN IN THE ROOM



To the uniformed anything is possible



“The bridge will only take you halfway there, to those mysterious lands you long to see. Through gypsy camps and swirling Arab fair, and moonlit woods where unicorns run free. So come and walk awhile with me and share the twisting trails and wondrous worlds I've known. But this bridge will only take you halfway there. The last few steps you have to take alone.”

-Shel Silverstein

Thank You

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