

Testimonies

Innovation: what does it mean to you?

In this part, we let you speak... Two simple questions, but which allow us to know a little more about what makes you innovative on a daily basis. Thank you all for answering!



Adrien FAURE,
Cosmetic Project
Manager,
PolymerExpert



Audrey LOTTIN,
Project Manager,
Nippon Shikizai France



Pauline MARTIN,
Operational Marketing
& Communication
Manager, Givaudan
Active Beauty



Sébastien NICOULES,
R&D Manager, CDA.



Philippe SIBOUR,
CEO & Founder,
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Guillaume VIELLE,
Sales Manger,
Flavex



Florent YVERGNAUX,
R&D Manager,
Solabia Group

What is innovation according to you?

Adrien FAURE: Innovation is a way to make a good or an operation better according to contemporary expectations, by providing new solutions. A change of perspective, R&D work or even the transposition of applications from one sector to another can achieve this goal. Innovation used wisely is for me the key to a more responsible world.

Audrey LOTTIN: For Nippon Shikizai France, there are different types of innovations: product innovations, process innovations, marketing & commercial innovations and organizational innovations. We must work on each of its innovative axes in order to offer ever more interesting full-service cosmetic offers.

Innovation is for us the fact of deepening a new direction of work allowing our teams to be more effective, more relevant and more disruptive in order to bring novelties in our sector of activity. But innovation is also a state of mind, a desire for continuous improvement. To be innovative, we have to be creative, always have new ideas, do research, exchange with our partners in the sector and know how to question ourselves and be daring.

Pauline MARTIN: At Givaudan Active Beauty, innovation is at the heart of all our research in our Centers of Excellence dedicated to biotechnologies and plant fractionation. Indeed, each of the ingredients brought to market must be avant-garde. This ambition allows us to push the limits of what is possible, while remaining in line with our raison d'être: "Creations for happier and healthier lives, with a love of nature. Thus, we innovate as well in the performance of the ingredients,

BisaboLife is the proof, launched in 2017, we continued to work on the product to make it even more efficient and meet the expectations of customers and consumers all the more by unveiling its new performance in 2021. Cristalhyal™ e-Perfection launched during in-cosmetics 2022 is also proof of incredible work to make the impossible possible, namely, allowing high molecular weight hyaluronic acid to penetrate deeper into the skin and thus increase its skin benefits. Innovation at Active Beauty is therefore present at all times during the development and life of a cosmetic ingredient. Innovation is also present during our research before a product launch, in clinical tests, with the support of artificial intelligence as for the launch of Chronoglow, but also during specific tests related to neuroscience, thus allowing the measurement of the well-being benefits of a cosmetic ingredient, such as for Patchoul'Up, whose launch is also made during in-cosmetics global.

Sébastien NICOULES: Create relevant and sustainable solutions for new problems or improve existing solutions by thinking differently.

Philippe SIBOUR: Generally speaking, innovation symbolizes one of the major elements of intangible capital, the contours of which we wish to know in order to estimate the intrinsic value of a company.

Guillaume VIELLE: Innovation is the science put into application.

Florent YVERGNAUX: For the Solabia Group, as a supplier of active ingredients for skin and hair applications, innovation means developing new and ever more effec-

tive products that meet the needs of our customers. In this context, biomimicry is an inexhaustible source of ideas. This is achieved by constantly adapting to market constraints whether environmental or regulatory.

For example, the biology of skin and hair has made enormous progress over the last 10 years in understanding the functioning of numerous biological mechanisms. For example, we can cite knowledge of aging with the impact of genomics or knowledge of the microbiota, which is constantly expanding, with, in addition to these developments, interactions with the sensory and emotional aspects that have become essential. Very often, innovation, to be powerful and efficient, cannot be done alone and requires partnerships during projects. This is why the Solabia group has established collaborations with universities, technical centers and internationally renowned manufacturers, and also participates in various projects within the framework of the Cosmetic Valley cluster.

And what's the point?

Adrien FAURE: Innovation must be at the service of both humans and their environment. It allows us to improve the living conditions of everyone while preserving and respecting a balance with the planet that has been put aside for too long.

Audrey LOTTIN: Innovation can allow Nippon Shikizai France to stand out in its market. It can also allow us to improve productivity, reduce our costs or establish new partnerships with brands or suppliers. The important thing to remember is that innovation must increase the value of our company.

Innovation is at the heart of the policy of the cosmetics sector. All brands and stakeholders invest, try to innovate to be different, to offer products that create new needs and respond appropriately to consumer needs based on scientific and technological advances.

Pauline MARTIN: Innovation serves to meet the expectations of customers and their consumers, but also their future demands. We are talking here about concrete demands, such as even better performing products, in an even shorter time, while respecting their commitments, namely cosmetics that respect nature. This is also why we have a catalog dedicated to upcycling. But it's also why we respond to trends such as multifunctional ingredients to reduce the number of ingredients in a formulation. But also to the trend of skinification, taking part in this demand for care dedicated to the scalp. Innovation serves to energize the cosmetics industry, and to always surprise our customers and their consumers while guaranteeing an eco-responsible commitment.



Sébastien NICOULES: To improve the daily life of users in the broadest sense while respecting the various constraints whether technical, normative or environmental.

Philippe SIBOUR: Isn't innovation one of the best drivers to stay ahead of direct competitors or to conquer new markets? Adapting one's strategy and the resulting organization to preserve one's revenues and one's capacity to innovate, an essential pillar of the business model, becomes obvious, especially for the cosmetics industry.

In fact, any innovation implies a share of risk that must be mastered and facilitated internally at all costs. Costs are high and resources are limited, which must be optimized through innovative processes or the integration of expert skills. The ultimate innovation sometimes lies in the simplicity or creation of new solutions on an existing basis. Thus, the innovative company is defined more and more by its ability to share as much information as emotions to the greatest number of people. The more it knows how to communicate its own insights, the more it will attract the support of its teams in an unavoidable change process, and thus encourage the emergence of future talent...

Guillaume VIELLE: Innovation contributes to extract the essence of nature.

Florent YVERGNAUX: Innovation is constantly used to adapt and progress in efficiency, stimulated by new scientific and regulatory information, while strongly limiting its impact on the environment. On these points, the evolution of biotechnologies (fermentation of bacteria or fungi, enzymology, microalgae) guided by biomimicry and new techniques of extraction from terrestrial or marine plants are key points in the development of new active ingredients that are increasingly effective in meeting the requirements and expectations of customers ●