



Formulation Challenges of Natural and Organic Products

Presented to Society of Cosmetic Chemists
Ontario Chapter

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September 18, 2008

The 2006 Health & Wellness Trends Report

- Target younger age groups
- Aromatherapy biggest category
- Usage skews toward higher income
- Organic personal care users spend more than natural-only users monthly
- (data from Natural Marketing Institute Report on BIC)

ORGANIC RESEARCH STUDY

- Panel of 54 females, 18 – 65 yrs, users of department store makeup & skincare
- 94% have heard of organic products
- 74% purchase interest for organic personal care products
- 70% know what “organic” means
- 96% had positive comments/impressions of organic products
 - (study conducted by Horizon Sensory group)

SWEET DREAMS

- Visions of the wonders of the natural world



THEN YOU WAKE UP.....





Entering the Organic Landscape...



A New Set of “Formulation” Skills

- Hunter / Gatherer
- Detective
- Purchasing agent
- Lawyer
- Potions Master
- Networking
- Salesmanship



A New Way of Thinking!

- Plants vs. Plants(Factories)
- Brown is the new white
- Forget the box...thinking outside the industry
- Food Standards vs. Cosmetic Standards



Brown is the new White!



NATURALS 101

- Which is better?
- Getting *Buy-in* to translate to *buying*
- Embrace the new!
- Product textures may be limited for NOP products

The Neutral Naturals



Chef of the Future?



Formulating **certified organic** products is like:

- A gourmet chef preparing a meal with only 3 ingredients
- Beethoven performing his 5th Symphony with a kazoo and a triangle

The Biggest Challenges



- Understanding the rules
- Know ALL markets up front
- Product form limitations
- Emulsifying without emulsifiers
- Preserving without preservatives

WHAT'S ALLOWED?



- Check for most up-to-date listing
<http://www.ams.usda.gov/NOP/NOP/NOPHome.html>
- http://www.oasisseal.org/organic_production_standard.htm
- http://www.soilassociation.org/web/sa/saweb.nsf/Living/organic_standards.html

- Other resources – consultants, vendors, websites
- Find people who know more than you do!

POTENTIAL PITFALLS

- Stability and Shelf Life
- Packaging
- Manufacturing and Filling
- Microbiological Concerns
- Color / Odor
- Education



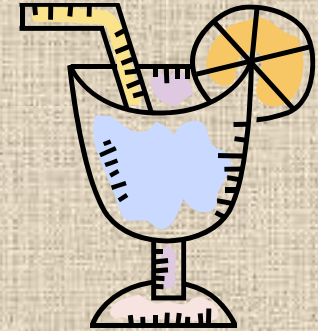
BIOBURDEN



- Dealing with higher bioburden levels than typical cosmetic formulas
- Methods of remediation are limited
- Manage through multiple channels – raws, handling, processing, packaging
- Alternative storage

Preservation

- Alcohol
- Look for ingredients that are self-preserving
- Essential oils and their components
- Grapefruit seed extract
- Organic acids are allowed for Ecocert



Things You Didn't Think You Needed to Know

- Seasonal Availability
- Weather
- Crop Failures
- Whims of Farmers
- Comingling



YOU NEED PARTNERS

- Set up a task force within your company
- QA / Micro / Safety / Engineers / Purchasing
- Marketing / Legal
- Ask The Experts!
- Don't settle for lower standards than you normally would



The Hard Work Pays Off!



Origins Organics™ National Ad Spread

YOU ARE WHAT YOUR SKIN EATS™

Introducing **origins organics™**



The first full line of prestige skin, body and hair care products to be certified under the consistently stringent standards of the USDA National Organic Program. Formulated to help sustain the global health and well-being of our planet.

If you're conscious of what you put on your skin, but are confused about what's really organic, and what isn't...discover Origins Organics™. From nature's most trusted name since 1990 Origins.



For more information, visit www.originsorganics.com





Limited Form Choices







Summary



- Consumers are receptive
- Understand the limits and rules
- Understand YOUR knowledge limits
- Seek help from others who know more
- Be creative!
- Manage the Bioburden
- Don't Compromise Your Standards

ACKNOWLEDGEMENTS

- Christine Baier, *Executive Director of Origins R&D*
- Ray Mauro, *Origins Product Development*
- Lynn Mazzella, *Origins Product Development*
- Steve Schnittger, *Executive Director of Estee Lauder Microbiology & Biological Research*

- *The entire **Origins Organics™** R&D team:*

Monica Apostol

Chris Casey

Jennifer Hackford

Pat Block

Jeff Junker

Liliana George

Gena Keupp

Kathy Kretzschmar

Wilson Lee

Tanya Russell

Craig Tadlock

Matt Warren

THANK YOU!!!!



For more information on Origins products,
please visit
www.origins.com