



Press Release

Four tailor-made cosmetics manufacturing strategies **From artisanal point-of-sale manufacturing to automated small batch production**

Paris, December 13th 2017 – *Following the enthusiasm for cosmetics and tailor-made care, Alcimed, a consulting firm specialized in innovation and new businesses, is taking a closer look at the strategies and technologies implemented by four French and Canadian cosmetic brands to produce these products in small series in order to meet the needs of a diverse community of consumers.*

La Bouche Rouge: an innovative production process inspired by the pharmaceutical sector



Photo source: La Bouche Rouge

At the end of October 2017, Nicolas Grelier, a former L'Oréal employee, launched the Bouche Rouge: a high-end rechargeable lipstick with a customised colour. The hue is reproduced from a photo sent by the customer using an artificial intelligence algorithm. The project, the first one on cosmetics to be incubated at Station F, has been in the spotlight for a few weeks now because of its positioning that combines personalization, digitalization and eco-responsibility. At the heart of the startup is an innovative industrial process inspired by pharmacy that enables the production of micrograms of formulations in small series in a cost-effective way.

The process is patented and could be duplicated and subsequently used to manufacture skin care products, foundations, etc. The lipstick service will be operational in January 2018.

Liplab : Handcrafted production in store

Bite Beauty, a Canadian natural lipstick brand launched in 2012 in partnership with Sephora, opened 4 "LipLab" in Toronto, San Jose, New York and San Francisco. These laboratories offer consumers a unique experience: create their lipstick from 200 shades, 3 finishes and 9 flavours. Production is traditional and not based on any particular technology. The pigments are mixed in a container and after adjustments to achieve the desired shade, the other ingredients are then added. The formulation is then finally centrifuged and cast in a mold to form the tube.



Photo Source: Cosmopolitain

Lancôme: automated production of individual products right under the customer's eye

The "Teint Particulier" is a foundation made to measure in the store that is adjusted to the client's skin tone and his/her needs whether in terms of texture, coverage and hydration level.



Photo Source: Lancôme Instagram

To fulfil this promise, Lancôme has developed a breakthrough technology protected by 9 patents in collaboration with L'Oréal's incubator located in the Silicon Valley. The customer's skin is scanned at 3 points to record its colorimetric data. These are then processed by an innovative algorithm to accurately calculate the quantities of pigments to be used. Production is automatically carried out by a machine under the eyes of consumers during which functional ingredients, active ingredients and pigments are dosed in accordance to the unique formulation created and is added directly into the bottle. A second piece of equipment is then used to homogenize the foundation. Initially introduced in the United States, Lancôme's special complexion has been available since October 2017 in Paris.

Laboté: formulation of an in-store treatment by combining selected active ingredients

Laboté Laboté is a brand of fresh (preservative-free) and fully personalized care prepared in a shop-laboratory. After a skin diagnosis carried out using a questionnaire, the active ingredients are selected and formulated in a glass laboratory. A patent was filed in 2016 to protect Laboté's master card: its innovative cold formulation process that allows the treatment to be prepared on demand in a few minutes.



Photo Source: Laboté

"Lancôme, Laboté and la Bouche Rouge have proven the importance of innovating in manufacturing processes in order to optimize the profitability of small series production. The three brands, by developing and patenting their technology, have a real advantage and a head start over their competitors," concludes Vincent Pessey, Alcimed's Project Manager.

About Alcimed - www.alcimed.com

Founded in 1993, Alcimed is an Innovation and New Business Consulting firm specialized in sectors driven by innovation: life sciences (food, biotech, healthcare), energy, environment, aeronautics, chemicals, cosmetics, materials, building, transportation, space and defense. Our purpose is to help both private and public decision-makers exploring and developing uncharted territories, dealing with new technologies, new offers, new geographies, possible futures, and new ways to innovate. Alcimed's clients are: industrial leaders, start-ups, SMEs, major companies, private equity players and public institutions. Alcimed's team is made up of 200 highly-skilled, multicultural, passionate individuals with a double culture in science/technology and business. The company, headquartered in Paris, accounts 8 offices in 6 countries: Belgium, France, Germany, Singapore, Switzerland and USA. Alcimed is a member of CroissancePlus and the ACI (Association des Conseils en Innovation).

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