

Designed for Forward Thinkers and True Innovators

Creating R&D Superstars

SUPERSTAR!



What makes a R&D Superstar?

- Formulate products to exceed customer and market expectations
- Resourceful for providing solutions
- Great relationships with all suppliers
- A sense of adventure and ability to learn from mistakes

How people view R&D



How they view R&D Superstars



R&D Toolbag

- SCC
- Innovadex/Chemidex
- Vendors!
- Existing formulas at company
- HLB Tables
- Cosmetic Ingredient Dictionary and Handbook
- Many more

Need for New/Better Tools

- Driven by cost reduction efforts
 - Identify other sources of ingredients
 - Database of ingredient substitutions
 - Best to determine during formula development phase

Need for New/Better Tools II

- Driven by need for more natural products
 - Expanded HLB tables for new emulsifiers
 - Resin compatibility charts (thanks MBW)
 - Identifying natural ingredients to replace synthetics

Rethinking *R&D*

- R&D not just the new product source
- We know we are capable of much more, and our opinions are usually better than everybody else's
- It's up to us to become more versatile employees

R&D and Marketing

- Symbiotic departments, we need each other
- By working together we can:
 - Be innovative instead of reactive
 - Better understand who our customers are and what they need

R&D/Marketing II

- Combine perspective to develop products and markets together
- Stay ahead of competitors

R&D and Sales

- We make great salespeople, which is why many ingredient salespeople have bench experience
- On a joint call R&D and Sales can speak to just about any question a customer may have
- Chance for R&D to directly learn customer needs, develop products to address them

R&D and QA/QC

- Cooperation between R&D and QA/QC helps:
 - Improve products
 - Guarantee consistency from batch to batch
- QC can offer fresh eyes to R&D problems, leading to new solutions in future products

R&D and Supply Chain

- Both departments work with material vendors, by combining talents we can drive down cost and improve service
 - Identify multiple sources for ingredients
 - As mentioned above, great source for cost reduction/cost control
 - Identify strongest suppliers, develop closer relationships

R&D and Operations

- R&D should contribute in all major equipment purchases
 - Product characteristic knowledge source, maximizing machine efficiency
 - New equipment and capabilities may lead to novel R&D formulas

R&D and Operations II

- R&D exposure to the mixing and filling operation creates products that sync well with company strengths

R&D/Vendors

- Develop great relationships with vendors and take advantage of all the resources available
- Help with:
 - How to work with the materials
 - Starter formulations
 - Samples
 - Troubleshooting

Take home points

- R&D Superstars interact with every department
 - Open sharing of information
 - Help carry projects from start to finish
- R&D Superstars know the needs of each department
 - Use this understanding to make positive contributions

Take Home Points II

- By working together, your job gets easier
- Job satisfaction goes up, and you become an integral member of the entire company
- Prepared to handle any challenge products face
- R&D Superstars get raises!!

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Someone asked me if I knew any jokes
about Sodium

I said, “Na”