



Coralie Alonso Consulting

Validation and valorisation of
innovation, rooted in science

Coralie Alonso Consulting

“I did then what I knew how to do. Now that I know better, I do better.”

Maya Angelou



Extensive product development Experience

I have over 20 years experience in Personal and Home Care innovation in both B2C and B2B, as a global leader, with broad knowledge of the consumers habits and needs. I bring international experience and scientific rigour acquired in academia and industry.

Scientific grounding

Ph.D. in Physical Sciences with over 15 publications in peer-reviewed journals, many more in industry relevant magazines, and contributor to over 10 patents.

Communication (English and French)

Communication skills shaped through scientific publications, patents, and frequent presentations



Why CA consultancy?

Validation and valorisation of Cosmetic innovations, rooted in science

Empowering Brands and Innovators

The consultant aims to empower brands and innovators through specialised knowledge in product development.
(ex. Launch of Sunsilk™ Hijab shampoo with specially designed fragrance capsules for deposition and retention on hair)

Accelerating Product Development

Focused expertise helps speed up product development, bringing innovations to market more efficiently.
(ex. Delivered Signal™ Sensitive Expert to the market in 3 months from brief to launch to beat competition)

Driving Market Success

Consultant supports achieving market success by guiding brands in strategic market approaches, for successes that stand the test of time.
(ex. Hair care ingredients launched under my leadership received 2 awards by Henkel, a major customer)



Rooted in science



Evidence-Based Development

Using scientific research to guide product formulation ensures efficacy and safety for consumers. Designing products from the bottom up, grounded in mechanistic understanding ensures reliability and performance longevity.

Innovation in Personal and Home Care

Scientific methods foster innovative solutions and demonstrate the product performance in a safe manner, for products tailored to meet consumer needs effectively.

Market relevance

Working hand in hand with customers, to assess the product in the relevant context, with appropriate methods, taking into account regional aspects (i.e. regulatory constraints, usage habits) .

What the consultancy offers



Project Development

Framing

Validation of the initial idea against market needs, technical feasibility, regulatory landscape.

Clear Project Timelines

Defining accurate timelines helps in tracking progress and meeting project deadlines effectively.

Resource Allocation

Efficient distribution of resources ensures optimal use and avoids bottlenecks during development.

Goal Definition and risk assessment

Clearly defined goals provide direction and focus for the entire project team.



Validation

Formulation guidance

To choose the right formulation for the innovation to perform while staying relevant to the market context. Working with Digital Tools to accelerate formulation development in a cost-effective manner.

Validating Product Efficacy

Validation processes verify products perform as intended to meet user needs and expectations, with the correct study design and measurement techniques.

Meeting Regulatory Standards

Compliance with regulatory requirements ensures products are approved for market release and consumer trust. The use of AI powered tools ensures up to date complacency.



Valorisation

Scientific communication

Clear presentation of scientific data, written or oral, enhances understanding and credibility among stakeholders both internal and external.

Technical marketing

Turning scientific findings into a clear articulation of product benefits effectively strengthens marketing strategies and improves market engagement.

Stakeholder engagement

Engaging stakeholder through scientific communication builds trust and encourages informed decision –making.

Case Study – Novel Claims Generation

Industry: Hair Styling

Company size: >2000

Market condition:
very competitive,
cost-effective
emerging players are
fragmenting the
market

Need: (re)position products to be more competitive

What I did:

- Upskilling the technical team on hair science
- Webinar on hair science and hair damage to external partners
- Defining a claims framework to facilitate exchanges across marketing and technical teams
- Guide the technical team in performance assessments in house or with third party
- Engagement with stakeholders

Outcome: repositioning and (re)launch of 2 products

Case Study – Open Innovation

Industry: Cosmetics

Company size: >7000

Market condition:
highly competitive
with story telling and
textures at the heart of
the propositions and a
fast turnover of
products

Need: identify new techniques and new partners to accelerate project development

What I did:

- Literature search on rheological measurement
- Recommendation on rheology measurements most closely related to consumer experience
- Identified, contacted and briefed best third parties in academia and among service providers
- Reviewed of in silico formulation predictive tools
- Recommendation and liaison with best partner for prediction of formulation stability

Outcome: time saving and a streamlined development process

Case Study – technical programme

Industry: Cosmetic ingredients

Company size: >4000

Market condition: the cosmetic industry is transitioning to more natural ingredients however the performance remains the key to success

Need: review technical programme executed and make recommendation for future work

What I did:

- Educational presentation on Hair Conditioners to upskill the team
- Critically reviewed the assessments done
- Conducted preliminary sensory tests on the samples
- Recommended a clear path forward to demonstrate the performance of some ingredients in the context of hair care
- Presented to cross functional team

Outcome: a reviewed and more focus technical programme, an external partner identified and a faster path to launch defined

Case Study – technical programme

Industry: Specialty Ingredients

Company size: <200

Market condition:
maintain relevance of performance synthetic polymers for an industry in transition towards natural ingredients

Need: support commercial team in their interpretation and communication of technical data on hair damage

What I did:

- A webinar on hair damage for the EU commercial team
- Critically reviewed the assessments done
- Explained the relevance and limitations of the results
- Established a list of questions for the commercial team to ask the R&D team
- Recommended a clear path forward to demonstrate the performance of some ingredients in the context of hair care

Outcome: an empowered commercial team, confident in their communication around a new topic for them

Thought leadership



Featured opinion

In Cosmetic Business on the topic of Longevity washing in Cosmetics.

Webinars (in French and English)

'A short review of heat damage for hair'

Delivered multiple times to groups of 10-15 people

Conferences



Pelage / chevelure, est ce que
l'antropomorphisme doit guider
l'innovation ?



CsmoPet
International Congress

Pour développer des produits capillaires adaptés et efficaces pour les animaux, plusieurs paramètres doivent être pris en compte. **En savoir plus...**

Coralie Alonso - Coralie Alonso Consulting

My promise



Empowering Innovation

I focus on driving innovation for product development with expert guidance.

Customer centric service

I tailor my consulting services to ensure solutions meet your unique needs effectively and efficiently.

Collaborative Engagement

I strongly believe in the power of collaboration to foster successful product development outcomes.

Your innovation, Your success, Together



Coralie Alonso Consulting
Breda, The Netherlands

+31 6 26 903 718

coraliealonsoconsulting@gmail.com

<https://www.coraliealonsoconsulting.com>

[Coralie Alonso | LinkedIn](#)