



Coralie Alonso Consulting

Introducing expert services driving
personal care innovation grounded
in a robust scientific foundation

The drive

turning an idea into a bankable product



- a framework
- a validation process
- a link to a need
- a multidisciplinary team



Transforming innovation into a market success



Innovation to Product

The consultancy guides the transformation of innovative ideas into viable, consumer-ready products effectively.

Technical marketing

Translating the technical aspect of the product performance into a story appealing to customers and consumers

What consultancy offers – project definition



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.

What consultancy offers - validation



Formulation guidance

To choose the right formulation for the innovation to perform while staying relevant to the market context.

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.

What consultancy offers – technical marketing



Scientific communication

Clear presentation of scientific data, written or oral, enhances understanding and credibility among stakeholders and communication

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



My professional experience



Extensive R&D Experience

Over 20 years in Personal and Home Care innovation in both B2C and B2B companies across multiple cultures.

Scientific Knowledge

Ph.D. in Physical Sciences with over 15 publications in peer-reviewed journals and in industry relevant magazines.

Practical Application

Led the technical team to launch hair care ingredients Styleze™ ES-1, ES-Dura, ES-Forza, and Ndurhance™ ES-Repair at [Ashland](#). Contributed to the technical development and marketing of Signal™ White Now, Signal™ Sensitive Expert, and Sunsilk™ Hijab shampoos at [Unilever](#).

Effective Innovation

my approach to innovation is hypothesis-driven and rooted in science, meeting real-world personal care needs

Coralie Alonso Consulting



Numerous customers to use my knowledge to innovate successfully



Serving several customers within the boundaries of their brief



Serving one customer while exploring the whole innovation funnel

Empowering Brands and Innovators

The consultancy aims to empower brands and innovators through specialised knowledge in product development.

Accelerating Product Development

Focused expertise helps speed up product development, bringing innovations to market more efficiently. Experience that shows the right path to launch, not always the most straightforward however the one leading to success.

Driving Market Success

Consultancy supports achieving market success by guiding brands in strategic personal and home care market approaches, for successes that stand the test of time.

Hypothesis driven approach to product development



Evidence-Based Development

Innovation in Personal and Home Care

Market relevance

Ways of working



Client-Centric Approach

Focus on understanding unique client challenges to develop effective, tailored solutions.

Open minded and transparent

Close collaborations between the customer team and the consultant, clear definition of goals and timelines, transparent communication (within the legal framework of confidentiality) ensures the project timely success .

Take home message

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



Empowering Innovation

The consultant focuses on driving innovation in personal and home care product development with expert guidance.



Personalised Service

Tailored consulting services ensure solutions meet unique client needs effectively and efficiently.



Collaborative Engagement

Strong collaboration between consultants and clients fosters successful product development outcomes.