



## 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.

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#### **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.

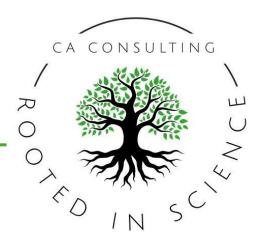
#### Validating Product Efficacy

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

Serving several

customers within the boundaries of their brief





Serving one customer

whole innovation funnel

while exploring the

#### **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**

Using scientific research to guide product formulation ensures efficacy and safety for consumers. Designing a product 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

Work 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).

## 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.

