

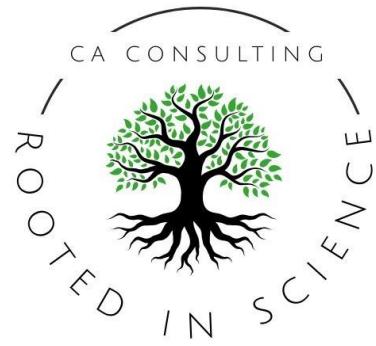


Coralie Alonso  
Consulting

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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**

Serving numerous  
customers to enable  
market ready innovations



Serving several customers  
within the boundaries of  
their brief – co innovation



Serving one customer  
while exploring the whole  
innovation funnel

# Why a consultant?

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## Empowering Brands and Innovators

The consultant 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.

## Driving Market Success

Consultant supports achieving market success by guiding brands in strategic market approaches, for successes that stand the test of time.

# My professional experience

## Extensive product development Experience

Over 20 years in Personal and Home Care innovation in both B2C and B2B, as a global leader, with broad knowledge of the consumers habits and needs:

- hair care ingredients, Styleze™ ES-1, ES-Dura, ES-Forza, and Ndurhance™ ES-Repair at **Ashland**.
- Signal™ White Now, Signal™ Sensitive Expert, Signal™ anti age toothpastes at **Unilever**
- Sunsilk™ Hijab shampoos at **Unilever**.



## Scientific grounding

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



## Communication (English and French)

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



# Rooted in science

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## 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 consultancy offers – project definition

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## 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

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## 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 – valorisation

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## **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.



# My promise

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## Empowering Innovation

The consultant focuses on driving innovation for product development with expert guidance.

## Customer centric 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.

# Your innovation, Your success, Together

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