

# R & D FLOW CHART

## IDEA

The new product always begins in ones mind. Our R&D therefore works in two directions: a) we follow the latest trends in cosmetic market and raw-materials and can therefore suggest and offer to our clients new products or b) our clients come with specific request of the product(s) and we employ our team into research and development to answer in the best of our capabilities to their requests.



Research of raw-materials, market, competition, scientific documentation and other information

Modifications of initial idea due to gathered information

ingredients proposition / formula proposition

List of proposed ingredients sent to client

## FORMULA DEVELOPMENT

Two scenarios are possible: a) development of insertion of new actives set into an existing base with or without slight modifications or b) development of a completely new formula/base for a new product type

Chief technician is suggesting possible modification or changes to formula proposition if any

Development samples are always done in dose of 300g; samples, even unsatisfactory are marked and kept until the product is fully developed and approved

in-house test (sensory test): homogenization, skin feel, possible threats visible by naked eye

Sample (unscented) being shipped to client

Production of another small batch of approved sample for testing

## QUALITY & EFFICIENCY TRIALS, LABEL PROPOSITION

Zeo does not finance these trials, but we navigate our clients through the process. Some of the tests are performed at our premises, others are sent to cooperating labs.

Centrifuge (as a pre-stability method)

Challenge test

Patch test

Label and documentation

Efficiency (if desired by the client) can be done at any point

PASSED

FAILED

PASSED

FAILED

FAILED

FAILED

PASSED

FAILED

PASSED

PASSED