

# HOW TO OPTIMIZE FORMULATION MANAGEMENT

## YOUR CHALLENGES

### ACCELERATE INNOVATION FOR A BETTER COLLECTION TURNOVER

In a fast-evolving market, new product releases have never been that quick. As trends and consumers' need change frequently, manufacturers and brands have to follow up and create adapted products. Teams must innovate using new technologies to create formulas and find the most efficient and high quality raw materials. New products must be designed as fast as possible to satisfy consumers and face fierce competition.

### MANAGE THE RAW MATERIALS DATABASE

When creating a new formula, R&D teams use many raw materials and often from different suppliers. Before choosing one, they must evaluate each supplier's performance. They have to choose and compare all suppliers' proposals based on marketing requirements and costs. Data and documents linked to raw material specifications must be stored and updated.

### CREATE AND MANAGE PROTOTYPES

In order to create the actual formula that match with marketing requirements and regulations, teams create several tests and prototypes. Each of them are handled differently and are associated with multiple documents and data – often more than an hundred. With an increasing amount of data, collecting information and tracking prototypes evolution can quickly become a nightmare for teams.

### COMBINE MARKETING AND COMPLIANCE REQUIREMENTS

First step of formula creation is the definition of marketing requirements in which are defined product function, texture, etc. R&D create and optimize the formula based on marketing requirements that respect regulations enforced in the country of commercialization of the product. It implies to be careful with substance use and their concentration within the formula.

### FACILITATE PRODUCT RANGE EXTENSION

Developing a new product often include developing a full range – especially makeup, with different colors, shapes or texture. For each product range, a new formula and documentation must be created, stored and updated. The whole formulation process starts all over. Retrieve information and manage hundreds of document is time consuming and can involves human errors.

# LASCOM PLM SOLUTION FOR FORMULATION MANAGEMENT



Centralize all documents and data within a unique system



Create and manage prototypes based on marketing requirements



Ensure and manage product compliance from formulation stage

## Lascom Formulation Management Software

*offers a dedicated tool to manage product formulation from raw material sourcing to prototypes. Manage raw materials' documents and data in addition to creating a conform with requirements and regulations.*

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### MARKETING BRIEF & REQUIREMENTS MANAGEMENT

The formulation process implies to take into account many requirements such as the marketing brief, quality expectations, compliance, and costs constraints. The marketing brief gather all the information on the future product requirements such as its function, texture, color, smell and as many details as possible for the R&D team to create the right formula. With Lascom PLM, the marketing brief is directly filled - using pre-defined templates - and stored in the platform allowing faster data retrieve and collaboration.

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### RAW MATERIALS SPECIFICATIONS MANAGEMENT

Every data and document related to the raw material is centralized within the PLM. Each raw material has its own datasheet which follows a pre-defined template and includes all the needed information such as its name, supplier, composition, allergen list, its Safety Data Sheet, etc. Documents and data are structured and automatically updated when any change occurs.

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### FORMULATION MANAGEMENT

With its web-based formulation tool, Lascom PLM, allows to create new formulas based on marketing requirements and regulations enforced. Formulate has never been that easy thanks to centralized raw materials' information and automated pre-fill during the formulation step.

The platform enables the R&D teams to create, modify, or update formulas and simplify prototypes or variants creation by using existing formulas.

## 4 SUBSTANCES SCREENING, COSTS AND COMPLIANCE MANAGEMENT

Calculate quali quanti formula using the calculation tool. Users will be automatically warned if the formula does not respect pre-defined rules – regulations, thresholds, allergens, etc. If the formula does not match requirements and pre-defined rules, each non-conform raw material will be highlighted and reasons will be given. Formula adjustments are made easier and directly from the formulation stage to save time and minimize errors.

In addition to substances percentages calculation, the formulation tool provides real-time cost estimation for the whole formula but also per raw material. Costs are automatically updated if any change which allows to adjust the formula accordingly and all in real-time. Thanks to Lascom PLM, formula respect marketing requirements and is compliant with regulations enforced in the market of destination.

## 5 MANUFACTURING PROCESS MANAGEMENT

In addition to create the formula and prototype, automate manufacturing process management thanks to the PLM. Information and documents – guidelines, description, etc., related to each machine are structured and stored within the platform using pre-defined templates. When creating the product, manufacturing process information is automatically and easily retrieved to ensure substances' combination is respected. Generate the manufacturing process summary document automatically to share with production.

## 6 PROTOTYPES MANAGEMENT AND APPROVAL PROCESS

Once the formula has been creating, prototypes can be easily shared for comparison and approval. Back and forth between teams are made easy and quicker within the platform directly.

Lascom PLM offers additional prototype management features, including customizable workflows to speed up the validation process. It lets you define the steps of the workflow required to approve a prototype. The unique database, version control and workflows provide informed decisions and use of accurate information, hence leading to a quick decision-making process.

## 7 PRODUCT CHANGE MANAGEMENT

Track and version control the different products that will be created. When a modification occurs on one product it can affects several products. That is why, Lascom PLM, allows to create a new version each time that a change occurs on the product or on the raw material. A complete new copy is created and classified - identification form, chapters, etc. - for a better traceability and products portfolio management. Thus, changes made to a version do not alter data of the previous versions.

Software and Service provider since 30 years, Lascom CPG has designed a Product Lifecycle Management (PLM) solution for personal care and cosmetics businesses. The PLM software enables businesses to accelerate innovation, ease collaboration, reduce time to market and ensure product compliance. The scalable solution supports leading companies over the world through each company department, from marketing to quality including R&D and regulatory affairs.

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