

The Formulation Challenge



FORMULATION CHALLENGE

The Formulation Challenge, sponsored by Lonza, saw four teams, made up of R&D professionals and marketing specialists, create a brand new formulation from a box of mystery ingredients in just 90 minutes. The aim this year was to create a sleeping product with a perfect formulation that could be recreated, as well as a believable and shelf-ready marketing story.

The competitors:

- Nuxe Group
- Alpol Cosmetique
- Hormeta
- Natur'Alps

The judges:

Lorna Radford, in-cosmetics Global technical advisor
Andrew McDougall, Global Haircare Analyst at Mintel

Sponsored by:

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The mystery box of ingredients: special thanks to all those who supplied products for the challenge

The Winner

Nuxe Group, purveyor of skincare, bodycare and anti-ageing beauty, took first place with a trio of scalp and hair night treatments. The set of Active Scalp Night Treatments were created for normal, greasy and dry scalps for the millennial demographic.

Judge Radford said: "The formulation was very clearly put together and considered all aspects, such as mixing speed, temperatures and pH for preservative."



What went into the winning formulation?

| Tradename | Supplier | Function |
|--------------------------------|----------------------|--|
| Deionised Water | — | Solvent |
| Geogard Ultra | Lonza | Preservative |
| JD Golden Jojoba Oil | Jojoba Desert | Emollient |
| Plantsil | Natura-Tec | Emollient |
| Galolive Ten | Gale & Cosm | Emulsifier |
| Sepimax Zen | Seppic | Rheology modifier and stabiliser |
| Root BioTec HO | Mibelle Biochemistry | Active ingredient to help users regain fuller and denser looking hair |
| Sodium Hydroxide, 10% Solution | — | pH adjuster |
| JD Jojoba Silk-Like Powder | Jojoba Desert | For greasy hair version only - to help absorb excess oil |
| Beeswax | Natura-Tec | For dry hair version only - to help add extra emolliency and film forming |

“ It is really exciting to win and all down to great teamwork. The last 30 minutes were a little stressful as we raced to complete our formulations and we can't wait to take our trophy back to our company! ”

Alexandra Mignot, Formulation Project Leader JR, Nuxe Group