

# Landscape for innovation

Creating opportunities within  
Personal Care

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# Introducing Boots Technical Centre



- Development underway for over half a century
- New Technical Centre opened 2006
- State-of-the-art, purpose built laboratories and testing facilities
- We are a fully integrated research, development and production development facility
- Linked to Boots Manufacturing facilities and global manufacturing.



## Our aim is:

*To develop pioneering health & beauty products for the shelves of Boots stores and Alliance distribution network*



# Boots Technical Centre

Global Product Development & Open Innovation team in Nottingham



## Skill sets

- Technology translation
- Product development
- Product testing

## Skill Deficit

- Research

To deliver the ambitions of Alliance Boots we need support on all aspects of product development – but particularly in research.



# The Personal Care landscape

- Large well developed market
  - Covers wide range of products from basic shampoos to sophisticated skincare products
  - In terms of market size
    - UK current estimate is £7.25bn rising to £8bn by 2012
    - In Europe £55bn rising to £62bn by 2012
    - Globally £157bn rising to £195bn by 2012
  - Growth is likely to be led by Skincare and cosmetics



Source: Datamonitor



# The Personal Care landscape

- The legislative agenda is becoming increasingly crowded
  - REACH
  - Biocides directive
  - Cosmetics Directive amendments
- Do not expect this to change, if anything regulation will increase



# The Personal Care landscape

- **REACH**

- A major piece of legislation covering all chemicals used now and in the future
- All chemicals placed on the EU market (above 1 tonne) should now have been pre-registered
- New chemicals for use in Europe will need to go through this process
- Significant data package required
- Likely to be replicated elsewhere



Source: [www.cosmeticsbusiness.com](http://www.cosmeticsbusiness.com) accessed October 2009

Article brought to you by Soap, Perfumery & Cosmetics

## **REACH style chemical controls could be on the way in the US**

21 October, 2009

The US personal care product sector and its suppliers may face additional controls on the chemicals they buy and use, maybe mirroring Europe's REACH system. The US Environmental Protection Agency (EPA) is drafting reforms to the US Toxic Substances Control Act, branding it an "inadequate tool for providing the protection against chemical risks that the public rightfully expects".

In a report, the EPA stressed concerns it can only demand environmental health information about chemicals if it has evidence of risks. It said proposed reforms would ensure:

- All chemicals be reviewed against scientific safety standards and environmental health risk criteria.
- Manufacturers collate hazard and exposure data.

# The Personal Care landscape

- **Biocides directive**

- Similar to REACH but focussed more clearly on Biocides
- All biocides, i.e. anything which has an intended adverse effect on a living organism, is affected by this legislation
- Cosmetics products are exempt from this regulation provided that the primary purpose of the product is cosmetic
- Products/ Ingredients claiming biocidal activity would need careful review



# The Personal Care landscape

- **Cosmetics directive**

- The major piece of legislation covering Personal care products
- Originally drafted back in 1976 it has undergone a series of significant amendments
  - Introduction of ingredient labelling
  - Requirement for Period After Opening statement on pack
- Currently being reviewed within Europe with a new draft directive expected to be published anytime
  - This should pull together all previous amendments into one place
  - What other requirements might this impose?



# The Personal Care landscape

- **Green is the colour?**
  - Sustainability is increasingly on consumers agenda
  - This could regarding plastic bags, recycling at home or the use of natural, renewable ingredients
  - With increasing regulation surrounding conventional chemicals do naturals have an increasing role to play?



# The Personal Care landscape – where are we going to get our new ideas from?



**Product  
Components**



**OPEN  
INNOVATION**

**Boots Centre for Innovation**  
based in The Institute of Life  
Sciences in Swansea University,  
South Wales

**Products**



**Boots Technical Centre**  
Global Product Development &  
Open Innovation Team in  
Nottingham



# The Personal Care landscape – what does this mean in practice?

- **Technology Scouting** - Focused at delivering new platform technologies for product development across the health and beauty inventory
- **Innovation Scouting** - Building Innovation Networks with suppliers of all sizes, universities in the UK and elsewhere, research groups
- Leveraging global science and technology leaders
- Funding
  - directly via consultancy, PhD or post-Doc research
  - via public funding application



# The Personal Care landscape – what are our areas of future interest?



## Raw Materials

- Replacing existing compounds with greener alternatives
- Materials that give improved consumer benefits
- Materials that improve the aesthetics of our products

## Packaging

- Renewable/recycled pack
- Packs that give improved dispensing
- Improved performance polymers

## Test Methods

- In-vitro test methods that reflect particular aspects of the body e.g. skin
- High throughput screens
- Novel test methods that reflect key OTC and Beauty products targets

# The Personal Care landscape – what are our areas of future interest?

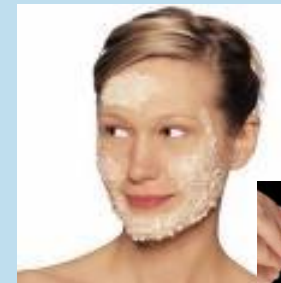
- **Beauty**

- Skincare – ageing, colour and tone
- Suncare – UV protection, secondary damage protection
- Colour cosmetics – colour effects, long lasting, sensory



## Healthcare

- Medicated Skincare products - Acne, Psoriasis, Eczema and dry skin
- Children's medicines that are more palatable, have improved dosage and administration, greater safety and are more effective



We are particularly interested in solutions that consider sustainability, safety and 'green' processing technologies



# How do we work?



- Partnerships
- Recognising skills need to deliver whole supply chain
  - Pull the skill set together to deliver objective
  - Usually minimum of three partners
- Identify and access funding requirements
- Set up research programme, time plans etc
- Deliver project

# An example of successful innovation from Boots



No7 Protect & Perfect serum invented by Boots' scientists

- Research carried out with a number of Universities
- Clinically proven to be effective
- Huge PR success story

The logo for The Times newspaper, featuring the words 'THE' and 'TIMES' in a serif font with a small crest between them.

**"Riots in aisles for anti-wrinkle lotion that actually works"**



# How can we help to commercialise your research?



- A team of professionals available to help support ideas from concept to shelf
- Provide the retail know how and gateway to Alliance Boots
- Product development expertise
- Marketing expertise
- Access to funding to spread the risk and cost of R&D, and general business advice

Thank You

