

# Concept Creation

## - Steps to Product Success

Even if you have the best formula in the world,  
if you don't have a great product story,  
no-one will know it exists.

In this incredibly competitive industry, having a great product story is just as important as having a great product. Both the product story and your formulation start from Concept Creation.

At IPCS, we are passionate about helping you turn your concept into successful products. You can then formulate the concept yourself, have us formulate it for you, and in any case, we'll help you find the right manufacturer for your creation. We'll work with your innovative new product idea and work with our expansive network of experts to turn it into a beautiful reality.

Imagine how our experience and corporate connections can help you take a big leap forward with your products, concepts and brand:

- We're recognised as Industry Experts on trends, brands, concept development, formulation and regulatory affairs – we'll polish your concepts to maximise their success and ensure they're compliant.
- We have strong and long lasting business relationships with multiple manufactures, perfumists, packaging firms, and distribution channels, to allow us to work on behalf of our clients to gain a cohesive, efficient and effective product development process.
- Our finger is on the pulse with regard to the latest innovations and raw materials/ processing techniques in the industry, allowing for our clients to have the best opportunity at developing the next great iconic product.

Our expertise lies in innovative personal care and cosmetics. We can help you create skincare, body care, hair care, baby care, anti-ageing and sensitive skin products, facial treatments, massage oils, entire colour cosmetic ranges and more...! With over forty years' combined experience from our Development Experts, designing and formulating award-winning natural products for some of Australia and New Zealand's leading skin, hair and colour cosmetic products, it's fair to say we have got the experience backed up with global recognition.

We also have a wide range of existing formulations that are available under a private label agreement. These include Cleanser, Toner, Exfoliant, Moisturisers, Treatments and Serums.

*If you want to own the intellectual property (IP) of the formulas we develop, please refer to our information on 'The Development Process made easy with IPCS.'*



Institute of  
Personal Care Science

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## Here's how you take six steps to success:

Step	What happens...	Cost
<b>Step 1:</b> Initial Consultation and market consideration	This is the exciting part. This is where we listen to your ideas and set the framework for your project.	Initial 1hr call: \$180AUD
<b>Step 2:</b> Concept product designs	Drawing on market research and trends, our brand development advisors will work with you to bring your concept to life whilst advising on ingredient choice and product safety, legality and stability. Start with our 1 hour discussion (above) to see how we're the best fit for your brand before you commit to full concept creation! This service can be for new products or to revamp existing products – you tell us... Extensions to compliment your first product/line just \$180AUD per item, discuss this with us on the first call.	Full market analysis/review and concept preparation: \$900AUD
<b>Step 3:</b> Product formulation and development	Whether it's tweaking an existing formulation or creating the next market-leader, you can rely on our product development expertise to make your concept become a reality. We can create natural, synthetic, organic, colour formulations – anything really! We also ensure country compliance of the ingredients and formulation with the region you'll be selling in.	Refer to "Development Process made easy with IPCS" information document
<b>Step 4:</b> Product packaging and design	Our connections with packaging solution experts will help guide you towards choosing the perfect pot, pottle, box or bottle for your product. We also offer an in-house design service to give your brand a competitive edge, whether that's a beautiful brand, logo, label or packaging concept that fits your product and your target market.	Packaging selection & preliminary design: \$395AUD + cost of samples/postage Artwork/graphics creation: depends on scope
<b>Step 5:</b> Manufacturing that magic	Drawing on our vast network of cosmetic manufacturers, we'll match you with the perfect manufacturer for your product needs, whether that's a 'Made in Australia', 'Made in New Zealand' stamp or an offshore manufacturer to suit your company needs.	\$495AUD (MOQ 1000-5000 units)
<b>Step 6:</b> Marketing communications and copy writing	Product copywriting for your packaging, website, point of sale materials, brochures, even your staff training documents! This can also include the claims support and marketing story (see additional services) or be a way to amplify your product claims, communication and presence in the market!	\$180AUD/hr – actual time depends on scope, please discuss with us!

## Additional services:

- **Ingredient analysis for consumer/marketing use**
  - You may be great at marketing and sales but don't really know what those ingredients mean... or you've been so confused by what you've read on line you really need someone reliable who knows what they're talking about to help you out!
  - We can help you verify what products and ingredients fit with your business brand and standards, or provide recommendations where they don't – so you can make sure you have the products you want – and that you sell true to what you and your customers believe in.
  - \$180/AUD per ingredient deck review
- **Existing brand & product reviews**
  - Note getting the success you were hoping for? Seeing everyone else jump ahead and you're not? Not gaining market share? Product or brand fallen into a lull?
  - It's important to keep ahead of the market and sometimes having someone outside looking in can offer a fresh perspective on your brand and products. We can conduct a brand and product review on your current customer source, target markets, market potential, retail space, product reviews, product itself and ingredients against trends and claims
  - A detailed report is created providing feedback on your brand and products using the latest market analysis, trends and innovations and most importantly, recommendations on how to take those steps forward!
  - Concept development overviews are included for existing product development and new product development if required as part of these recommendations
  - \$180AUD/hour – scope of project will determine time needed please contact us to discuss your brands needs!
- **Fragrance/Essential Oil design**
  - With over 15 years of bespoke fragrance design specialising in Natural, we can help you find the right fragrance for your product or a signature fragrance that is created and unique just to your brand that you own.
  - We work with a world famous French Perfumist who sources his precious perfumes direct from Grasse in France.
  - \$680AUD + postage fee includes 5 different samples to select from
- **Label compliance**
  - Compliance to AU/NZ/EU/US = \$350AUD
  - Multi-country compliance not possible for products with SPF claims
- **Claims support and marketing story**
  - Includes list of permitted claims, evidence table and supporting evidence
  - \$350AUD for non-cosmeceutical products
  - \$500AUD for cosmeceutical products (clinically proven efficacy or claims)
- **Test Market evaluations**
  - We can create small batches to suit your test market (up to 2kg product = \$800AUD)
  - Recruit people from your target market, create survey questions, implement survey/test market and provide a full report with feedback and recommendations
  - A powerful tool to validate your product concept before going to manufacture
  - \$2,495AUD (+ product and packaging at cost)
- **Clinical Product Evaluation services**
  - Testing for skin elasticity, irritation, TEWL, hydration, sebum etc – specific to your product performance and can include competitor evaluations
  - Contact us for more information; costs will be specific to the needs of your evaluation

## What do IPCS need to get started?

To get started on your concept development we need:

- Signed Confidentiality and Development Agreement
- Completed Product Development Brief for each product concept
- Initial discussion payment (\$180AUD)

Once we have this information and payment, we can schedule your initial skype call so you can see the level of professionalism and experience having our support can bring your brand.

**We look forward to helping your products  
become the “next big thing!”**





THESE AGREEMENTS are made with effect from the \_\_\_\_ day of \_\_\_\_\_, 2019

BETWEEN:

The Institute of Personal Care Science, of 14/2 Focal Avenue, Coolum Beach, QLD, Australia (hereinafter referred to as IPCS) and

.....of ..... Australia

(hereinafter referred to as THE CLIENT).

**CONFIDENTIALITY AGREEMENT**

The parties agree to the following:

1. in this agreement, “confidential information” means and includes, but is not limited to, information, documentation, compositions and combination of ingredients, experience and technical information whether or not marked as confidential, provided by IPCS and THE CLIENT to each other, relating to THE CLIENT formulations, rights and products and includes all existing and future information.
2. IPCS acknowledges the rights of THE CLIENT to the confidentiality of all information and the protection of THE CLIENT products.
3. IPCS covenants with THE CLIENT that they will not knowingly disclose any confidential information to any person, or use any of the confidential information in respect of THE CLIENT products in any form, except only as expressly authorised in writing by THE CLIENT regardless of whom and how IPCS becomes acquainted with the confidential information.
4. IPCS will to the best of its endeavours, prevent the unauthorised disclosure of the confidential information to, or use of the confidential information by, any person, business or company that may by any means become aware of such information through IPCS.
5. IPCS commits themselves as well as their employees to treat confidential at all times the information and compositions which will be made available by THE CLIENT in connection with the registration, listing and marketing of THE CLIENT products in Australia and anywhere in the world and not to use the received information, composition, experience and technical knowledge for other purposes or based on this, to apply for legal protection as intellectual property.



6. THE CLIENT covenants that they will not knowingly disclose any confidential information regarding formulation processes, manufacturing processes, techniques, methods or technology that are revealed during visits to IPCS or throughout business dealings.
7. For the purpose of this agreement, information shall not be considered confidential if such information is:
  - a. available to the public or is general knowledge in the personal care industry;
  - b. acquired by IPCS from a third party;
  - c. already in use by IPCS in the manufacture or formulation of existing products.

## **DEVELOPMENT AGREEMENT**

The parties agree to the following:

1. IPCS has been contracted by THE CLIENT to prepare formulations and product samples in accordance with agreed product development brief(s).
2. IPCS and THE CLIENT have in place a confidentiality agreement which covers all aspects of their business agreement including, but not limited to, the development of formulations.
3. No changes will be made to the product development brief(s) without written confirmation by both parties.
4. IPCS is responsible for providing theoretically safe, effective formulations that comply with Australian regulations and overseas regulations where indicated in the relevant product development brief(s). Justification for the theoretical safety and effectiveness must be provided to THE CLIENT if requested.
5. THE CLIENT is responsible for testing the practical safety and effectiveness of the formulation. THE CLIENT is responsible for ensuring the regulatory compliance of all marketing material.
6. IPCS is responsible for determining a theoretically effective preservative system for the product and is responsible for organising preservative efficacy testing where requested by THE CLIENT. Justification for the theoretical effectiveness of the preservative system must be provided to THE CLIENT if requested.
7. THE CLIENT is responsible for covering the costs of preservative efficacy testing and is ultimately responsible for ensuring the preservative system works in practice.



8. Charges and payment methods for formulation work will be agreed to by both parties in writing prior to the commencement of samples and formulations. IPCS should, before formulation work commences, make THE CLIENT aware of additional charges that may be required to meet Australian regulatory compliance of the product.
9. On receipt of final payment, full rights to ownership of the formulation, method of manufacture and associated intellectual property become that of THE CLIENT.
10. For the purpose of this agreement, intellectual property does not include:
  - a. formulating techniques that are available to the public or is general knowledge in the personal care industry;
  - b. information and techniques acquired by IPCS from a third party;
  - c. information and techniques already in use by IPCS in the formulation and manufacture of existing products;
  - d. formulating techniques which would be considered trade secrets and/or technical know-how of IPCS; and
  - e. formulating techniques already covered by patents owned by IPCS.
11. IPCS warrants to the best of their knowledge that the formulation and method of manufacture does not infringe any patent rights, however patent searches are the responsibility of THE CLIENT and are to be carried out at their expense.
12. Should the formulation and/or formulating techniques be applicable for a patent and not considered trade secrets and/or technical know-how of IPCS, this may be applied for at the expense of THE CLIENT; however IPCS agrees to cooperate with THE CLIENT in order to enable them to obtain suitable patent protection as or when such an application is made.
13. IPCS warrants to THE CLIENT that they will not formulate the same or substantially similar products for another party within the scope of the product development brief, until such time as that information is accessible within the public domain unless such development meets the requirements as per clause 14.
14. Techniques and formulating methods that are required in the development of products with a similar scope for other parties shall not be unfairly restricted from use by IPCS in such



developments, however differentiation should be introduced to the formulation where possible to comply with clause 13.

15. THE CLIENT permits IPCS to discuss their development with raw material suppliers and/or contract manufacturers as required to ensure successful completion of development on an as needs basis only.

These agreements are binding on both parties and shall be conclusive evidence for all the covenants and undertakings regarding confidentiality and intellectual property ownership as agreed between the parties and is governed by the laws of Queensland, Australia.

Authorised, agreed to and signed by the parties on the dates as written:

.....  
Belinda Carli, Director, IPCS Date

In the presence of:

.....  
Witness Signature & Name Date

AND

.....  
For and on behalf of (company name):

Signed:

.....  
Date

In the presence of:

.....  
Witness Signature & Name Date





<b>Company:</b>	<b>Product:</b>	<b>Referral Source:</b>
<b>Contact:</b>		
<b>Phone no:</b>	<b>Address:</b>	
<b>Mobile no:</b>	<b>Email:</b>	

<b>Type of product (e.g. baby shampoo, moisturiser for the face etc.)</b>	
<b>Form required (e.g. serum, lotion, cream)</b>	
<b>Type of Product</b>	<input type="checkbox"/> Can be completely synthetic to achieve purpose if required <input type="checkbox"/> Mostly natural/naturally derived but some partially synthetic ingredients okay <input type="checkbox"/> Must be natural/naturally derived with some organic (besides preservative) <input type="checkbox"/> NaTrue or Cosmos 'natural' and 'natural with organic ingredients' compliant <input type="checkbox"/> Cosmos or Ecocert 'organic' compliant
<b>Target market &amp; marketing message</b>	
<b>Key ingredients</b>	
<b>Ingredients to avoid</b>	
<b>Proposed retail pricing and pack size</b>	
<b>Ideal cost to manufacture &amp; production quantity</b>	
<b>Other considerations/notes</b>	