



# Institute of Personal Care Science

## *Virtual Internship*

### *Welcome to your Virtual Internship!*

This internship has been designed to simulate the **full process of development** for 6 cosmeceutical personal care products. It is intended that each product will represent an average of 40 hours of Research & Development activities. You will be working largely independently, as if you were in an actual workplace, in reviewing a brief, selecting active and functional ingredients, sourcing raw materials, developing samples and finalising the formula and method, ingredient list and key claims to a commercial ready standard. You will also be conducting preliminary stability (freeze/thaw and real time) within your lab capacity as part of this complete development process. You can get help from your Internship Supervisor (and may need more for the first projects) but the intention is that you use this Internship to build your confidence, enhance your skills and develop 6 high quality product formulations.

*Please send finished product samples to:  
Institute of Personal Care Science  
14/2 Focal Avenue  
Coolum Beach  
Queensland, 4573*

## **Stages of your Projects**

The first 1-3 projects may take you longer than average with extra support required. The final 3 projects should see you build your confidence in readiness for independent development work, working under the average time required with minimal assistance, through all steps, by the time your Internship is completed.

	<b>Stage/Time frame</b>	<b>Avg. time to complete</b>
1	Review the brief; identify critical information; identify solutions to issues	1-2 hours
2	Choose functional ingredients and build base formula	2 hours
3	Research and select active ingredients and adjust base formula to suit compatibility	4-6 hours
4	Prepare preliminary formula and method for review	1-2 hours
<b>5</b>	<b>Email Supervisor preliminary formula and method for review BEFORE ordering raw materials or preparing samples</b>	
6	Adjust formula and method as guided	1-2 hours
7	Order required raw materials	1-2 hours
8	Prepare samples; revise samples until meets the needs of the brief, aesthetically pleasing and potentially stable	8 – 15 hours
9	Run preliminary stability on 1 sample; retain one fresh sample (untested); make notes of testing conducted and changes in table form	Short tests over 2 weeks; 1 hour total
10	Prepare final ingredient list	1 hour
11	Prepare preliminary claims	1 hour
12	Finalise formula and method using trade names and appropriate details	1 hour
13	Finalise pricing per unit	1 hour
<b>14</b>	<b>Send final samples, formula, method, ingredient list, claims and stability information to Supervisor</b>	

This is a flexible internship; however, it is anticipated you will complete it within 12 weeks under normal part-time conditions of 20 hours per week. If you will be studying less than this per week, please let Support know so we can adjust your due dates. Ordering raw materials, preparing samples, adjusting formulas and preparing more samples can take a lot longer than first expected, so to ensure timely completion of your Internship, use the following schedule to help plan and track your Internship and progress. You can speed up or slow down this schedule, but please **follow the order of the schedule** based on how much time you have available to work on your projects.

**This is EXACTLY how you need to handle multiple projects in the workplace so please use the following schedule to guide your Internship!**

<b>Week of Internship</b>	<b>Project Progress</b>
1	Project 1: Steps 1 – 4 Project 2: Steps 1 – 4 <b><i>End of Week 1: Submit Preliminary formulas and methods of Projects 1 &amp; 2 to Supervisor</i></b>
2	Project 3: Steps 1 – 4 Project 4: Steps 1 – 4 <b><i>End of Week 2: Submit Preliminary formulas and methods of Projects 3 &amp; 4 to Supervisor</i></b>
3	Feedback from Supervisor on Project 1 & 2: Project 1: Review feedback, adjust formula, order raw materials (Steps 6-7) Project 2: Review feedback, adjust formula, order raw materials (Steps 6-7) Project 5: Steps 1 – 4
4	Feedback from Supervisor on Project 3 & 4: Project 3: Review feedback, adjust formula, order raw materials (Steps 6-7) Project 4: Review feedback, adjust formula, order raw materials (Steps 6-7) Project 6: Steps 1 – 4 <b><i>End of Week 4: Submit Preliminary formulas and methods of Projects 5 &amp; 6 to Supervisor</i></b>
5	Start preparing samples Projects 1 & 2 (Step 8)
6	Feedback from Supervisor on Project 5 & 6: Project 5: Review feedback, adjust formula, order raw materials (Steps 6-7) Project 6: Review feedback, adjust formula, order raw materials (Steps 6-7) Finalise samples Projects 1 & 2 Start preliminary stability Projects 1 & 2 (Step 9)
7	Start preparing samples Projects 3 & 4 (Step 8)
8	Finalise samples Projects 3 & 4 Start preliminary stability Projects 3 & 4 (Step 9) Finalise stability reports Projects 1 & 2
9	Start preparing samples Projects 5 & 6 (Step 8)
10	Finalise samples Projects 5 & 6 Start preliminary stability projects 5 & 6 (Step 9) Finalise stability reports Projects 3 & 4
11	Prepare ingredient list, claims and finalise formula, methods & pricing on Projects 1 – 4 (Steps 10 – 13)
12	Finalise stability reports Projects 5 & 6 Prepare ingredient list, claims and finalise formula, methods & pricing Projects 5 - 6 (Steps 10 – 13) Post 1 of each sample; email Supervisor all final formulas, methods, ingredient lists, marketing claims, pricing spreadsheet and stability reports
	Results and report provided by Supervisor at end of week 14 (2 weeks after final submissions)

## **Additional information before we get you started...**

### **What do you need to formulate?**

In the coming pages, you are provided with 10 briefs. You only need to select 6 of them:

- 4 must be chosen from the first 6 provided (Section A: Face/body care)
- 2 must be chosen from the last 4 provided (Section B: Foaming & hair care)

### **Can you submit your own Briefs/Work on your own products?**

Yes - but will need to provide your Supervisor with a brief completed like ours. A template has been provided for you to do so at the end of this booklet. It is **strongly recommended** that if you have/plan to have your own brand, that you use this Internship to work on your own product formulations. Please remember to complete a Brief with all required information for your own products so we can assess appropriately. If you don't have six products, you can use some of our briefs too.

### **Can you contact your Supervisor for support?**

Yes, of course you can! But, we are encouraging you to build confidence in your abilities so will provide you with guidance and support, but not answers. Please try to solve your problem first before contacting us but please don't let yourself get stuck or feel overwhelmed. You are likely to need support with the first couple of projects, so ask us for help, that is what we are here for! Since these are workplace simulated scenarios, you should find you build your confidence in multiple project approaches and timeframes by completing this Internship with very little assistance from us by the time you near completion. If you aren't building this confidence by the time you start project 4, please let us know.

### **Can you get an extension?**

Yes. If you need extensions, please contact Support: [support@personalcarescience.com.au](mailto:support@personalcarescience.com.au)

### **Can you finish sooner?**

Yes, but you'd need to be working full time on this internship to complete it faster. Don't short cut this internship because you can't shortcut great developments in the workplace! Remember, this is practice for what you'll do every day, so treat it that way! If you can work on these projects full time you would complete in about half the time (6 weeks) but may need to wait for some stability results before submitting your final samples.

### **How do you get technical support?**

If you need technical support, please contact your Supervisor; you will be provided with their details when you start.

**Any more questions? Ready to start?** Please contact Support: [support@personalcarescience.com.au](mailto:support@personalcarescience.com.au) and let's get you started!

*Happy formulating!*

**Section A: Choose 4 briefs from this section (or provide your own)**

**(page 1 of 6)**

<b>Company philosophy</b>	Natural extracts to energise the skin
<b>Proposed name</b>	(you can make it up!)
<b>Product profile and objectives</b>	Water based active serum
<b>Target market</b>	Asian 25-35 year old women working full time; 1 young child.
<b>Marketing message</b>	Antioxidant, vitamin enriched with plant extracts to energise the skin and brighten the complexion.
<b>Promotion and distribution</b>	Pop-up stores in shopping malls
<b>Key ingredients</b>	High end actives, plant extracts, vitamins
<b>Ingredients to avoid</b>	Parabens, PEGs, silicones
<b>Aesthetics of the product</b>	Light spreading, fast absorption, non-tacky
<b>Packaging of the product</b>	Airless Serum Dispenser, 30mL
<b>Proposed pricing</b>	\$5/30ml unit (manufacture price) \$60.00/unit sell price in stores
<b>Quantity to be manufactured</b>	6000 units
<b>Timeframe for the formulation</b>	12 weeks
<b>Timeframe for the completed product</b>	12 weeks from completed formula

**Section A: Choose 4 briefs from this section (or provide your own)**

**(page 2 of 6)**

<b>Company philosophy</b>	Advanced Science = Cosmetic Solutions
<b>Proposed name</b>	(you can make it up!)
<b>Product profile and objectives</b>	Anti-Cellulite/Skin firming body lotion
<b>Target market</b>	35-50 year old women
<b>Marketing message</b>	Redefine your silhouette Clinically proven
<b>Promotion and distribution</b>	High end beauty salons & dermal therapists
<b>Key ingredients</b>	Must have great efficacy data
<b>Ingredients to avoid</b>	n/a
<b>Aesthetics of the product</b>	Spread well, fast absorption, instant firming feel ideal
<b>Packaging of the product</b>	200ml tall thin boston bottle with pump dispenser
<b>Proposed pricing</b>	\$7.50/200ml manufacture price; \$75.00/unit sell price in stores
<b>Quantity to be manufactured</b>	500kg (2500 units)
<b>Timeframe for the formulation</b>	12 weeks
<b>Timeframe for the completed product</b>	6 weeks from sign off of formula

**Section A: Choose 4 briefs from this section (or provide your own)**

**(page 3 of 6)**

<b>Company philosophy</b>	No harmful ingredients. Results oriented.
<b>Proposed name</b>	(you can make it up)
<b>Product profile and objectives</b>	Anti-acne Cream (teenagers). Must be unisex product.
<b>Target market</b>	Teenagers. May/may not be on medication – Mum is likely to purchase for them. Want something ‘safe’ but effective.
<b>Marketing message</b>	No more nasties on your face starts with no more nasties in your products. Safe. Effective. Clear skin. Promises you’ll see, FAST.
<b>Promotion and distribution</b>	Pharmacies/drug stores
<b>Key ingredients</b>	Must have fast efficacy; must not be on any ‘harmful’ lists; must be considered safe. Low irritancy.
<b>Ingredients to avoid</b>	PEGs, parabens, silicones, SLS; anything else considered ‘harmful’ or irritating.
<b>Aesthetics of the product</b>	Gel-crème; if cream, very light, fast absorbing with little residue. Gel-serum preferred. Must not be tacky – very little residual feel after application.
<b>Packaging of the product</b>	50ml squeezable tube
<b>Proposed pricing</b>	\$3.50/unit manufacture price \$34.95 sell in store price
<b>Quantity to be manufactured</b>	15,000
<b>Timeframe for the formulation</b>	12 weeks
<b>Timeframe for the completed product</b>	12 weeks from sign off

**Section A: Choose 4 briefs from this section (or provide your own)**

**(page 4 of 6)**

<b>Company philosophy</b>	High end products to suit high expectations
<b>Proposed name</b>	(you can make it up)
<b>Product profile and objectives</b>	Anti-ageing <b>w/o cream</b> for mature skin
<b>Target market</b>	60+ year old women with considerable ageing showing; may be retired/semi-retired. In their next phase of life, don't want to look 40 again, but want to age gracefully. Considerable signs of ageing – sagging around chin, eyes; deep wrinkles; some age spots/marks.
<b>Marketing message</b>	Look good at any age. For the woman that you are. Clinically proven results. Renew a more vibrant you.
<b>Promotion and distribution</b>	Pharmacy and department stores.
<b>Key ingredients</b>	Should give a prestige image and significant results.
<b>Ingredients to avoid</b>	n/a
<b>Aesthetics of the product</b>	Rich, luxurious cream, reasonably high viscosity, but not greasy or solid like. Should provide lasting emolliency but not greasy. Should make skin feel instantly softer but not 'tight'.
<b>Packaging of the product</b>	50ml jar
<b>Proposed pricing</b>	\$8.00 manufacture price \$89.95 sell in store price
<b>Quantity to be manufactured</b>	20,000 units
<b>Timeframe for the formulation</b>	12 weeks
<b>Timeframe for the completed product</b>	12 weeks from sign off



**Section A: Choose 4 briefs from this section (or provide your own)**

**(page 5 of 6)**

<b>Company philosophy</b>	Innovative and playful products to suit the social savvy
<b>Proposed name</b>	(you can make it up)
<b>Product profile and objectives</b>	Face mask – gel crème/cream to apply, leave on 15-20 minutes, rub in excess
<b>Target market</b>	30 – 55 year old women wanting significantly hydrated skin and revitalized appearance after application. Once a week to once a day use.
<b>Marketing message</b>	Put on a fresh face once a day or once a week! This revitalising mask hydrates, renews and restores. Results from first use! (Will have video showing application and before/after results on youtube. Will be used across Instagram, pinterest, facebook and twitter)
<b>Promotion and distribution</b>	On-line, social media and youtube driven.
<b>Key ingredients</b>	Something that gives instant ‘renew’ results; gives them a fresh face from first use.
<b>Ingredients to avoid</b>	n/a
<b>Aesthetics of the product</b>	Should be a gel, gel-crème or light cream; should feel very refreshing to apply but still hydrating and emollient. Must suit rub in excess application at end without feeling tacky. Must not run off face during use.
<b>Packaging of the product</b>	60ml squeezable tube
<b>Proposed pricing</b>	\$6.50/tube manufacture price \$64.95 on line price
<b>Quantity to be manufactured</b>	10,000 units
<b>Timeframe for the formulation</b>	12 weeks
<b>Timeframe for the completed product</b>	6 weeks from sign off

**Section A: Choose 4 briefs from this section (or provide your own)**

**(page 6 of 6)**

<b>Company philosophy</b>	Preserve, protect, prevent. Ancient secrets to reverse the impact of the modern lifestyle.
<b>Proposed name</b>	(you can make it up)
<b>Product profile and objectives</b>	SPF 15 Day cream + anti-pollution (would companion with a night repair product – that product is not needed as part of this brief).
<b>Target market</b>	25 – 45 year old working women; full time work, travelling by car or urban transport to/from work every day; work on computer screens all day
<b>Marketing message</b>	We live in a modern world, but your skin hasn't evolved as fast as technology. Protect your skin from the impact of modern living. Urban travel, smog, blue light, UV light – it all adds to the ageing process. Protect your skin from the urban onslaught and give mother nature a chance to restore your true beauty.
<b>Promotion and distribution</b>	Department stores.
<b>Key ingredients</b>	Traditional plant extracts with an anti-pollution or nurturing story. Must have anti-pollution plus other activity. Must have minimum SPF15 protection.
<b>Ingredients to avoid</b>	PEGs, parabens.
<b>Aesthetics of the product</b>	Light lotion/cream; must absorb easily, can leave the skin with a light film feeling (gives an impression of protection) but not too much residual afterfeel. Should leave skin feeling cushiony soft but not greasy. Must suit application of make up over the top.
<b>Packaging of the product</b>	Serum dispenser or jar to suit finished form; 50ml
<b>Proposed pricing</b>	\$2.99/50ml unit price (manufacture) \$29.95 sell in store price
<b>Quantity to be manufactured</b>	20,000 units
<b>Timeframe for the formulation</b>	12 weeks
<b>Timeframe for the completed product</b>	6 weeks from sign off

**Section B: Choose 2 briefs from this section (or provide your own)**

**(page 1 of 4)**

<b>Company philosophy</b>	Safety first. We care for babies. Delicate care for delicate humans. PEG, paraben, SLS, propylene glycol and silicone free.
<b>Proposed name</b>	(you can make it up)
<b>Product profile and objectives</b>	Baby Bath Wash. Excellent foam, gentle/soft skin clean, amazing smell.
<b>Target market</b>	Mothers of babies – to make bath time an enjoyable experience for baby and mum. Leave the bathroom smelling amazing. Mums' age 22 – 32.
<b>Marketing message</b>	Bring closeness at bath time between baby and you; a time you can both look forward to. Gentle and soothing bath wash for even the most sensitive skin.
<b>Promotion and distribution</b>	Department stores.
<b>Key ingredients</b>	Must smell amazing; must leave the skin feeling smooth and clean but not stripped or dry. Must foam well with lasting foam.
<b>Ingredients to avoid</b>	Anything irritating. PEGs, parabens, SLS, propylene glycol and silicone.
<b>Aesthetics of the product</b>	Soft skin feel after use. Must foam well, lasting foam for bath time. Amazing smell that lingers, to suit baby.
<b>Packaging of the product</b>	300mL pump pack
<b>Proposed pricing</b>	\$1.80/300mL \$18.00 in store sell price
<b>Quantity to be manufactured</b>	30,000 units Must have a good shelf life.
<b>Timeframe for the formulation</b>	12 weeks
<b>Timeframe for the completed product</b>	6 weeks from sign off.

**Section B: Choose 2 briefs from this section (or provide your own)**

**(page 2 of 4)**

<b>Company philosophy</b>	Incredible products for incredible hair.
<b>Proposed name</b>	(you can make it up)
<b>Product profile and objectives</b>	Shampoo – damaged hair. Cleans effectively but doesn't strip it of moisture. Get that 'just visited a salon' feeling with every wash. Feel your hair getting stronger and repaired with every wash. Protects colour in hair too.
<b>Target market</b>	25 – 45 year old women with chemically treated and/or sun damaged hair that want to care for their hair and/or restore the damage done to their hair. Would have their hair chemically coloured regularly. Probably heat styles their hair at least twice a week too.
<b>Marketing message</b>	Repair care for your hair. Rebuild and repair the damage from within. Don't feel guilty for great hair anymore! Colour it, style it, repair it.
<b>Promotion and distribution</b>	Hair salons
<b>Key ingredients</b>	Must be highly effective in a wash off product. Must give noticeable results from first few washes. Increase shine, strength, manageability. Must smell great.
<b>Ingredients to avoid</b>	n/a
<b>Aesthetics of the product</b>	Pearly gel foaming product ideal; must smell great, must spread well in hair but not run out of hand during application.
<b>Packaging of the product</b>	200ml tall boston bottle with pump head
<b>Proposed pricing</b>	\$2.95 manufacture price \$29.95 in store sell price
<b>Quantity to be manufactured</b>	9000 units
<b>Timeframe for the formulation</b>	12 weeks
<b>Timeframe for the completed product</b>	12 weeks from sign off

**Section B: Choose 2 briefs from this section (or provide your own)**

**(page 3 of 4)**

<b>Company philosophy</b>	Incredible products for incredible hair.
<b>Proposed name</b>	(you can make it up)
<b>Product profile and objectives</b>	Conditioner – damaged hair. Conditions hair effectively but doesn't leave it feeling heavy and lank. Get that 'just visited a salon' feeling with every use. Feel your hair getting stronger and repaired with every use. Protects colour in hair too.
<b>Target market</b>	25 – 45 year old women with chemically treated and/or sun damaged hair that want to care for their hair and/or restore the damage done to their hair. Would have their hair chemically coloured regularly. Probably heat styles their hair at least twice a week too.
<b>Marketing message</b>	Repair care for your hair. Rebuild and repair the damage from within. Don't feel guilty for great hair anymore! Colour it, style it, repair it.
<b>Promotion and distribution</b>	Hair salons
<b>Key ingredients</b>	Must be highly effective in a wash off product. Must give noticeable results from first few uses. Increase shine, strength, manageability. Doesn't leave hair heavy or hard to style. Must smell great.
<b>Ingredients to avoid</b>	n/a
<b>Aesthetics of the product</b>	Creamy conditioner product ideal; must smell great, must spread well in hair but not run out of hand during application.
<b>Packaging of the product</b>	200ml tall boston bottle with pump head
<b>Proposed pricing</b>	\$2.95 manufacture price \$29.95 in store sell price
<b>Quantity to be manufactured</b>	9000 units
<b>Timeframe for the formulation</b>	12 weeks
<b>Timeframe for the completed product</b>	12 weeks from sign off

**Section B: Choose 2 briefs from this section (or provide your own)**

**(page 4 of 4)**

<b>Company philosophy</b>	Fuss free, frizz free, great hair for the busy person.
<b>Proposed name</b>	(you can make it up)
<b>Product profile and objectives</b>	Colour protect and conditioning leave in conditioning (can be spray, gel or serum product)
<b>Target market</b>	Unisex product. 20 – 35 year olds. Work full time, busy lifestyle. Colour hair regularly and want to hold that colour in. Want smooth, shiny hair especially in humid conditions.
<b>Marketing message</b>	Get fuss free, frizz free hair. With ‘ColourLock’ technology.
<b>Promotion and distribution</b>	Budget department stores.
<b>Key ingredients</b>	Whatever is cheap and works to achieve the purpose. Need to create the ‘colourlock’ technology from 1 or blended ingredients.
<b>Ingredients to avoid</b>	n/a
<b>Aesthetics of the product</b>	Can be a spray, gel or serum product; can be silicone based or water based – just want it to work at the required price!
<b>Packaging of the product</b>	100ml to suit product – bottle or tube depending on form provided (flexible to suit formulation needs)
<b>Proposed pricing</b>	\$1.20/100ml manufacture price \$12.00 in store sell price
<b>Quantity to be manufactured</b>	12,000 units
<b>Timeframe for the formulation</b>	12 weeks
<b>Timeframe for the completed product</b>	6 weeks from sign off

**Brief Template – Use if submitting your own brief**  
**(use a separate brief for each product you submit)**

<b>Company philosophy</b>	
<b>Proposed name</b>	
<b>Product profile and objectives</b>	
<b>Target market</b>	
<b>Marketing message</b>	
<b>Promotion and distribution</b>	
<b>Key ingredients</b>	
<b>Ingredients to avoid</b>	
<b>Aesthetics of the product</b>	
<b>Packaging of the product</b>	
<b>Proposed pricing</b>	
<b>Quantity to be manufactured</b>	
<b>Timeframe for the formulation</b>	
<b>Timeframe for the completed product</b>	