



Concept to final formula – selling sound science

Sam Farmer



CTPA & SCS Media Event – 12 May 2015, RSC London

Concept to Launch



CTPA & SCS Media Event – 12 May 2015, RSC London





CTPA & SCS Media Event – 12 May 2015, RSC London



PLAY IT SEXY...

Kiss me

TOUCH

Enticing

Tease

Temptation

Sinful



full control

RISE
DEODORANT

TEAM
Force

EXTREME
Power

emen
Adventure

PROTECT

CONTROL

ADRENALINE

ENDURANCE™

quantum

Enticing

Very
Very Pink

Sinful

Kiss me

Tease

PLAY IT SEXY...

quantum

full control

TEAM
Force

RISE
DEODORANT

ENDURANCETM

EXTREME
Power



How do you make a deodorant

how do you make a deodorant **bomb**

how do you make deodorant

how do you make **homemade** deodorant

how do you make **natural** deodorant

how **to** make a deodorant

how **to** make a deodorant **stash**

how **to** make a deodorant **spray**

how **to** make a deodorant **stick**

how **to** make a deodorant **at home**

how **to** make a deodorant **flamethrower**

Google Search

I'm Feeling Lucky



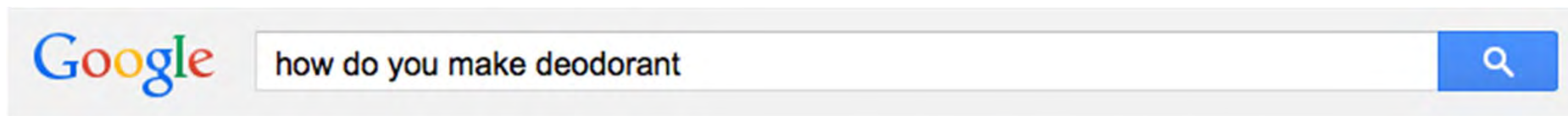
CTPA & SCS Media Event – 12 May 2015, RSC London





CTPA & SCS Media Event – 12 May 2015, RSC London





Web Shopping Videos Images News More ▾ Search tools

About 15,700,000 results (0.55 seconds)



CTPA & SCS Media Event – 12 May 2015, RSC London



SOCIETY OF
COSMETIC
SCIENTISTS



THE SOCIETY OF COSMETIC SCIENTISTS
DISTANCE LEARNING

Sam Farmer

*Having satisfactorily completed an approved
course of study and successfully passed the
prescribed examinations has this day
been awarded the*

**Diploma in Cosmetic Science
Distinction**

President

Chairman of the Education Committee

December 2012

Date

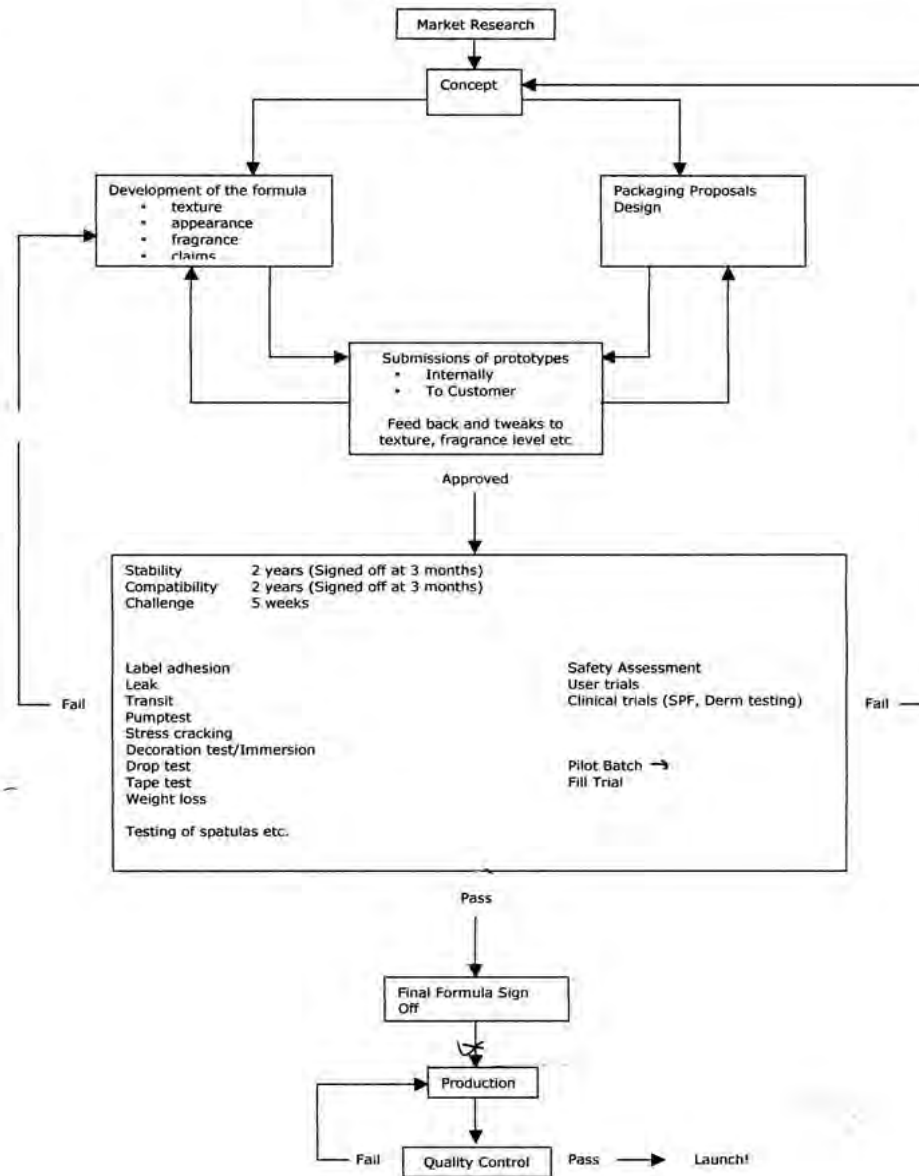
Diploma in Cosmetic Science Distinction



CTPA & SCS Media Event – 12 May 2015, RSC London



The Product Development Process



Does running
ble count as
exercise



Unisex
Body wash
Shampoo
Conditioner
Deodorant
Face wash
Moisturiser
Add scent
skin + hair

WHY?



WHAT?

6x 9 Core Shell



1079-0



Smell
TEST
Difficult
FRAGRANCE
Light - unisex

FRAGRANCE

FORMULATION

1000's ingredients

SEVE

Legislation

PACKAGING

Messages
Protection

#street cred

STABILITY



BARBARA

SAFETY ASSESSMENT

THINK

MANUFACTURE

x LOADS

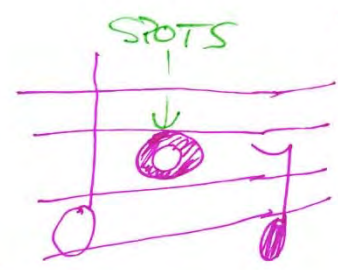
LAUNCH

PANIC!

Super
Former



call vet



Gates of India
01884 821380



FORMULATED FOR YOUNG PEOPLE

Made to make you soft.
The rest is up to you.



www.samfarmer.co

 @samfarmer_co

DIRECTIONS
Rub into face and neck.



CAUTION: NOT INTENDED FOR USE AROUND THE EYES. SHOULD CONTACT OCCUR RINSE IMMEDIATELY WITH CLEAN WARM WATER.

INGREDIENTS: AQUA (WATER), ALOE BARBADENSIS LEAF JUICE, CT2-15 ALKYL BENZOATE, CAPRYLIC/CAPRIC TRIGLYCERIDE, GLYCERIN, CETYL ALCOHOL, GLYCERYL STEARATE, SQUALANE, BUTYL AVOCADATE, BUTYROSPERMUM PARKII (SHEA) BUTTER, PEG-75 STEARATE, ACRYLATES/C10-30 ALKYL ACRYLATE CROSSPOLYMER, CETETH-20, STEARETH-20, XANTHAN GUM, DAZOLIDINYL UREA, PARFUM (FRAGRANCE), DISODIUM EDTA, TOCOPHERYL ACETATE, METHYLPARABEN, LIMONENE, PROPYLPARABEN, LINALOOL, CITRUS LIMON LEAF OIL, JUNIPERUS MEXICANA OIL, ARTEMISIA HERBA ALBA, GERANIOL, CITRAL, SALVIA SCLAREA OIL, PROPYL GALLATE, SODIUM HYDROXIDE.

MADE IN UK
Samuel Farmer & Co Ltd
EX15 2AU



50ml e 1.60fl.oz







CTPA & SCS Media Event – 12 May 2015, RSC London





Customer Questions

- Do you use any Nasties?
- Are your products free from Chemicals?
- What is your policy on animal testing?



CTPA & SCS Media Event – 12 May 2015, RSC London







The science behind beauty

ctpa



CTPA & SCS Media Event – 12 May 2015, RSC London