

THE FORMULATION CHALLENGE IN COSMETICS GLOBAL 2018 AMSTERDAM

HERRCO TEAM TOOK PART IN A FORMULATION CHALLENGE, WHERE ONLY THE BRAVEST TEAMS OF R&D PROFESSIONALS WORKED TO CREATE INNOVATIVE PRODUCT FROM A MYSTERY BOX OF INGREDIENTS. FIGHTING WITH TIME AND PRESSURE OF COMPETITION WE HAD ONLY 90 MINUTES TO CREATE AN IMPRESSIVE FORMULA, METHOD AND MARKETING STORY FOR A PRODUCT.



"WE FORMULATED A PRODUCT CALLED URBAN ELIXIR"

READY STEADY FORMULATE!



"WE WERE FORMULATING USING CUTTING EDGE MATERIALS, BUT ALSO MAKING SURE THAT IT WAS ON TREND, AND WOULD SIT NICELY IN THE MARKET PLACE. FAILURE WAS NOT AN OPTION."

OUR ANTI-POLLUTION SKIN POTION HAS BEEN CREATED TO PROTECT SKIN FROM SUFFOCATION (BY HELPING TO SLOW DOWN THE PRODUCTION OF CELLULAR WASTE), AND FIGHT AGAINST OXIDATIVE STRESS INDUCED BY ATMOSPHERIC POLLUTION (PM). ALL OF THAT FROM PEACH FLOWER EXTRACT!
SIMPLE AND NATURAL FORMULA WITH FLOWER-POWER TO PROTECT YOUR SKIN!