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By I Feel Good event

SAMUEL, TELL US ABOUT YOURSELF AND YOUR JOURNEY

Passionate since my beginnings by consumer goods, luxury goods and retail, I have had the chance to explore several dimensions of their value chain. First as a consultant at Roland Berger, on brand strategy and distribution projects. Then in marketing and development at Pernod Ricard where I worked in Europe and Africa on growth projects and the creation of subsidiaries. I then became general management of SMEs positioned in high added value markets. After my first experience of taking over a business, I became the head of the Shadeline Laboratory almost two years ago with a clear ambition: to reinvent dermocosmetics, in collaboration with our customers and our ecosystem.

From the hushed universe of investment funds to the open markets of Lagos and now our cutting-edge laboratory, my background combines a very strong diversity of experiences having in common international and entrepreneurship.

But, more important than my trajectory, let's talk about our Laboratory and our projects!

TELL US ABOUT THE SHADELINÉ LABORATORY, HOW WOULD YOU DESCRIBE YOUR ACTIVITY?

The Shadeline Laboratory, part of the Anjac Health & Beauty Group, specialises in R&D, Innovation, manufacturing and packaging of cosmetic and dermocosmetic products with proven effectiveness. Our Laboratory was created 25 years ago by Professor Bommelaer, former researcher at CNRS, Doctor in Organic Chemistry and Expert Toxicologist at the European Commission. This DNA still remains today with a very strong scientific and toxicological approach at the heart of all our developments.

We are a human-sized company of around thirty employees. We support a wide variety of clients, from the large international Group to rapidly growing start-ups who all come to Shadeline to seek specific expertise, a project accelerator, a reliable and agile partner and caring and very available teams!

Our market is booming, with young and very innovative brands coming to challenge more established players. A key area of differentiation is innovation in all its forms. Our job is to help our customers to differentiate themselves, through a strong scientific premise and an innovative dimension at the heart of our approach.

Finally, we have a very integrated business model since the vast majority of our developments are produced at Shadeline, and vice versa. This mastery of the value chain allows us to guarantee an irreproachable quality of finished products, in particular thanks to the proximity between the Development and Production teams.

What makes us unique? Our ability to address "frontier" products, in Cosmetics and Medical Device status, while promoting sensoriality and texture innovation.

WHAT ARE YOUR SPECIFIC AREAS OF EXPERTISE?

Our scientific know-how is available through nine ranges of expertise for the care of the whole family, from infants to seniors:

- Protection, repair, healing of the skin of the face and body
- Mom and baby
- Intimate care
- Solar
- SOS comfort of joints, tendons and muscles
- Drinkable food supplements
- Animal care
- Sani-care, between hygiene and care
- Organic

Each range is addressed either by tailor-made developments adapted to the needs of our customers, or by turnkey products. These, "the best of Shadeline research available in a few months", meet the growing need of our customers to reduce time-to-market without compromising quality or toxicology and regulatory dimensions.

Finally, we have created an Innovation and Prospective pole working on disruptive dermocosmetic projects without time constraints. This will both enrich our R&D know-how for the benefit of our customers, and allow us to offer very innovative solutions.

HOW DO YOU SUPPORT YOUR CUSTOMERS DURING THE DEVELOPMENT OF THEIR NEW PRODUCTS?

Any new development is done on the basis of a precise brief and numerous exchanges with our customers. It is essential that we are able to grasp the spirit of these developments, and more broadly the brand's DNA, its objectives, its distribution channels, its type of customers... all elements that are of decisive importance, to allow us to develop as accurately as possible.

During this phase, the teams necessarily meet: in our laboratory located in Mouans-Sartoux (near Grasse), in the Anjac Group showroom in Paris or in the brand's premises.

We support our clients from A to Z for each development: regulatory aspects, tests, review of marketing speeches... Our particularity is to provide a personalised and thorough service for each project on which we work.

Once the development phase is completed, we continue our discussions during production, many like to travel for their first production. And this is where it all begins, since we are very attentive to the commercial success of the products that we have jointly developed!

TELL US ABOUT ONE OF YOUR LATEST FORMULAR INNOVATIONS THAT WILL BE PRESENTED TO YOUR CUSTOMERS!

We have recently developed a surprising peeling foam that perfectly meets new consumer expectations. It comes as an aerosol, which allows you to enjoy a cloudy, cocooning and crackling foam that transforms into a serum on contact with the skin; the application experience and the sensoriality are unique. Loaded with objectified peeling active ingredients, its effectiveness is immediate and over the long term. We have also integrated a synergy of two active ingredients objectified for the repair of the skin. Composed of 15 ingredients and more than 94% of ingredients of natural origin, we are convinced that this innovative and unmistakably effective galenic combination will appeal to our customers and prospects to initiate development suited to their brand identity!

HOW DO YOU MEET REGULATORY REQUIREMENTS?

Our customers are increasingly concerned about the quality of the raw materials we use, our study of the toxicological profile of each raw material is very reassuring about the safety and harmlessness of the formulas that we develop.

Internally, we can take care of carrying out all the stages necessary for the marketing of a product in full compliance: toxicological pre-expertise, carrying out tests, validation of packaging decorations, DIP... Our tools allow us to carry out developments in accordance with World Regulations, an important requirement for brands that target export.

Finally, our Scientific Director is also an Expert Toxicologist, a valuable asset to guide our decisions during in-depth developments.

FOLLOWING THE DEVELOPMENT, YOU ALSO ENSURE THE PRODUCTION?

Indeed, once the formula has been created and launched for testing, we have a varied and multi-format equipment for the manufacture and packaging of liquid and semi-solid galenics. Our flexible production tool allows us to address series of approximately 3,000 to 200,000 units per production order.

Another key point is the proximity between the R&D and production teams who work together from the start of the project. Our manufacturing equipment allows for different pilots and batch sizes to ensure successful scale-ups from lab to production or from batch size to batch size.

Finally, we have invested in a bag-on-valve filling machine, packaging that is more ecological than aerosol, allowing 360-degree use of the product while having a release perfectly uniform.

WHAT ARE YOUR CERTIFICATIONS?

We are ISO 22716 certified for Cosmetics and ISO 13485 for Medical Devices (Design, Development and Production). We will be certified by ECOCERT in October 2020.

Our cosmetic customers benefit from the dual expertise in cosmetics - medical device through a very high level of requirement in terms of quality of traceability. Few laboratories of our size have these two certifications and this is a key point of differentiation, in line with our scientific DNA.

TELL US ABOUT YOUR CSR INITIATIVES

Our Laboratory and production site are located in a Technological Park in Mouans-Sartoux, a protected green municipality which has many advantages: recycling of waste that has been compulsory for twenty years, high level of safety and preservation of the landscape.

We have invested heavily to reduce our ecological impact through several concrete measures:

- Setting up a loop for reuse of tank cleaning water for cooling the conditioning lines, thus significantly reducing our water consumption
- Reduction of our CO2 emissions by sourcing raw materials and packaging as much as possible at the local level;
- Collaboration with carriers committed to reducing their emissions by modernising their fleet
- New measures are taken every year.
- Our teams have a keen sense of our ecological responsibility and we are all very concerned in limiting the use of all types of resources. There are no small actions and we are taking very concrete action at our level.

YOU ARE PART OF THE ANJAC HEALTH & BEAUTY GROUP, CAN WE FIND OUT MORE ?

The Anjac Health & Beauty Group creates and manufactures products and solutions for beauty, health and well-being, placing safety, health and nature at the heart of the effectiveness of its offer.

Belonging to the Anjac H&B Group allows our Laboratory to combine the best of both worlds: we benefit from a strong autonomy and an agility specific to the size of our company, while relying on our base, the Group's network and resources. In particular, this allows us to invest every year in research and development projects for breakthrough breakthroughs.

HOW ARE YOU HANDLING THE SITUATION WITH REGARD TO COVID-19?

During the confinement, we worked at a usual pace within a strict health framework and went well beyond the recommendations in force to protect our employees. We were inspired by measures taken in the pharmaceutical industry that we serve within the Group.

This system is of course reinforced for this September start. We have done a lot of work closely with our customers and suppliers to get through this period as well as possible. Of course, this will not end with deconfinement and these difficult times have allowed us to strengthen our ties.

Finally, we have carried out many solidarity actions with the Local Authorities and the care establishments of the Department.

The teams and I are very proud of this mobilisation which, more than ever, gives meaning to our work.

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