



BY I FEEL GOOD EVENT

**Cécile
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FOUNDER



CÉCILE, TELL US ABOUT YOURSELF AND YOUR JOURNEY

I am the founder of ABCG Formation, specialised in online training for cosmetics and household products.

Initially, I trained as a chemical engineer and was a laboratory manager for 6 and a half years. I worked in a cosmetics start-up but also in a small business producing ecological household products. I took care of R&D, formulation, project management, regulations and quality.



After nearly 7 years of laboratory experience, a patent filed internationally and around forty products developed, I wanted to share my knowledge and experience with those who develop their brand. That's when I created ABCG Formation.

ABCG FORMATION, WHAT IS IT?

ABCG Formation is an online training platform, specializing in scientific, technical and regulatory training for cosmetic and detergent product brands. In these e-learning training courses, I popularize and make accessible product development, labeling, regulations, etc. My goal is to make the creation and development of products simple and understandable, with concrete cases and examples!

I am addressing project leaders and growing brands of cosmetics or household products.

ABCG Formation's slogan?

“Get your cosmetics & household products brand off the ground! Boost your expertise and credibility”

HOW AND WHY DID THE IDEA OF CREATING ABCG FORMATION CAME TO YOU?

When I was a laboratory manager, I supported entrepreneurs in the creation of their products. Unfortunately, I found that they were poorly prepared, lacking information on the steps, costs, deadlines or legal constraints. Even after marketing, I was still often asked for questions or advice.

In addition, in the companies in which I worked, internal salespeople regularly called on my scientific, technical and regulatory knowledge. I realised that this knowledge could be a powerful business asset. By sharing this expertise, the entire company became more responsive, legitimate and convincing.

So why not pass on my knowledge to help businesses differentiate themselves and prosper? This is how I came up with the idea of ABCG Formation: Democratising fundamental knowledge to allow cosmetic and detergent brands to gain expertise and credibility.



WHICH TOPICS DO THE TRAINING COVER?

The training covers scientific, technical and regulatory subjects. They are aimed at all levels, from novice project leaders to established and growing brands.

The topics covered are for example:

- What are the stages of creating and developing a product?
- How to build winning specifications?
- What are cosmetic products made of and how are they formulated?
- How to create your label from A to Z?
- How to combine marketing with respect for the rules in your communication on your website and social networks?
- How to implement cosmetovigilance for your cosmetics business?

HOW THE TRAINING IS PRESENTED?

ABCG Formation training courses are presented in the form of easy, fun e-learning videos, with concrete cases and examples. Between the videos, quizzes allow you to test your understanding, and downloadable materials (PDF, Excel, and others) are made available depending on the topics covered.

The advantage lies in complete flexibility. Online training is available 24 hours a day, 7 days a week, which allows everyone to choose their own pace.

Obviously, I answer all questions during training. But, I also offer personalised support. This includes calls before, during or after training. Ideal for tailor-made advice and to deepen specific needs.



WHAT DO COMPANIES GAIN FROM THIS TRAINING?

Companies gain clarity and concreteness. They strengthen their skills and can immediately apply what they have learned. Much more than just gaining knowledge, the point is to strengthen your mastery and confidence. Each trained person gains serenity and legitimacy.



ABCG Formation goes beyond the transmission of knowledge and offers a real metamorphosis for those who choose to boost their expertise and credibility.

CAN YOU SHARE WITH US AN EXAMPLE OF A CLIENT YOU HAVE SUPPORTED?

I had the pleasure of supporting a company through comprehensive training for its sales and marketing team, made up of around ten people.

In an accessible manner, I presented the characteristics of their products, the advantages from a scientific and technical point of view. I also popularised the list of ingredients, dissected the meaning of specific terms (like hypoallergenic, natural origin, organic, etc.) and simplified the associated regulations for them. Understanding the products is essential to integrate it into your communication, on networks, with partners or customers.

This knowledge sharing generated greater expertise and strengthened trust, while uniting the team around the brand.

HOW DO YOU DIFFER FROM OTHERS? WHAT IS YOUR ADDED VALUE?

My difference lies in my approach. I am breaking the codes of the scientific and regulatory world, which are too rigid! Whether on social networks or in my training, I use colours and pep to get my messages across. I popularise often complex subjects with concrete examples, to make them more interesting and more fun. My goal is to make knowledge accessible to everyone, in a fun and understandable way.



WHAT ARE THE VALUES AND STRENGTHS OF ABCG FORMATION?

The three strong values of ABCG Formation are:

- **Ambition:** I convey to my clients the desire to surpass themselves in their skills to make their business take off.
- **Teaching:** My training courses are easy, fun, accessible and based on practical cases. During training, quizzes gamify the learning experience and ensure that everything is understood.
- **Good humor:** Because you can be serious without taking yourself seriously! With a smile and humor, scientific or legislative aspects always go better.



WHAT ADVICE WOULD YOU GIVE TO SOMEONE WHO WANTS TO LAUNCH INTO ENTREPRENEURSHIP AND CREATE THEIR COSMETIC BRAND?

It doesn't matter if you want to develop a facial treatment, a body product, hair or makeup: the main thing is to understand what you are doing. My main advice for someone who wants to create their cosmetic brand is to know the stages of product development and to know what awaits them. Then, it is important to think carefully about your project and to create complete specifications before approaching the laboratories.

Cosmetics is a competitive industry, so being prepared and trained is the key to success.

WHAT WOULD BE YOUR RECOMMENDATIONS FOR AN EXISTING COSMETICS BRAND THAT WANTS TO EXPAND?

Have a differentiating approach: Talk about the products themselves, show your expertise, how you are really competent on your subject. It is this mastery that will strengthen your brand image and your credibility.

In your communication, make sure to always respect the regulations: This is a crucial step to ensure the trust of your customers. Transparent and standards-compliant communication strengthens the legitimacy of your brand.

Addresses little-explored themes: Take an interest in aspects that are less often covered, such as the scientific aspect of ingredients or the R&D and regulatory stages for the design of a product. This will add value to your communication and show that you master the technical details of your field.

A LITTLE MOUSE TOLD US THAT YOU ARE GOING TO PARTICIPATE IN I FEEL GOOD AS AN EXHIBITOR NEXT SEPTEMBER! AND THAT YOU WERE GOING TO ORGANISE A WORKSHOP! CAN YOU TELL US MORE ABOUT WHAT YOU ARE GOING TO PRESENT?

Absolutely ! I am delighted to participate in I FEEL GOOD as an exhibitor next September.

My workshop will focus on the basics of cosmetic development, emphasising what you need to know before getting started. I will take stock of the myths and realities around cosmetic development, and I will share key information on the mistakes to avoid. I will also reveal my best tips for succeeding in the cosmetics field and successfully developing your brand. This will be an ideal opportunity to exchange, learn and obtain practical information to create and develop your brand.

**You will find ABCG Formation at booth 101, September 17 & 18 at I FEEL GOOD
Espace Champerret, PARIS**

