



GAËL BOUTRY

Founder



By [I FEEL GOOD event](#)

Gaël, tell us about you and your background?

I am an INSA chemical engineer by training supplemented by the Master in cosmetic formulation from ISIPCA. I have been in this passionate world of cosmetics for 16 years, going through all technical positions ranging from simple formulator, Laboratory / regulatory manager, Technical and scientific director to Plant management both in groups (Amore Pacific, L'Oréal, Alès Groupe) but also and above all SMEs (Carole Franck, Biologique Recherche, Unhycos, Science et Mer).

Global Beauty Consulting, what is it?

This is an independent cosmetics laboratory that I created in 2017. The idea is to respond to all the technical issues that cosmetic and perfume brands may have. One of our strengths is being able to respond to requests ranging from 500 units per product to millions of pieces whether natural, organic, vegan ... GBC is also a human-sized team close to the projects of our clients.

What are the different services that GBC offers?

Global Beauty Consulting offers a complete service in the cosmetic industry. We deal with all aspects of our client's projects through formulation, regulation, implementation of GMPs and assistance in the creation of factories and laboratories.

Who are your clients?

We work with all types of clients, ranging from nascent brands, indies to international groups already well established in the market.

What types of products does GBC develop?

We are specialised in a specific development, we create step by step cosmetic products for our customers from a benchmark and specifications, we work the formulas according to their requirements (desired list of ingredients, blacklist, texture, colours, price...). Tailor-made development is the guarantee of a unique product that belongs to the customer.

We create all types of galenic (gel, lotion, solid, powder, cream, etc.) for care, make-up, hygiene, hair, sun and we also use alcohol for perfumes.

What is your favourite product? (which GBC has developed)

The micellar water powder to be reconstituted is a GBC innovation. This powder allows customers to reconstitute their product themselves. Just add water to the bottle, the only requirement is to have drinking water then shake and your micellar water is ready to use. The powder has the advantage of reducing the volume of water in transport.

How many products have you developed so far?

We have developed over 1000 products to date for over 200 customers.

Can you tell us more about your inspirations ranges?

Our range of Inspirations products allow customers to discover our innovative and sensory cosmetic formulas, which can be adapted as desired. Through our research and development activity carried out by the whole team, we regularly offer new products on our website. We have developed more than 80 Inspirations products.

What are GBC's values?

- * Listening because we create products hand in hand according to the desires and needs of our customers, we guarantee them personalised support.
- * Creativity, we are constantly looking for innovation, we are not afraid of much, on the contrary, we like to go where others are afraid to go.
- * The expertise, our qualified laboratory, and regulatory team put their skills at the service of our clients' projects. They have respectively no less than 10 years and 20 years of experience in their field.
- * Honesty because we want to bring the greatest transparency to our clients' projects.

How do you see cosmetics evolving in the coming years?

Naturalness is no longer a subject, it is an obligation but it is no longer sufficient! On the other hand, we have many challenges: heavy metals, preservatives, analysis of the product life cycle as a whole from design, industrialization and end of life ...

You will find Global Beauty Consulting stand 103, at I FEEL GOOD event, Espace Champerret Paris, on September 22 and 23, 2022.

