



AURÉLIE BANCO

FOUNDER - PRESIDENT



By I Feel Good event

AURÉLIE, TELL US ABOUT YOURSELF AND YOUR JOURNEY

I have a creative soul. Imagining, conceptualising and materialising is what drives me every day. Whether it's to create a cosmetic formula, a piece of jewellery in my spare time or the CO-LAB-ORA project.

I like to find harmony between the elements to arouse emotion. During my chemistry studies, I did not yet know what profession to exercise in this world of cosmetics that attracted me. A friend describes the cosmetic formulation to me like cooking: selecting ingredients and creating the right recipe! This speaks to me, I love to challenge myself in pastry making.

During my first part of my career, I experimented with cosmetic formulation for 4 years on the laboratory bench. My daily life consists of marketing briefs that describe in a few words a new texture to be developed or a piece of fabric of a square centimetre of a colour to reproduce in a shade of lipstick or eye shadow. I have in my head the nuances and dosages of pigments, nacre and other ingredients to experiment with. A key step in my journey is when I develop the formulation part of a new in-house designed makeup powder injection technology. I express all my creativity and my attraction for innovation through this pitfalls and exciting project.

I am rewarded when the formula triggers the famous Wow effect in our customers. I enjoy passing my knowledge on to my team. Gradually I take responsibility for organising the innovation process, managing all project developments with a team and leading the laboratory. My taste for innovation always catches up with me in the decisions I make. I left Paris at the end of 2016 for a position in the innovation laboratory within a professional makeup brand. I spent 3 years energising the laboratory on project management and innovation. In particular, with the team, I organise the first makeup formulation competition with students from several schools and universities. I brought together many key partners, manufacturers of ingredients to support us in this great project. It remains a breath of fresh air because everyday life is not as focused on innovation as I imagined it to be. I then took the time to build a new professional project thanks to several meetings and personal work on self-knowledge. I decided to resume my studies to acquire new skills in entrepreneurship and innovation management. Today, I am building a new stage through CO-LAB-ORA.

CO-LAB-ORA, WHAT IS IT?

CO-LAB-ORA is a collaborative laboratory dedicated to ethical cosmetics, mainly makeup and skincare, through co-creation. It is a friendly place where people can share their ideas. It is to imagine another way of designing a cosmetic product using technology frugal which upsets the codes of the classic formulation. It is simpler, more precise, more “responsible” and on a more human scale.

HOW DID THIS CONCEPT COME TO YOUR MIND?

This concept came to my mind by aligning my cosmetic expertise and my interpersonal skills with the need for transformation of the cosmetic market. Cosmetic brands are committed to the development of more ethical products. They need transparency and naturalness throughout the entire value chain of cosmetic design: the ingredients of their formula, the composition of their packaging and also the environmental impact of the final product. Even if improvements have been notable for several years, there is still some way to go, especially with regard to makeup. My know-how allows me to rethink the design of an ethical makeup product. Furthermore, I have the ability to bounce back regardless of uncertain situations and difficulties. Technicality is not enough to innovate, agility and understanding your market are essential. Uniting people around innovation is what drives me deeply and makes CO-LAB-ORA respond to a need to go further together: committed brands, consumers, ingredient and packaging manufacturers as well as all players in the sector.

WHO DO CO-LAB-ORA WANTS TO ENGAGE WITH?

CO-LAB-ORA wishes to engage with and for ethical makeup and skincare brands, whether natural or organic. They are the reflection of the cosmetics of tomorrow. These brands are establishing themselves with products that are respectful of our skin and our planet. There are still challenges to be taken up on several aspects (technical, ethical, efficiency, etc.). CO-LAB-ORA and its key partners want to contribute. From local producer of natural ingredients and active ingredients to responsible and recyclable packaging manufacturer.

WHAT IS CO-LAB-ORA'S MISSION?

Our mission is to create innovative and ethical products, to organize the marketing on a human scale and to unite the brand community around its innovations.

We want to meet the technical challenges of formulation to enhance natural or organic products through collaboration and co-creation. To achieve this, CO-LAB-ORA breaks the codes of cosmetic product design in two ways.



First, we put sharing back at the center of cosmetic product development. Using a methodology, we build unique and personalised sensory workshops to discover the textures, ingredients and the universe of a cosmetic laboratory. Immersed in our laboratory, we co-create a prototype of the formulas with the brand, its beta testers and a formulation expert. The aim is to bring out ideas that meet the real needs of the consumer and to involve them from the product design stage.

Second, we use a new frugal technology that allows us:

- To imagine unique sensory textures,
- To facilitate the development of a range of personalised shades,
- To produce quantities on a human scale to test your market,
- To combine product quality and speed of production,
- To guarantee a repeatable formula during production on a human scale.
- To optimise the environmental impact during product manufacture (elimination of the cleaning phase of the equipment, which generally consumes a lot of water and detergents, easier operating mode).

TELL US ABOUT THE DNA AND VALUES OF CO-LAB-ORA?

CO-LAB-ORA is a unique collaborative laboratory that wants to innovate with and for these customers and its ambassadors. CO-LAB-ORA wishes to provide ethical cosmetics with a personalized sensory and emotional experience. The values of CO-LAB-ORA are OPTIMISM, ETHICS and CREATIVITY. These are values centered on people and their ability to surpass themselves to face difficulties and uncertainties while remaining positive and engaged.

WHAT ARE THE ADVANTAGES AND BENEFITS TO BE GAINED BY USING CO-LAB-ORA?

Accelerate innovation in ethical cosmetics, and in particular make-up, through collaboration and co-creation. Co-creation with my clients and consumers through personalized sensory workshops. Collaboration with players in the natural cosmetics sector: supplier and manufacturer of raw materials, packaging, marketing or even new technologies. Together, imagine the products of tomorrow that are more ethical and more “responsible”.

The first benefit to be gained by calling on CO-LAB-ORA is to increase the loyalty of the brand's consumer players from the design stage of a product. The beta testers from the community are then involved in sensory experiences within the laboratory. The second benefit is to achieve reliable production on a human scale to test your new product on the market.



HOW IS CO-LAB-ORA UNIQUE?

With its collaborative mindset, CO-LAB-ORA is a pioneering laboratory offering co-creative workshops from the design stage of a product. In addition, we are the first to want to bring to the market ethical cosmetic formulas, and in particular make-up, with new frugal and responsible manufacturing technology.

HOW DO YOU DEFINE CLEAN BEAUTY?

Clean beauty is about giving consumers more transparency about the cosmetic products they use on a daily basis. Today, "Clean beauty" is transformed into a commitment, from the composition of the formula to that of the packaging, respect for the skin to respect the environment. Ethics then becomes an essential value to be shared with brands and partners as committed as CO-LAB-ORA.

WHAT IS YOUR VISION FOR THE BEAUTY OF TOMORROW?

The beauty of tomorrow will be resolutely engaged and inclusive. A strong link between the brand, its community and its partners will be decisive in involving everyone at their own level. We will continue to bring more naturalness and performance to the products.

Make choices, sometimes radical, to reduce the environmental impact of cosmetic products. An article * by Cecile Guerrier for Nelly Rodi explains: "Beyond green, there is blue. After green beauty comes Blue Beauty, an even cleaner, more ethical and inclusive world of cosmetics. " We are moving towards a mixture of green and blue without compromising on respect for the skin and our planet. CO-LAB-ORA wears this soft color blend as a symbol of commitment.

* Source: <https://www.nellyrodi.com/blue-beauty/>

[You will find CO-LAB-ORA at stand 115 at I Feel Good event, Espace Champerret Paris, the 04 & 05 November 2020](#)

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