



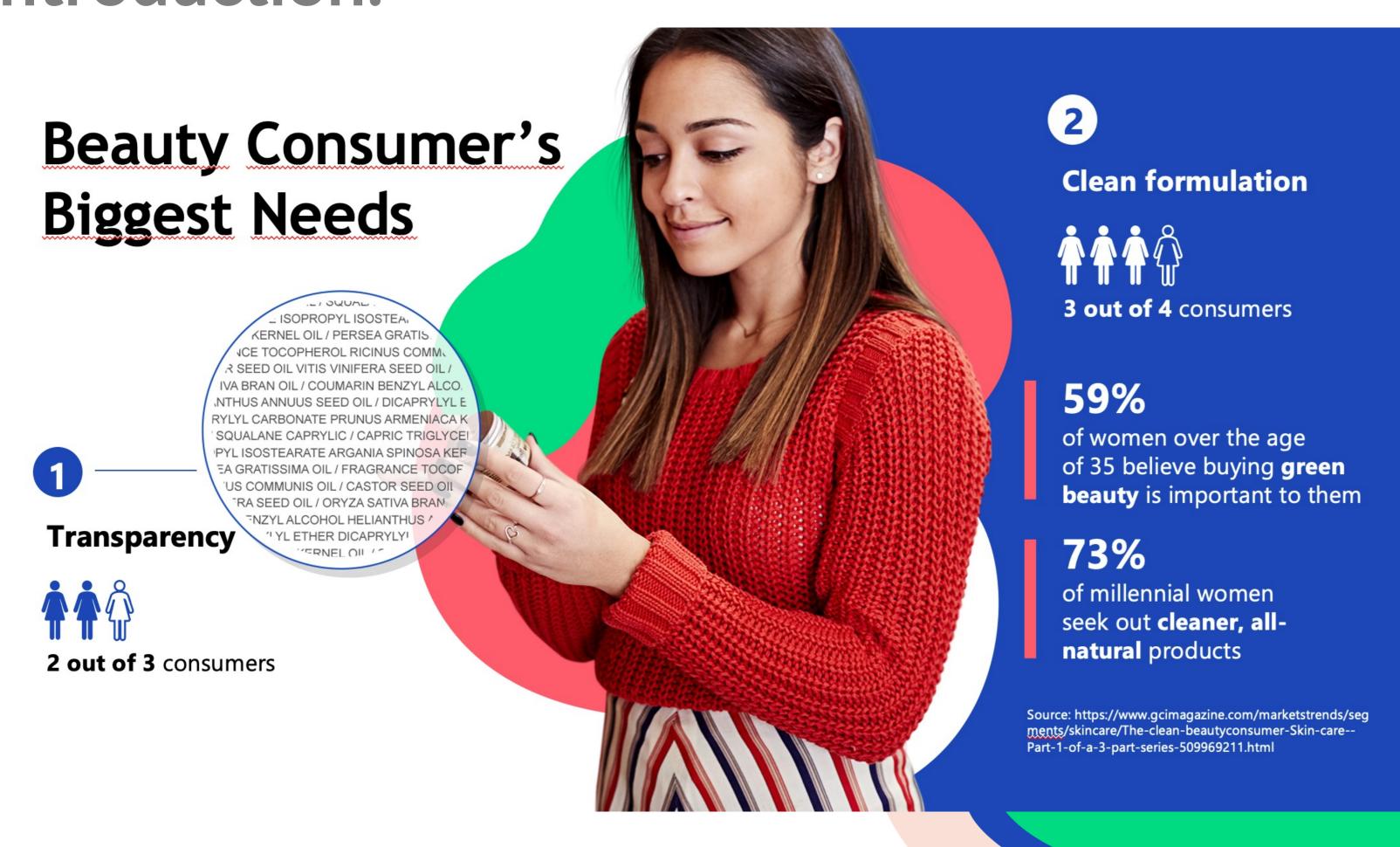
## Good Face Project

# Transparency as Forced by Retail

Poster ID: 600

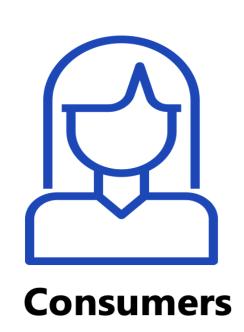
Iva Teixeira, Good Face Project, San Diego, CA, USA

## Introduction:



#### **Consumer Pressure Introduces**

Pain, Costs, and Delay Along the Value Chain



"I need a Vitamin C serum with no parabens, that is good for sensitive

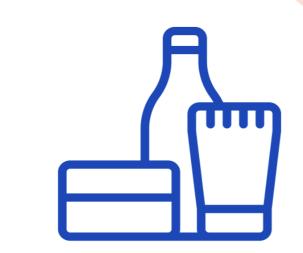
skin, and costs under \$50."



### **Retailers & Regulators**

"I need brands to show me **proof of** efficacy claims."

"I am putting parabens and other toxins on my restricted ingredient

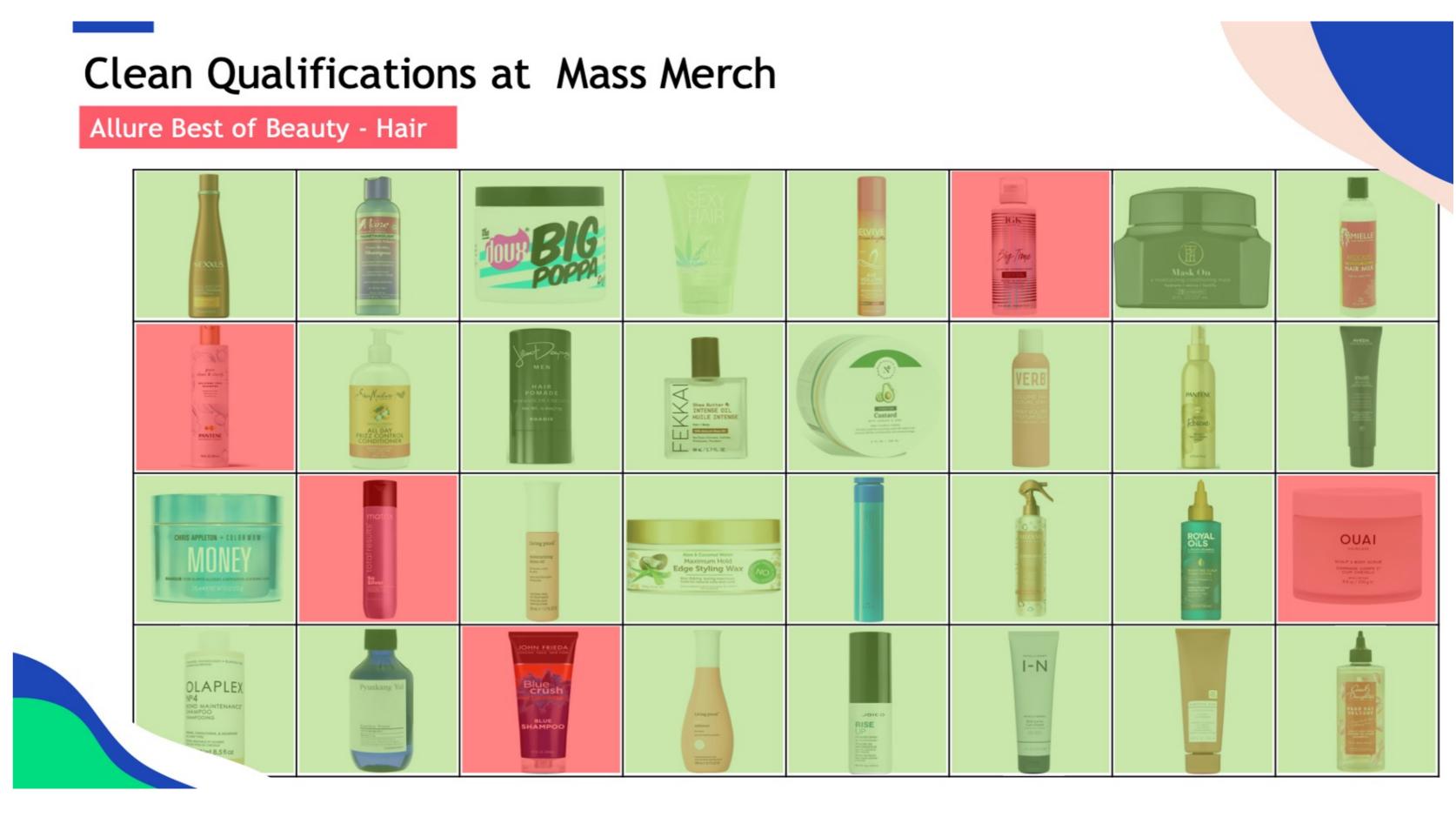


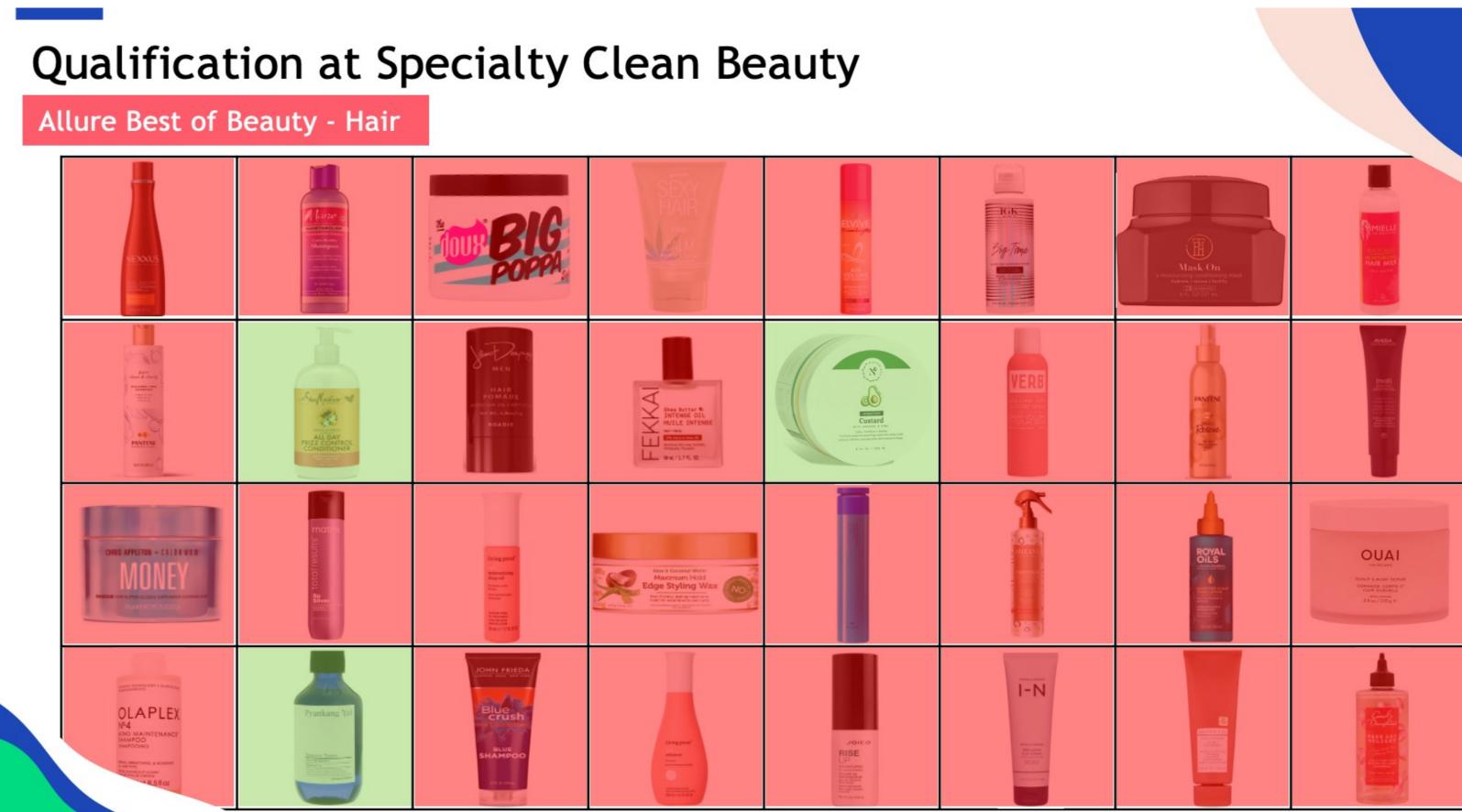
#### **Brands & Manufacturers**

" I am leaving money on the table because I can't **prove that my** product is good for sensitive skin.'

"I don't know how to keep track of ingredients prohibited by geography, by retail account, by product category, and by level of concentration."

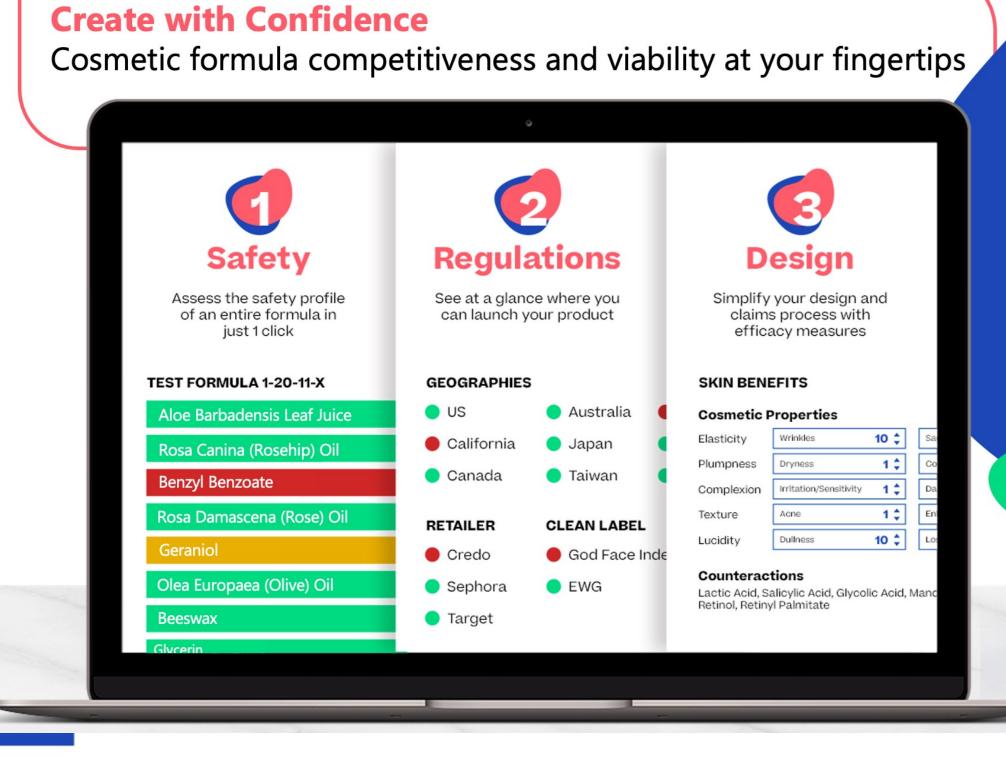
## Results & Discussion:





## Materials & Methods:

GF Formulator: Al-Powered R&D Sandbox

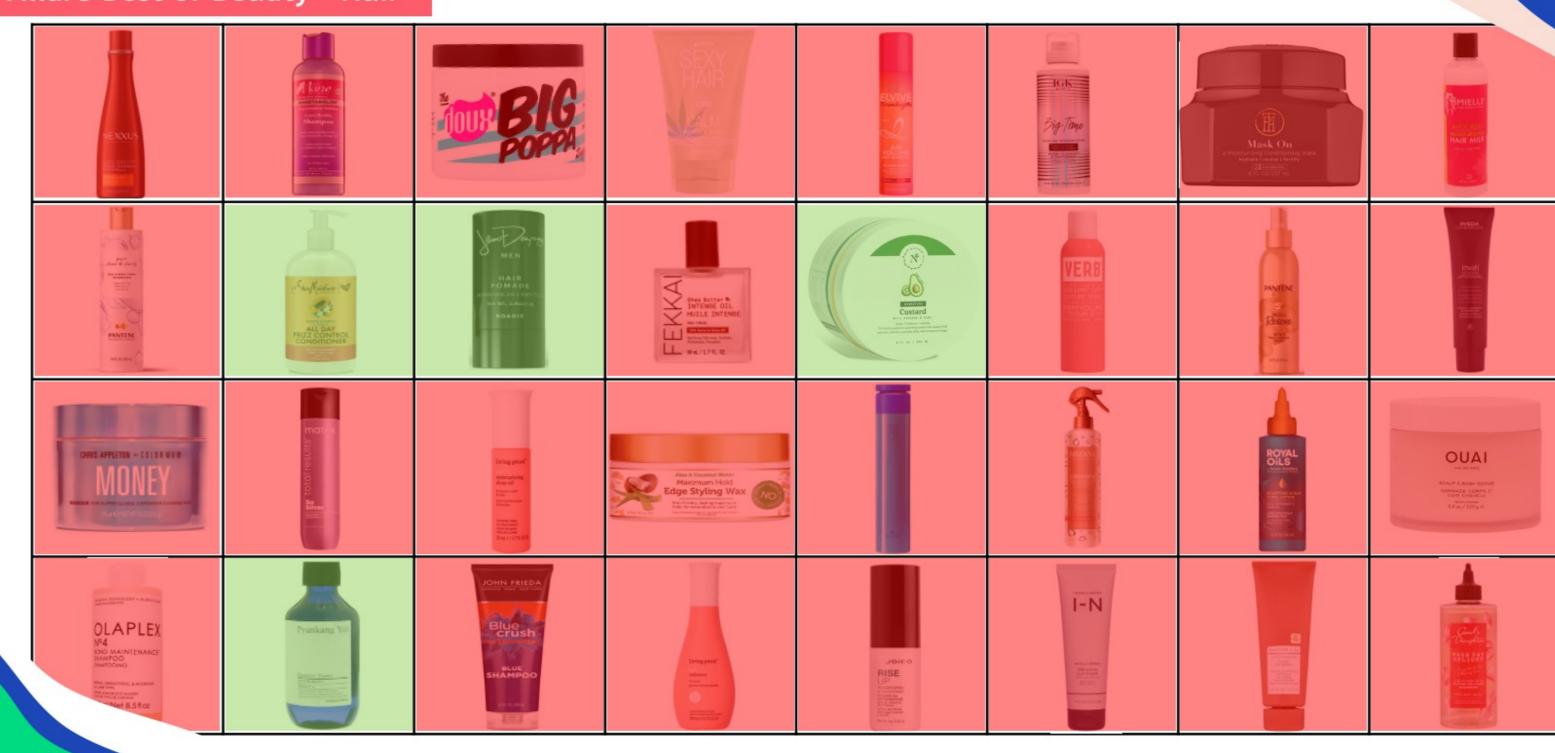


#### ...and many more features

- Ingredient description
- Formula benchmarking
- Customized ingredient blacklists
- Ingredient explorer
- Ingredient INCI finder



## Clean Qualifications at Specialty Beauty Allure Best of Beauty - Hair



Albeit Divisive, Clean Retail Aims for Transparency



#### Allure - Best of Beauty 2021 - Hair

