

ABSTRACT

PRESENTER: Stephen McSpadden

COMPANY: Cutitronics Ltd.

JOB TITLE: Product Manager

Podium Title: *Maximising formulation efficacy with trusted, objective, data-driven support for consumers*

Background information (Short introduction)

This presentation expands on previously presented material on the impact of device and digital combos on Health and Wellness. It looks to how there is ever decreasing faith in product claims in an early 21st Century dominated by "Fake News". It asks, and addresses, and educates on how "trust" can be re-established within cosmetics and skin care by adapting well-proven principles from other industries.

Objective

The objective is to educate the audience and readership as to how the world of cosmetics and skin care can benefit from already proven technologies from seemingly distant and disparate environments to restore an essential element of the relationship between chemist and consumer that has received significant damage - that of trust.

Methodology

After exploring case studies where trust has been significantly damaged, we present a summary of the security behind disparate sectors such as the EMVCo financial specifications, the ICAO passport standards, the OSPT Alliance transport specifications and current anti-counterfeit technology. In addition, we examine where these fit with the ever-growing number of Internet of Things (IoT) devices and sensors.

We then describe how we can combine all these proven, scalable solutions to answer the questions raised by those initial case studies and how they can be relied upon to deliver trusted, objective data to support consumers effectively and encourage regime compliance to allow them to achieve their goals, while building deeper, personalised relationships between brand and consumer.

Results

We will compare the relative merits of the technologies available highlighting their benefits and limitations. We will also consider the as-yet untapped potential value in the data generated by systems adopting these principles, and what benefits can be delivered to all stakeholders – be they consumers, marketers, formulators and industry analysts.

Conclusion

Dr. Heath's 2018 paper highlighted how a combination of device, digital and formulation best practice from healthcare can have a positive impact on health and wellness in the cosmetics and skin care domain. However, there is a very different level of trust in the healthcare and cosmetic domains – which needs to be a central tenet for an effective regime.

This follow-on presentation is intended to be an educational insight as to how trust can be restored to the benefit of all parties in the domain – assisting consumers get the results they expect, and brands gain a revolutionary insight as to how their products are actually used.

Why is this important to the industry?

According to Mintel's "Panorama of Humanity" (March 2020), "60% of UK consumers don't believe the claims beauty products make". With ever more educated consumers, their expectations are only increasing.

By bringing trusted, objective data to this domain, the industry can re-establish the trust and loyalty that has been undermined for so long. This work demonstrates how this feasible at scale, leveraging existing technology in novel ways bringing measurable benefits to all stakeholders.



Stephen McSpadden has been a technical product manager for 9 years, having been involved in smart cards, security related software and anti-counterfeit technologies for a total of 24 years. Starting his career in smart card chip testing, he moved to focusing on software, developing certified cryptographic libraries. He then went on to develop applications for smart card schemes in domains as diverse as payment, transport and identity both in the UK and internationally (including in what he terms "interesting places").

Stephen brings a depth of real-world, security related knowledge and experience to Cutitronics where he is now responsible for the technical roadmap for our devices and product range.