



Unity Central

**REFORMULATE  
HOW YOU  
SEE  
AND  
WORK  
WITH  
DATA**



BOARDWALKTECH



# REGULATIONS COMPLIANCE

**"Revolutionizing and introducing new beauty products to the market has always been a challenging feat, but now it just got even tougher" -Trixi Mattel**

Could you imagine that in the 1920s, beauty routines consisted of nothing more than cold cream, powder, rouge, and mascara? Nowadays, the beauty market offers an extensive range of head-to-toe solutions, with new products popping up daily. Consumers today demand more than just innovative products; they also want to know their products are safe to use, where their products come from, how they're sourced, and how they impact the environment. That's why, after 85 years, Congress has finally stepped in and added some much-needed regulations to the beauty market. Even retailers who previously carried beauty products for convenience are now partnering with exclusive brands to provide top-notch beauty solutions. It's safe to say that we've come a long way since the 1920s!



The ever-evolving consumer market has become a catalyst for innovation, driving businesses to constantly push the boundaries and come up with new and exciting products. The demand for innovation has never been greater as consumers are always seeking the next big thing. With the market growth showing no signs of slowing down, businesses must keep up with the pace and continuously reinvent themselves to stay ahead of the game. The demand for innovation and new products has reached an all-time high, with consumers expecting everything from “personalized beauty solutions” to “shopping based on their values”. This growth is fueled by a variety of factors, including the rise of clean beauty, self-care, and men's beauty products, as well as hyper-personalization and in-home treatments. And this growth continues even during difficult economic times.

**Have you ever heard of the "lipstick effect"? It's a phenomenon where consumers still splurge on small indulgences during tough times, like recessions or economic downturns, just to feel a little bit better. And it's not just limited to financial crises - people also treat themselves when they have a little extra cash on hand. It could be something as simple as a new lipstick that makes them feel good and boosts their confidence.**

**Interestingly, the term "lipstick effect" was coined by Leonard Lauder, the former chairman of Estee Lauder. After the tragic events of 9/11 in 2001 and the dot-com bubble bursting, Lauder observed a spike in lipstick sales at ELC. He speculated that women were purchasing small luxuries to lift their spirits and cope with the tough times. Nowadays, the market for personal care products is fiercely competitive, with indie brands fighting for a slice of the pie alongside established powerhouses.**

**"ANY TIME THERE IS AN ECONOMIC DOWNTURN OR POLITICAL STRIFE, LIPSTICK SALES SKYROCKET. IF YOU HAVE A HARD DAY, IT'S THIS \$14 THING THAT LIFTS YOUR DAY. I THINK DRAG HAS THAT SAME LIPSTICK EFFECT."**

**-TRIXIE MATTEL**





## THE BIRTH OF MINDFUL SHOPPING AND THE C-SUITE

**Sites like Mindful Market, where consumers go shopping for their values, are popping up every day. Here consumers can verify that their products are congruent with their beliefs.**

**The pressure to use sustainable packaging and raw materials while maintaining transparency is an ongoing struggle for the industry. As we have seen, consumers are fast to jump on and share information about a beauty brand. This can cause damage that is difficult to recover from. It is very important to assure your customers that you are delivering the best product while thinking about the environment.**

**Not just your customers but your CEO is also concerned as well... As the importance of Environmental, Sustainable, and Governance (ESG) scores grow, so does interest from the C-suite. Now more than ever, investors are also spending with their values. Low ESG scores inevitably will make the stock less desirable and it will make it difficult for the business to get the vital capital needed to run or expand the business.**

# SAFETY REGULATIONS GET A MAKE OVER

The cosmetics industry is about to undergo a major transformation with the Modernization of Cosmetics Regulation Act of 2022, also known as MoCRA. This groundbreaking law grants the U.S. Food and Drug Administration (FDA) expanded regulatory authority over cosmetics, holding to the same high standards as medical devices, food, and drugs and marking the first time in 85 years that the industry will be under such extensive scrutiny.

MoCRA will introduce a series of mandatory requirements that will impact the entire lifecycle of personal care products.



The FDA will require cosmetics facilities to register, and each product marketed in the USA must be listed. Adverse event reporting will become mandatory, and companies must adhere to FDA-issued Good Manufacturing Practices (GMPs). Record-keeping will also become more stringent, with companies required to maintain adverse event and safety substantiation records. In addition, mandatory recalls will be enforced, and companies must declare any fragrance allergens present in their products. The law introduces new labeling requirements, cosmetic product listing, adverse events reporting, safety substantiation, and fragrance allergen disclosures and records.



## THE QUESTION: WHAT DOES THIS MEAN FOR YOU?



If you think about it, bringing personal care products to market is a team effort, with each department relying on the others to succeed. However, when you have siloed information, it can slow down the process and add unnecessary stress to teams, not to mention putting revenue at risk.

It's now more critical than ever to wrangle these silos and work together efficiently, especially when the stakes have never been higher.

The need for collaboration and shared information is paramount for success. So, how can your company stay ahead of the game and bring innovative products to market quickly without taking on too much risk?

## THE ANSWER: REFORMULATE THE WAY YOU APPROACH DATA THROUGHOUT THE PRODUCT LIFECYCLE.



## THE STRUGGLE TODAY

Every department has its "ways of working," and Research and Development require a different data set than, say, Purchasing. However, some data overlaps and is crucial to the success of the entire product. This collaborative data is the most important, as what happens in one area of the business affects the other.

Currently, a lot of time is spent sending data dumps, waiting for IT to run reports, and sifting through the relevant milestones that need attention.

And not all of this data comes from systems; over 80% of it comes in the form of PDFs, Word documents, pictures, Excel sheets, and so on (aka., unstructured data).

Considering the added challenges you face, it's time to reformulate the way your business sees and works with data, streamlining processes, and eliminating risk.

**Going into 2023 the beauty space will continue to grow but will have a much more complex process to innovate and bring products to market faster.**

**Consider how you work today. Bringing personal care products to market will always be a collaborative effort, with each department relying on the others to succeed. However, siloed information can slow down the process and add unnecessary stress to teams, not to mention putting revenue at risk.**

**It's crucial to wrangle these silos and work together efficiently, especially when the stakes have never been higher. With so much on the line, the need for collaboration and shared information is more important than ever.**

**HOW CAN YOUR COMPANY REMAIN  
COMPETITIVE AND INTRODUCE NEW  
PRODUCTS TO THE MARKET RAPIDLY WHILE  
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REFORMULATE THE WAY  
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WITH DATA

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"At Boardwalktech we believe technology does not run the business, people do.

Because of this belief we designed a solution that adjusts to the way people need to work in today's world.

As a result we just happen to help our customers achieve greater business outcomes."



## Harmonize

people, process, data, organization, and technology.

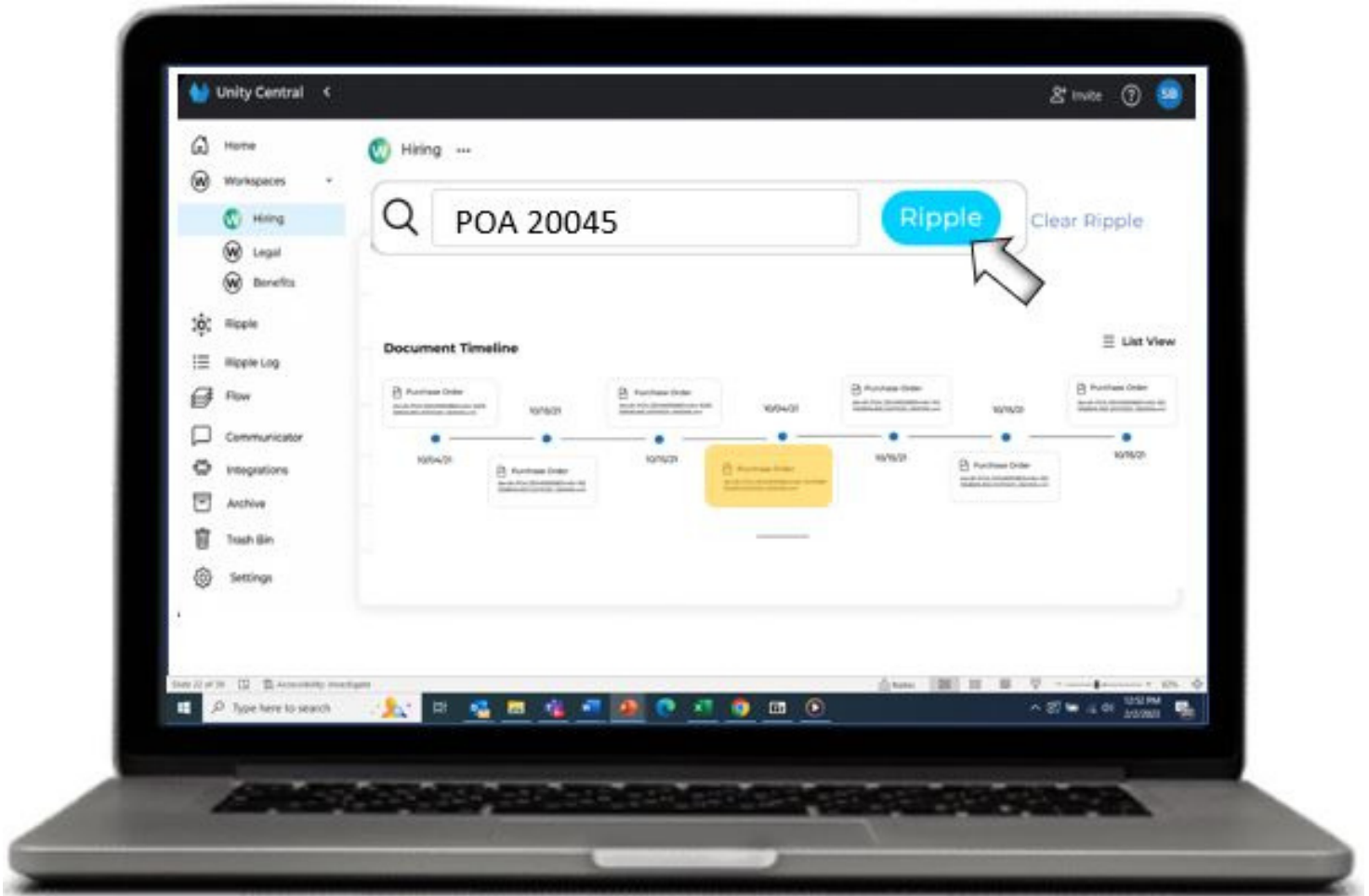


Unity Central provides a fast and easy way for teams to collaborate, streamline processes, and gain greater visibility because they all work off of the same data in real-time.

What sets Unity Central apart is our unique approach to working with unstructured data. Whether you're dealing with PDFs, emails, Excel spreadsheets, or other documents, our platform makes it easy to access all of your data from one central location.

With just a few clicks, users can upload their files and let Unity Central do the rest - aligning and correlating critical data with information from your existing systems.

**But that's not all. With Unity Central, you can also perform real-time searches with RIPPLE.**



**Ripple searches across all of your documents, quickly identifying crucial correlations and generating trusted answers with ease. And with our powerful FLOW feature, you can easily track and analyze each document as it moves through your various processes, gaining unprecedented insight into your team's workflow.**

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