

“BASIC”

QUESTIONS TO INSPIRING MINDS

—

Interview series



BASIC

BEAUTY AGENCY
SCIENTIFIC INFLUENCE & COMMUNICATION

SCIENTIFIC COMMUNICATION
CONSULTING FOR THE COSMETIC INDUSTRY

A conversation with...

Mélanie Louchart
Product launch
specialist
at A.Emulsion
since 2023



The story behind our connection

Mélanie and I have so much in common... you couldn't make this up!

Our names are just one letter apart (anagram vibes anyone?), we're the same age, graduated from the same school (ISIPCA) and both worked for L'Oréal and Johnson & Johnson. We even got married the same year and gave our sons the same name (yes, it's Louis... not the rarest, but still 😊), born just a year apart. Today, we're both entrepreneurs, turning our passion for cosmetics into independent careers.

Beyond these fun coincidences, Mélanie is a true expert in product development and launch strategy. She brings a unique blend of scientific knowledge, operational rigor and market insight. All driven by purpose and human values.

What brought you into the cosmetic industry?

The power of nature to improve our daily quality of life!

After studying biology, I had the opportunity to develop and launch dermatological products for around fifteen years, working with both small and large brands (Noreva, NovExpert, Garnier, L'Oréal, Neutrogena, Biafine[®]...).

What do you find most meaningful,
inspiring or are passionate about
cosmetic products?

The power to improve people's daily
lives. Not just physically (with a
cleansing gel or soothing cream) but
also emotionally (through well-being,
self-esteem, relaxation, social
interaction...).

And the endless creativity this industry
offers: from textures and active
ingredients to fragrances and packaging.



How do you showcase the science behind your products and what challenges do you face in this process?

It's essential to highlight the science that serves the consumer's health but in an authentic and accurate way.

That means understanding both the legal and regulatory frameworks, as well as the level of knowledge of your target audience, to make technical science truly accessible.

Can you think of a product or innovation that was particularly well-communicated or inspiring?

Johnson's Baby "Head To Toe" wash with its claim "as gentle as pure water" strikes me as very powerful.

It reflects the extremely high standards behind the product's development, referencing water, the ultimate benchmark of gentleness and it's backed by strong clinical studies.



Is there a misconception you often face and would like to correct, internally or externally?

Large companies are often criticized while niche brands are praised.

Challenging the industry's codes and modernizing it is great, there are some wonderful innovations but some startups make bold claims without solid proof or even without complying with regulations... and we're talking about people's health.

What advice would you give to someone early in their career? Or something you wish you had known sooner?

If you're launching your own cosmetic brand, make sure your business plan includes support from experts.



That alone can save you 10 years of experience and help you avoid costly mistakes like re-labeling, destroying production runs, product recalls or launch delays.

What did I forget to ask you?

How do I use all my experience in cosmetics (and food) today?

I help business leaders achieve their product launch goals with a clear strategic and operational roadmap.

Would you like to end with a thought, a belief, or an anecdote?

My mantra... which perfectly captures the alchemy of cosmetic products starting from raw ingredients:

“Nothing is lost, nothing is created, everything is transformed.”





BASIC

BEAUTY AGENCY
SCIENTIFIC INFLUENCE & COMMUNICATION

SCIENTIFIC COMMUNICATION
CONSULTING FOR THE COSMETIC
INDUSTRY