

“BASIC”

QUESTIONS TO INSPIRING MINDS

—

Interview series



BASIC

BEAUTY AGENCY
SCIENTIFIC INFLUENCE & COMMUNICATION

SCIENTIFIC COMMUNICATION
CONSULTING FOR THE COSMETIC INDUSTRY

A conversation with...

Gaël Boutry,
Founder & CEO
at **GBC**
global beauty consulting
since 2017



The story behind our connection

Many of you may not know I met Gaël 20 years ago, unless you were with us in class. We were two of only three students who had the privilege of joining ISIPCA's Master's program directly in the second (and final) year.

We were classmates first. I remember him standing out in this group of young women (he's tall!) - the only man in the class - perfectly at ease and naturally fitting in. We became friends quickly and even attended each other's weddings.

Gaël has a brilliant mind, a constant flow of ideas and a creative spark. I'm not surprised he chose the entrepreneurial path early in his career. I'm extremely proud of everything he's achieved so far and to count him as a dear friend.

I have no doubt he'll keep shaping the future of cosmetic innovation.

What brought you into the cosmetic industry?

Scientific curiosity, the urge to understand what was really behind ingredient lists.

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

I'm in love with texture, formulation
science and the innovation that comes
from combining formula and process.

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

We mix boundless creative ideas with science to understand and imagine phenomena. Then we bring in the industrial dimension, which is too often overlooked in innovation. I'm not interested in "lab-only" ideas; if it can't be industrialized, it doesn't make sense to me!



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

Pataploof by Nailmatic.



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

That “natural” or “organic” automatically means safer than synthetic.

Just look at the issue of heavy metals: that says it all!



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

I should have surrounded myself earlier with people or service providers who could handle things outside my added value (accounting, invoicing...).

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

Innovate with conscience, formulate with rigor.





BASIC

BEAUTY AGENCY
SCIENTIFIC INFLUENCE & COMMUNICATION

SCIENTIFIC COMMUNICATION
CONSULTING FOR THE COSMETIC
INDUSTRY