


Main body of my LinkedIn post



 NEW EDITION INTERVIEW SERIES: “BASIC” Questions to Inspiring Minds

Because sometimes, it's the simplest questions that lead to the most meaningful answers.

In this monthly series, I hand the mic to people who have inspired, supported and accompanied me throughout my professional journey. Through their vision, their career or the way they challenge the status quo in beauty, science or communication.

💡 The idea? To ask them “BASIC” but never boring questions to reveal what truly drives them.

 Today, discover the interview with @Pascal Richart, Scientific Documentation at @L'Oréal 
Original french version: <https://www.basicconsulting.fr/s-projects-basic>



 And you? Has a simple question ever made you see things differently?
 Would you like to answer these questions and share what drives you? Send me a DM. I'd love to include you in a future episode of the series.



These questions may be “basic” but the impact of scientific communication never is. Are you looking to amplify your science or innovation? Let's start the conversation!
amelie.boucher@basicconsulting.fr

Parce que parfois, ce sont les questions les plus simples qui mènent aux réponses les plus profondes.

Dans cette série mensuelle, je donne la parole à celles et ceux qui m'ont inspirée, soutenue ou accompagnée au fil de mon parcours professionnel, par leur vision, leur carrière ou leur façon de bousculer les codes de la beauté, de la science ou de la communication.

💡 L'idée ? Leur poser des questions « BASIC »... mais jamais ennuyeuses, pour révéler ce qui les anime vraiment.

 Aujourd'hui, découvrez l'interview de @Pascal Richart, Documentation Scientifique chez @L'Oréal 
Version originale en français : <https://www.basicconsulting.fr/s-projects-basic>

 Et vous ? Une question toute simple vous a-t-elle déjà fait voir les choses autrement ?
 Envie de répondre à ces questions et de partager ce qui vous fait vibrer ? Envoyez-moi un message. J'aimerais beaucoup vous intégrer à un prochain épisode de la série.

Ces questions sont peut-être « basiques »... mais l'impact de la communication scientifique, lui, ne l'est jamais.
Vous cherchez à amplifier votre science ou votre innovation ? Parlons-en !
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#ScientificCommunication #ScientificValorization #BASICConsulting #CosmeticIndustry

“BASIC”

QUESTIONS TO INSPIRING MINDS

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Interview series



BASIC

BEAUTY AGENCY
SCIENTIFIC INFLUENCE & COMMUNICATION

SCIENTIFIC COMMUNICATION
CONSULTING FOR THE COSMETIC INDUSTRY

A conversation with...

**Pascal Richart,
Scientific
Documentation
at L'ORÉAL
since 1984**



The story behind our connection

Pascal hold a very special place in my career.

He is the one who gave me the chance to make my professional dream come true at only 22 y/o. He recruited me as an intern back in 2006 and thanks to him, I took my first steps in L'Oréal laboratories.

Beyond his role, he taught me values that have stayed with me ever since: rigor, curiosity and creativity.

I still remember being amazed: the expertise, the level of professionalism, the decision-making, the means and level of research behind products' development... Everything felt extraordinary.

I am forever grateful, lucky to still be in contact even after almost 20 years and still inspired by what I learned from him.

What brought you into the cosmetic industry?

The desire to explore a fast-growing sector where research and innovation were at the forefront.

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

What truly inspires me is the constant
innovation.



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

Science is truly present at every stage of our work: you have to understand skin mechanisms, mastering formulation science to create innovative textures, ensuring regulatory compliance, performing numerous analyses and finally conducting clinical and safety tests.

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

I'm thinking of Celestial Rose Palette by Lancôme, launched at the end of 2024. I found the communication perfectly accurate and the visuals stunning. Here's an excerpt:

"As precious as a jewel, each shade is embossed with a captivating star pattern. On the outside, a rose-gold metal case features the legendary Agora rose, stamped with celestial-inspired details."

For the holiday season, I thought this communication truly made people dream.

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

I've often heard people say that there's no need to use sunscreen when the sun isn't shining!

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

I would tell someone starting out to live their profession with passion.

What did I forget to ask you?

How our profession will evolve with the rise of AI.



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

A belief: cosmetics will continue to amaze us with ever more innovation.





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