SCC80TH ANNUAL SCIENTIFIC MEETING & SHOWCASE
DECEMBER 1 - 2, 2026 | JW MARRIOTT LA LIVE LOS ANGELES, CA



Freedom from Charters allows real testing for creating Performance Formulas

The Innovation Company®

www.theinnovationcompany.fr

PRODUCT/SERVICE BACKGROUND INFORMATION

Longevity was the shortest marketing gimmick ever. Nobody believed or even cared about it as Marketing claims. Consumers simply want to see the obvious visual difference before and after application. We have now over 80 analyticals that bring you, our partners, the most advanced environment to achieve Skin Performance.

WHAT IS THE COMPANY INTRODUCING TO THE MARKET/INDUSTRY?

- Vegan Free
- Cosmos Free
- Natrue Free

How absurd are the brands for using negative listings where many of the materials are regulated and approved. The negative Black lists have zero testing to prove, other than being scientifically incompetent.

HOW WILL THIS NEW PRODUCT/SERVICE IMPACT THE INDUSTRY (BENEFITS)?

Knowing why formulas really bring visual improvements is essential to repair the huge gap between Scientists in the labs and Marketing teams, to enjoy a new evolution in Cosmetics, which is Skin Science. We call it simply SkinKinetics®. Impact: quite simple, enjoying sales increases thanks to real testing and new Knowledges. Life is not so difficult in the end.