

# How To Formulate New Products:

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E2C



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**—Technical Presentations**

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# It Starts With Desire

# Ask A Lot of Questions

# Is It Feasible?

# Market Research

# Understand How the Product is to be Sold

# Agree On The Requirements



# Product Development Doesn't Operate on a Timeline

# Tap Into Resources

# Develop a List of Tests to be Run

# Identify a Benchmark

# Find A Good Starting Point Formula

# Fully Immerse Yourself in the Project

Use As Few  
Raw Materials  
as Possible

Confirm Raw  
Materials Are  
Available



# Specify Duplicate Raw Materials

# Develop Multiple Prototypes

# Formulation Techniques:

- Raw Material Screening
  - Problem Solving
  - Laddering
- Formulating Down
- Package Stability

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# Check Intellectual Property Status

# Test Prototypes with Customers

# Watch the First Production Batch

# Establish Appropriate QC

# Follow Up



# Expect the Unexpected

# Contact:

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Questions?  
Discussions?