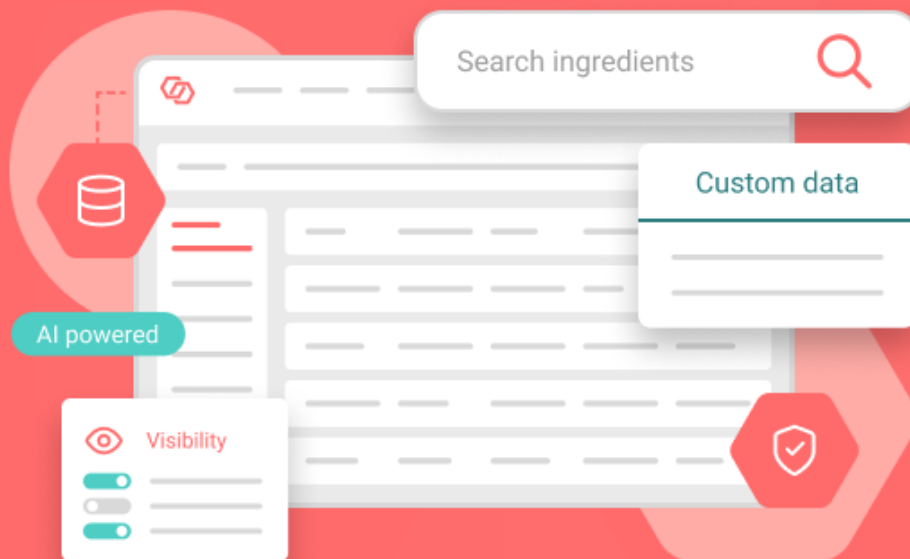


# Covalo <> Trace One

Fostering Faster & More Sustainable  
Product Development



 Covalo



Givaudan



Escentina



Dior



la prairie  
SWITZERLAND



COTY

The World's Largest and Most Connected  
Consumer Goods Ingredient Platform



PUIG



prose



L'ORÉAL



Deloitte.



Chemical Week

VOGUE

CHEManager

COSMETICS  
BUSINESS

ii Magazine

Cosmetics  
&Toiletries

Covalo

Covalo's mission is to make  
sustainable consumer goods  
product development faster.

The >\$**500bn Personal Care industry** impacts all of us and is one of the most dynamic, yet fragmented, industries.

**12**

Daily average number of cosmetic products used by consumers

**15.000+**

The number of brands active in Western markets

**100.000+**

The number of products launched to market every year

## PFAS Regulation in European cosmetics

### EU: PFAS Regulation Next Step

The European Union (EU) is at the forefront of PFAS regulation. A proposal by Germany, Denmark, the Netherlands, Norway, and Sweden aims to ban the manufacture and use of **approximately 10,000 PFAS**. This extensive restriction, under evaluation by the **European Chemicals Agency (ECHA)**, could become one of the most significant chemical regulations in history. The proposal outlines a **phased approach**, targeting both specific uses and broader categories of PFAS, with the aim of implementing the ban over the next few years.

Content archived on 2024-06-18

#### Energy-Use Minimization in Residuals Management in the Personal Care Product Industry

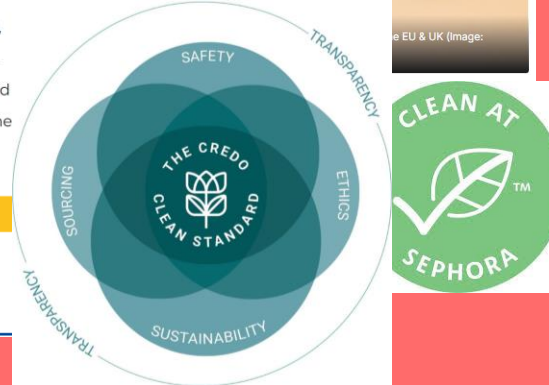
Fact Sheet Results in Brief Reporting Results

### Navigating the new beauty and personal care packaging rules

Joolan  
23 - Last updated on 25-Oct-2023 at 17:06 GMT



Image by EU & UK (Image: ...)



Brands need to constantly adapt to changing regulatory requirements and market environment.

Complex regulations

Strict retailer requirements

Regular supply chain disruption

Soaring energy costs

Change in consumer demand

Major **information asymmetry** makes it difficult for brands and suppliers to **connect** and **collaborate**, making it a challenge to quickly adapt.

## BRANDS

L'ORÉAL

CHANEL

COTY  
SINCE 1904

DRUNK ELEPHANT™

THE BODY SHOP®

la prairie  
SWITZERLAND

## SUPPLIERS

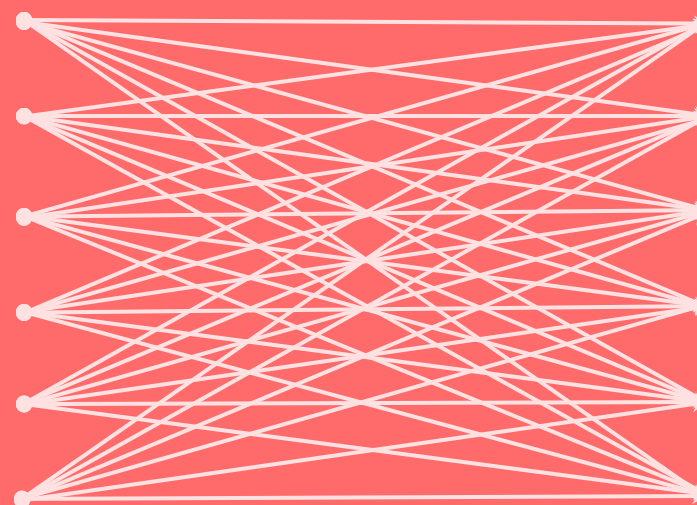
CLARIANT<sup>®</sup>

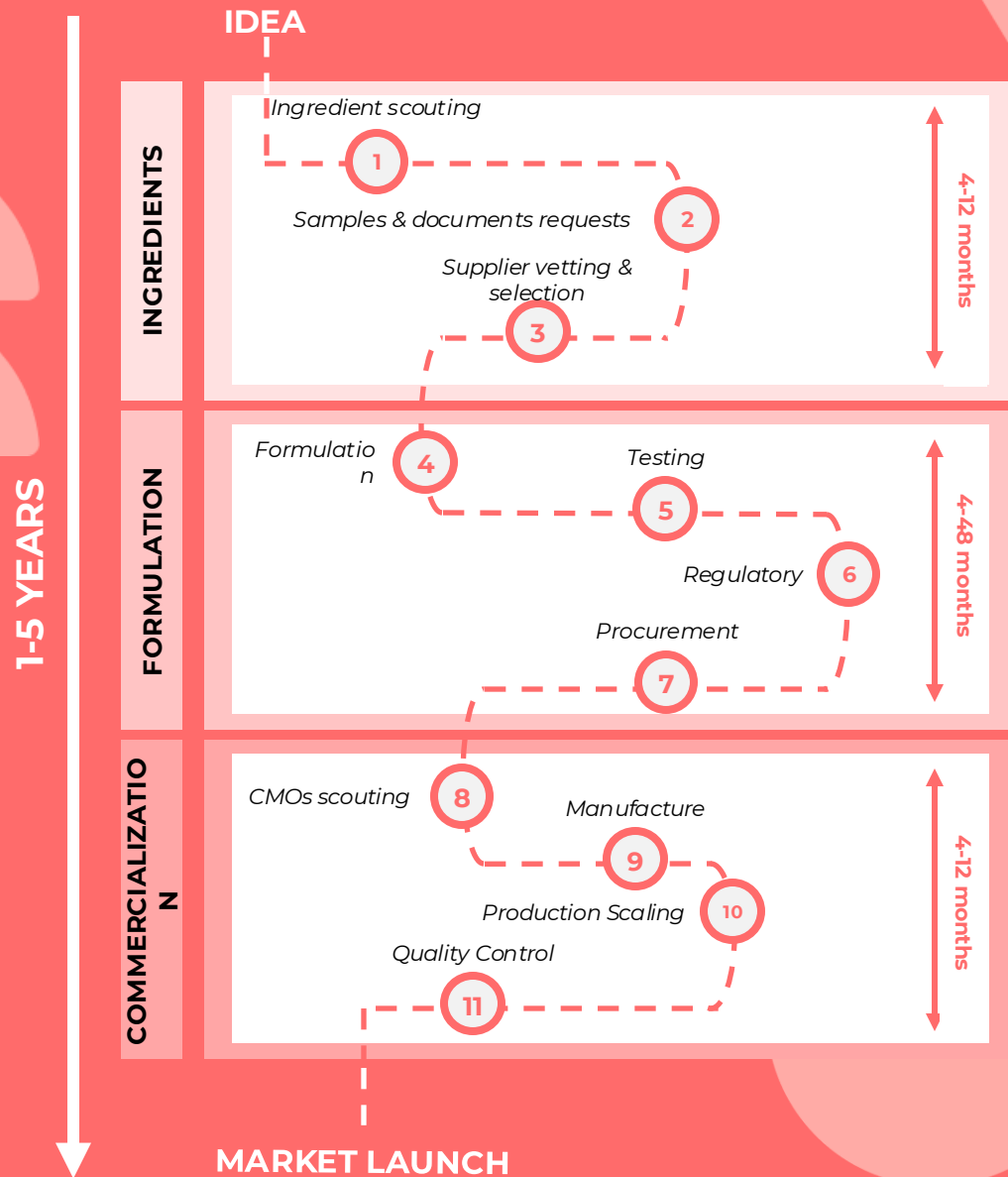
AJINOMOTO

EVONIK  
Leading Beyond Chemistry

AAK

SEPPIC





— — Ingredient and supplier data flow throughout the product development process

It takes on average **1-5 years to bring a product to market**, and once launched, 50% of products fail or require reformulation.

Brands have been slow to adapt their product development process, but new **sustainability requirements** create the missing sense of urgency.



## EU Green Deal

Promotes sustainable and eco-friendly ingredients. New legislation for ingredient transparency and traceability set to take effect in **2025**.



## Microplastics

European Commission restricted use of microplastics in personal care products. Gradual enforcement of new rules from **2027 until 2035**.



## Packaging

New packaging rules enforced in **2024** aiming at reducing packaging pollution. New packaging will impact formulations stability.

"We can't achieve our climate goals alone. It will require new levels of collaboration with suppliers who are as ambitious as we are. We're asking existing suppliers to adopt carbon reduction targets to cut their emissions. And we're prioritising partnerships with new suppliers who already have science-based emissions targets in place."

**Unilever**

"L'Oréal commits to an important transformation of its Research & Innovation through adopting a 'Green Sciences' approach. By 2030, 95% of its ingredients will be derived from renewable plant sources, abundant minerals, or circular processes; and 100% of formulas will be respectful of the aquatic environment."

**L'ORÉAL**

"Ambition 2030: Reduce our footprint and strive for circular solutions:

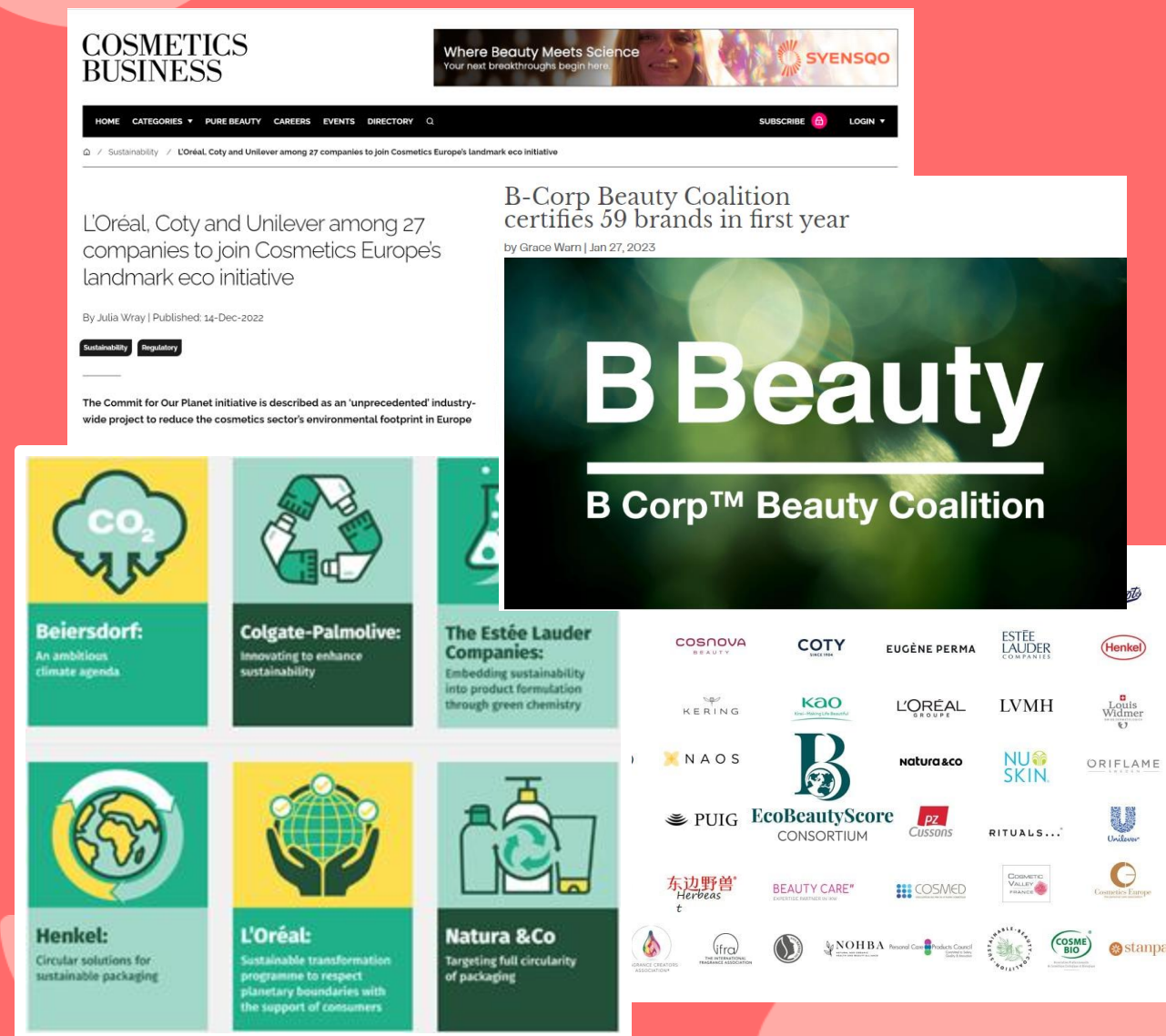
We are working to reduce the environmental footprint of our suppliers, buyers and manufacturing sites - sourcing sustainable materials and exploring new business models to drive circular solutions."

**P&G**

This is the largest transformation the industry has **EVER** faced - **80% of products will require reformulation** and brands who don't adapt fast enough, will disappear.



Brands won't be able to manage it alone - in the face of these new challenges, brands have **joined forces** to find solutions. They now need a solution like Covalo & Trace One to enable access to **exhaustive and reliable ingredient and supplier data**.



“

Covalo's mission is to **make sustainable product development faster**, by helping brands and suppliers better **connect, collaborate, and transact**.

**100.000+ ingredients** listed from **1.500+ suppliers**



**70+ product attributes**, including **12+ certifications**



**5+ strategic industry & data partnerships**



Used by **6.000+ brands** across **145 countries**



Covalo is today the world's largest  
Personal Care ingredients platform.



Covalo users come from **145 different countries**

### Top 10 countries

1. France
2. United States
3. United Kingdom
4. Germany
5. Spain
6. Switzerland
7. Italy
8. China
9. India
10. Brazil

Covalo's global presence gives access to **unparalleled insights on market trends** and **formulators' latest focus**.

Covalo enable brands and suppliers to **grow their business seamlessly**, by addresses the industry's **information asymmetry issues** with its **integrated solution**.



## VALUE PROPOSITION

## BRAND PORTALS



Ingredient	Aliases	Company	Registered name	Registered ID code
Alkylbutyl	Alkylbutyl	Alkylbutyl	Alkylbutyl	34071-20-4000
High oleic oil	Residue Component	Adm. Personal	Adm. Personal	4071-20-4000
Thapsig	Thapsig	Thapsig	Thapsig	3034-20-0100
Glucosyl	Glucosyl	Glucosyl	Glucosyl	34071-20-4000
Amalgam	Amalgam	Amalgam	Amalgam	4071-20-4000
Keratin	Keratin	Keratin	Keratin	3034-20-0100
1000 Refect	Paraffin	Multibase	Multibase	34071-20-4000

## MARKETPLACES

## CUSTOMER PORTALS

### GLOBAL

AI MODELS

DATA  
COLLECTION

DATA  
MANAGEMENT

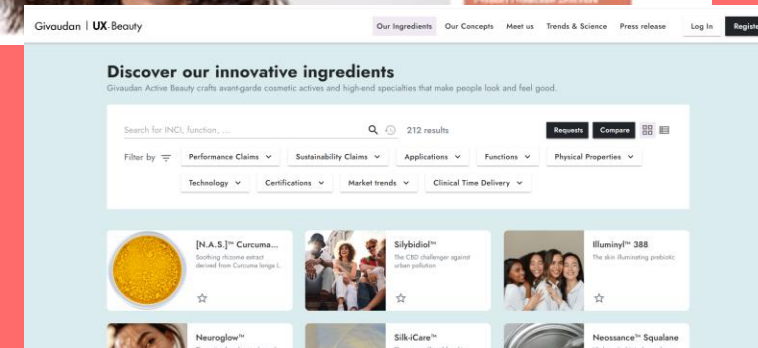
DATA  
PLATFORM

DATA  
MAPPING

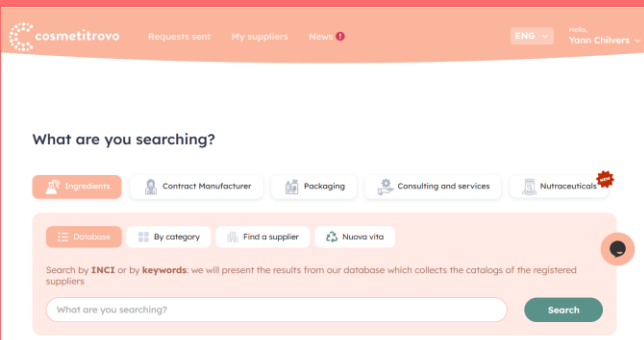
DATA  
ANALYTICS

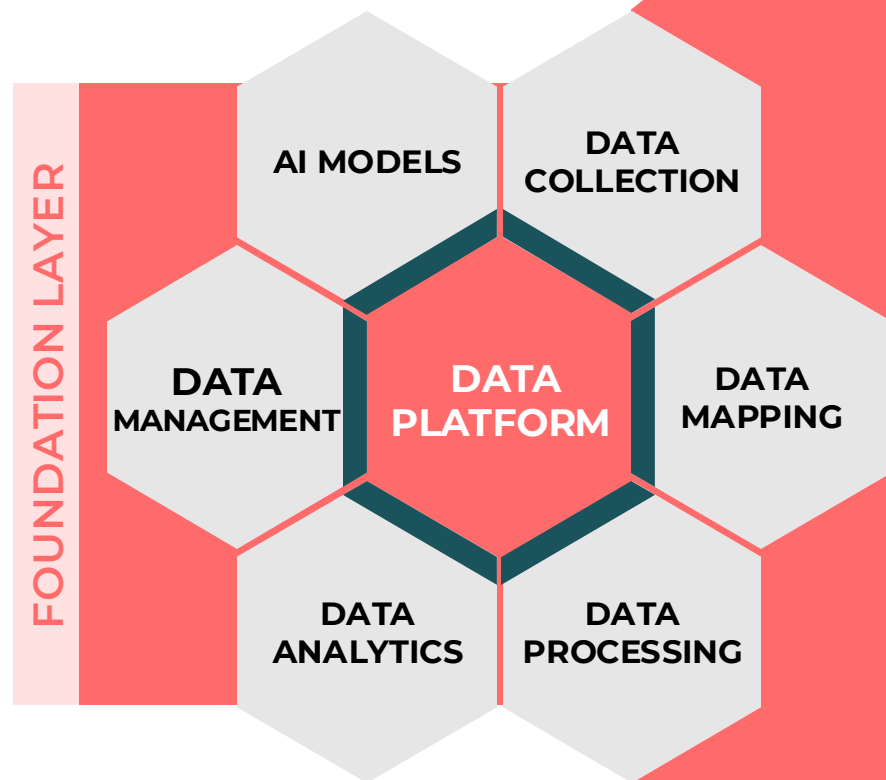
DATA  
PROCESSING

## INTEGRATIONS



### REGIONAL



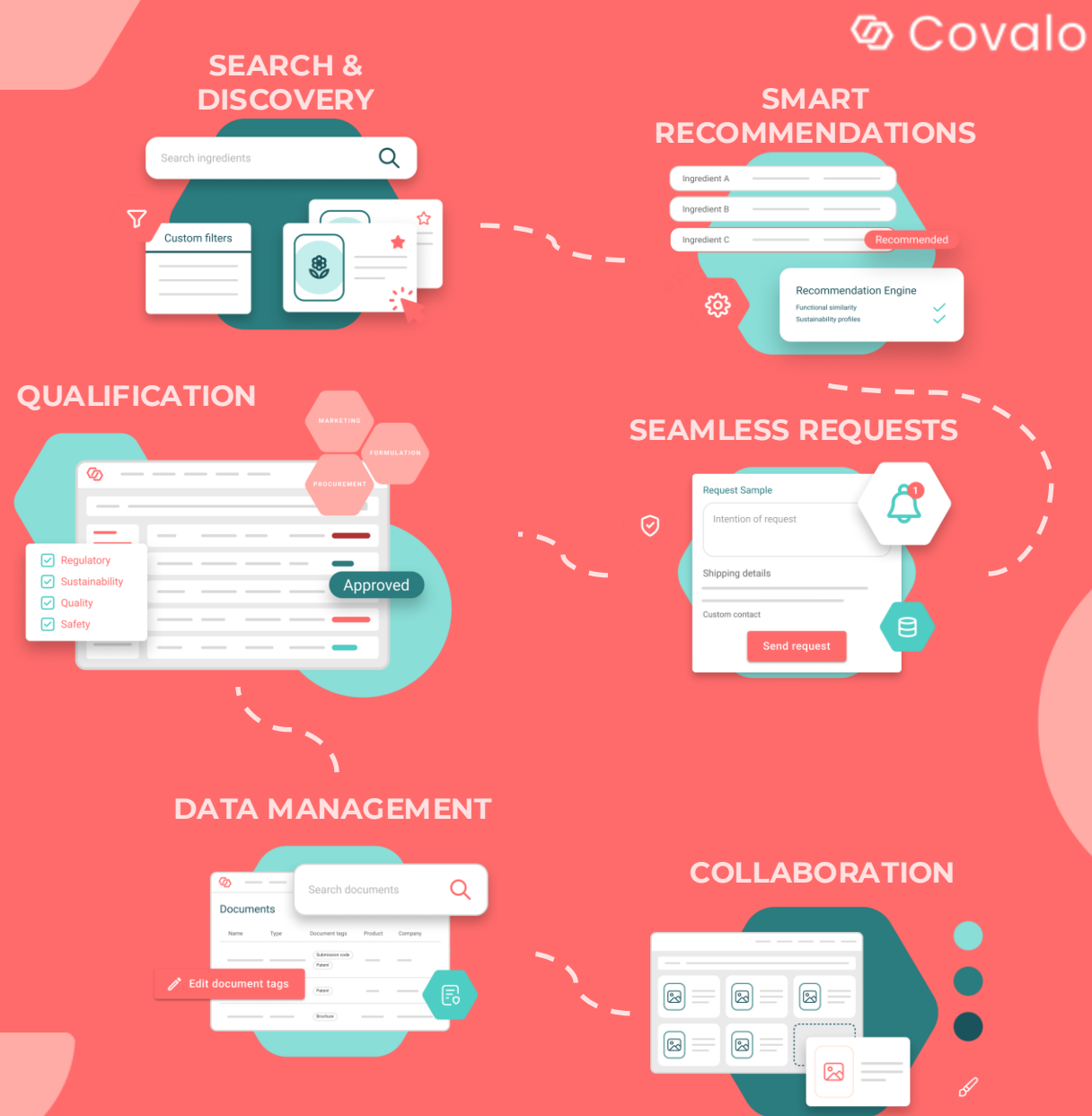


VALUE PROPOSITION TO BRANDS

- 1 **INSPIRE** new sustainable product ideas
- 2 **SCOUT** new ingredients and suppliers
- 3 **QUALIFY** (alternative) ingredients and suppliers
- 4 **SOURCE** ingredients
- 5 **MANAGE** ingredients and their documentation

## PRODUCT

Covalo's value proposition is structured around **modules**, offering maximum flexibility to brands.





**THIS IS JUST THE BEGINNING!**  
**HERE IS WHAT COMES **NEXT...****



**LAUNCH OF SEVERAL  
AI-AGENTS**

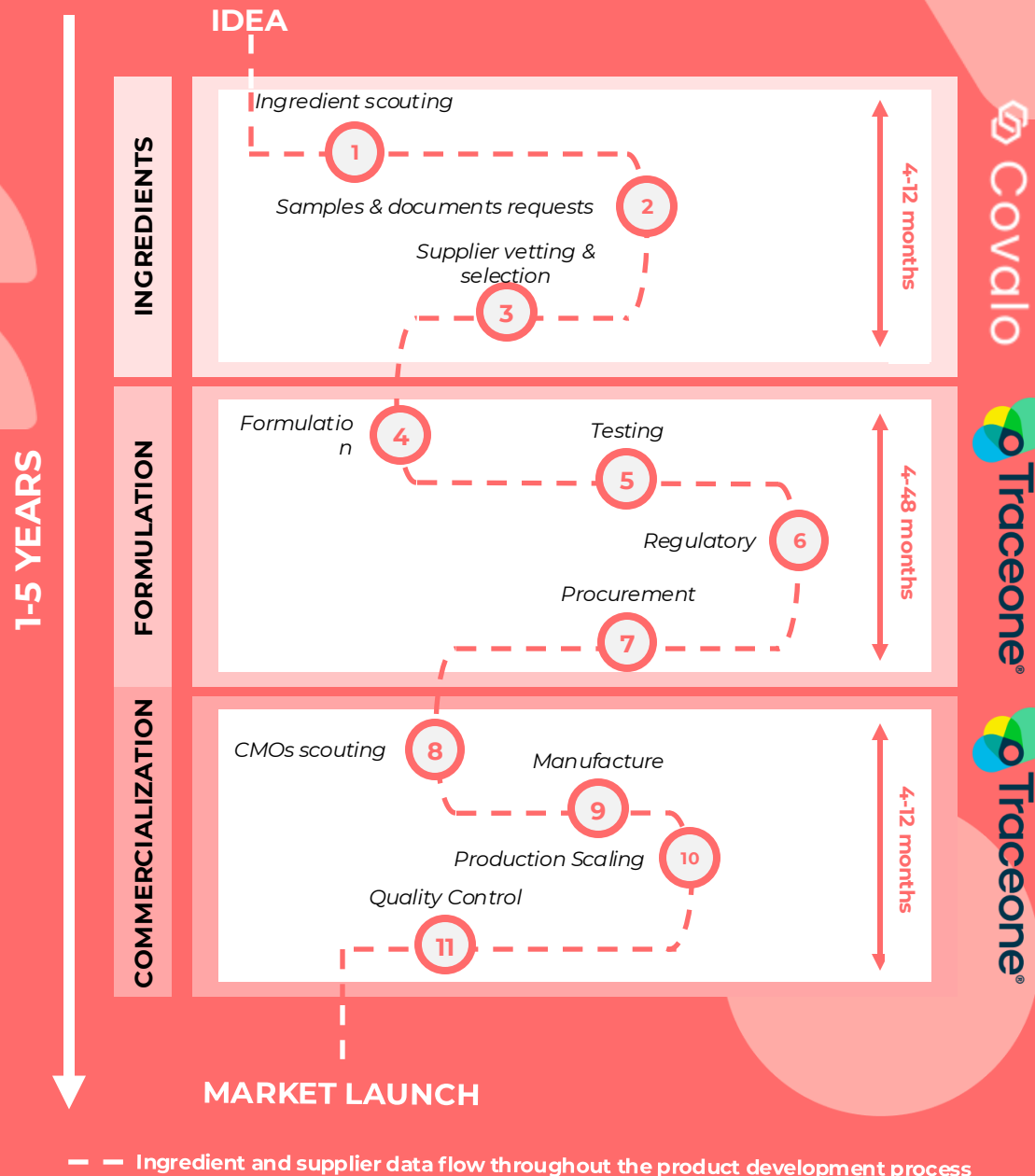


**EXPANSION TO SERVICES  
PROVIDERS / DISTRIBUTORS**



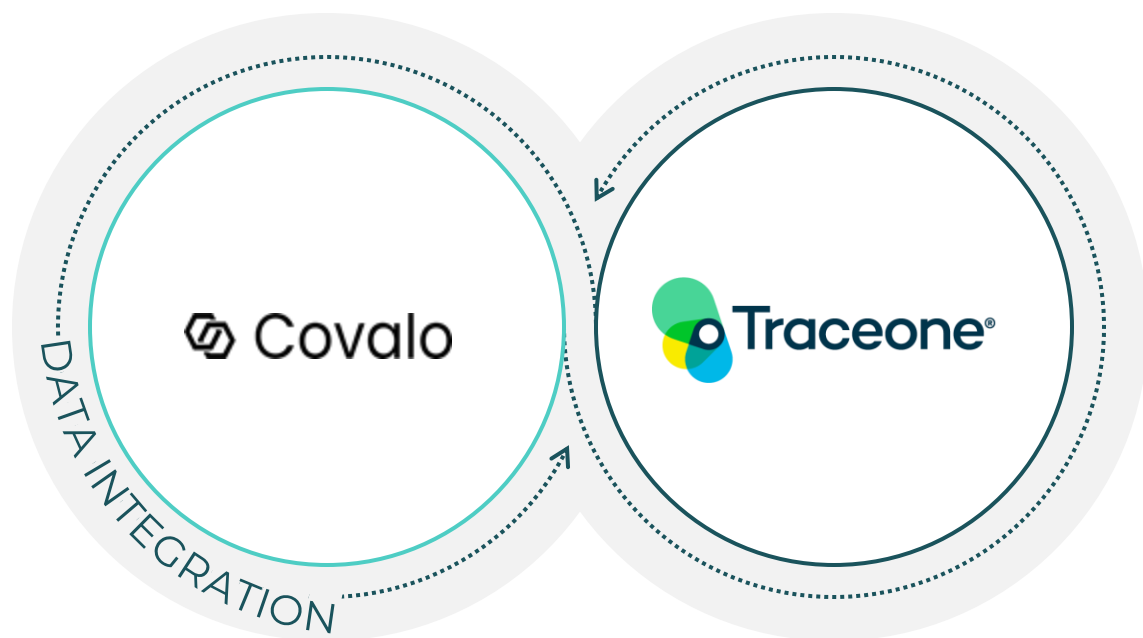
**EXPANSION  
TO FOOD**

# HOW DOES THE PARTNERSHIP WITH TRACE ONE HELP COVALO ACCELERATE ITS MISSION?



The partnership between Covalo and Trace One allows for seamless data flow from the ingredient scouting & qualification phase to the product development phase.

## TODAY



- 1 Covalo index in Trace One Devex PLM
- 2 Link to Covalo for details
- 3 Ability to inquire on Covalo
- 4 Dedicated customer support

## COMING NEXT

- 1 SSO  
seamless navigation between Trace One Devex PLM and Covalo.
- 2 Integrated RFP / RFI Process  
Ability to send requests directly from the Trace One Devex PLM interface.
- 3 AI-Powered Recommendations  
Suggest suitable alternatives optimizing for sustainability, performance, speed, or cost.

LET US KNOW WHAT WE SHOULD  
PRIORITIZE!

# Let's connect!



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Co-Founder

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 **Covalo**