



KALiDEES
Beauty Ideas

from Concept to Market



From α (Alpha amino acids) to π (Peptides) and to ω (Omega hydroxy ceramides), modern cosmetic formulas (skin care, hair care, body care...) need **concepts** based on science, understanding of skin and hair physiology, innovative mechanisms of action and marketing appeal.

20 years of wide ranging experience in the field allow me to propose my services to assist your Company in the above tasks for bringing **Beauty Ideas to the Beauty Counter**, from Mass Market to Luxury Brand, from Anti-age to Whitening, from Me-too to Exclusive High-Tech.

- ✓ To **find Ideas** that can be translated into Beauty Products,
- ✓ To **evaluate** the Science and Technology and **estimate** the value behind the offerings on the market,
- ✓ To help **evaluate** the safety of the finished product (study of the ingredient profile, the formulas, the applications),
- ✓ To help **understand and implement** the regulatory aspects
- ✓ To **translate** the Science into consumer compatible language and concepts, and to **adapt** the "Mix" of Science and Marketing language to the level of the audience's understanding (Press, Sales and Marketing teams, Consumers, Authorities, ...) in written or oral presentations (**in English, French, German or Spanish**)
- ✓ To **broaden** the international appeal and take the products abroad...

are the key steps to success in which I propose to assist you.

Flexible contractual arrangements (*per diem* , per hour or project linked) are proposed.
Contact me at karl.lintner@kalidees.com or at +336 08 77 68 66.

Karl LINTNER, PhD

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Education

Degree in Chemical Engineering from Vienna University (Austria)

PhD in Biochemistry from the same University

Professional Experience

1973-1983: 10 years of Research in Biological Peptides at the Nuclear Research Centre in Saclay, France (>30 papers in biochemistry and biophysics published)

1983-1989: Laboratory Manager, then Marketing Manager (product development and worldwide technical support for sanitation and hygiene in Food Industry) with the HENKEL Company, Düsseldorf, Germany;

1990- 1996: Technical Director at SEDERMA (development of innovative Active Cosmetic Ingredients)

1997- 2007: Managing Director (CEO) SEDERMA

2007-2010: Technical Advisor to Enterprise Technology/CRODA

Presently: Independent Consultant to the Cosmetic Industry, President of KAL'IDEES S.A.S.

Associate Professor at Versailles/St. Quentin University

Achievements

- Successful **integration** of SEDERMA¹ into the CRODA group
 - This involved people management, transfer of corporate policies to an SME, cultural adaptation, worldwide travel
- Introduction of the **Peptide** Concept to cosmetic applications ("**MATRIXYL®**")
 - Peptides have become a major innovation tool in the development of science based active cosmetics
- Inventor on several dozens of **patents**
- Published numerous **articles and book** chapters on cosmetic ingredients
- Edited Book on Regulatory Issues (**Global Regulatory Issues for the Cosmetic Industry, Vol.2**)
- **Expert witness** in litigation
- Speaker at numerous international events, scientific and technico-commercial **conferences and symposia** on related subjects

Recognized as an accomplished, charismatic multilingual speaker (English, French, German, Spanish).
- Member of the **board** of
 - the **SFC** (Société Française de Cosmétologie),
 - **Cosmetic Valley** (France) and President of its Scientific Council
 - **EFfCI** (European Federation for Cosmetic Ingredients (2006-2010)
 - Member and presently Vice-Chair of **COSA** (Committee of Scientific Affairs of SCC)
- **Teaching** on cosmetic topics at engineering schools.
- Won a number of **innovation awards** for SEDERMA

¹ SEDERMA is the world leading company in developing **innovative active cosmetic ingredients**

- Finalist for the **In-Cosmetics Life Time Achievement Award 2010**