

A CASE STUDY WITH BEAUTYCOUNTER®

SUMMATION

Learn how SciveraLENS® can help you take a **proactive approach** to RSLs and hazard assessments, **save your team time**, and provide you with **confidence in your decision-making**.

COMPANY SIZE

40,000+ employees

MEET

Eric Raftery

Green Chemist, Packaging

Kwaku Agyekum

Senior Toxicologist, Mission Team, Global product safety

Lindsay Dahl

SVP of the Mission Team

PRODUCTS USED:



TIME USED

3 years

Beautycounter is leading the clean beauty movement where there is an opportunity to create safer beauty products for everyone. For this, they need access to hazard assessments on a wide variety of chemicals. Beautycounter was thrilled to find SciveraLENS®. Sure, the platform instantly screens chemicals on restricted substance lists (RSLs). But a critical advantage over other systems is that SciveraLENS® also delivers a database of more than 4,000 verified chemical hazard assessments completed by board-certified toxicologists—over 10x any other chemicals management platform. This insight reveals thousands of chemicals that have known concerns but are not yet captured by RSLs. Companies like Beautycounter understand that list-checking alone isn't enough to ensure their brand integrity. SciveraLENS® provides that deeper knowledge required to select safer chemistries.

"There seems to be no indication that governments are slowing down in continuing to advance chemicals policies. So if current formulations are not on existing authoritative lists that great, but it does not mean that a brand is safe and it would take a full time person to constantly be assessing what's coming next. And for us it would be better to invest in thinking about what would come next in scientific literature rather than always having to play catch up after it's too late."—Lindsay

In fact, Beautycounter has a "Never" list of problematic chemicals that they've produced in part by using SciveraLENS®—meaning never will these chemicals be used in Beautycounter products.

"The benefit for us to have a hazard based approach is kind of built into the entire ethos of the company and why we exist. It's two-fold. First and foremost, to protect people's health; to take a precautionary approach in formulating products. The second is stay ahead of the curve, whether that is the court of public opinion or regulatory authorities."—Lindsay

So what happens when a problematic chemical is identified? SciveraLENS® can help find an alternative in a way that is clear, straightforward, and easy to understand with simple color coding and reports generated within the application.

"I don't know how I would function without SciveraLENS®. The color coded reports are all in one centralized location. Its functionality is just great; I don't know what I would do without it!"—Kwaku

"A lot of new chemicals don't have a ton of data associated with them. So SciveraLENS® provides a very quick way for someone trying to find something new to get as much data in one place to look at. It's also very useful for looking at the alternatives. If I plug in a chemical we're interested in, look at the hazard assessment, I can then start looking at alternatives to see how it's performing in comparison."—Eric

And, in a company the size of Beautycounter, it's important to be able to find this information quickly in order to keep up with the fast-paced environment. Kwaku Agyekum, a senior toxicologist at Beautycounter, is able to complete screenings same day with SciveraLENS®, as opposed to the weeks-long process before that it would take to gather all of the necessary studies. Plus, there is the added bonus that Beautycounter can move forward with confidence, knowing that Scivera has captured all of the assorted studies and materials associated with each chemical to provide a comprehensive assessment.

"Hazard screening and assessment take a long time. SciveraLENS® provides an expedited way to access the hazard assessment that is very thorough. And the functionality sells itself. If you know just a little bit about how to approach hazard assessments you would see that it saves you time."—Kwaku

"For us, Kwaku bringing Scivera to the team has not only expedited the process but at the same time it has given me more peace of mind to know that we are not missing things."—Lindsay

SciveraLENS® has become an integral part of Beautycounter's process, helping both their toxicologists and non-chemist counterparts create safer beauty products for the world with great success. Want to learn more? Contact us today at info@scivera.com!