

Live online course

BEAUTY PRODUCT DEVELOPMENT MANAGER

13

LIVE
LESSONS

7

WEEKS

6

ASSIGNMENTS

6

CASE
STUDIES

2

WORKSHOPS

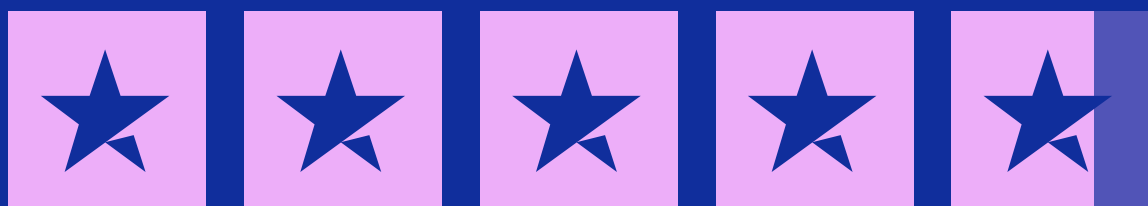
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FINAL
PROJECT



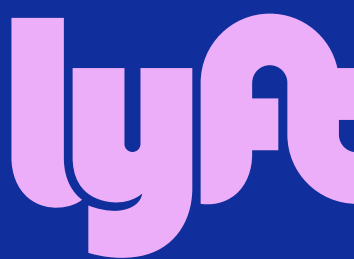
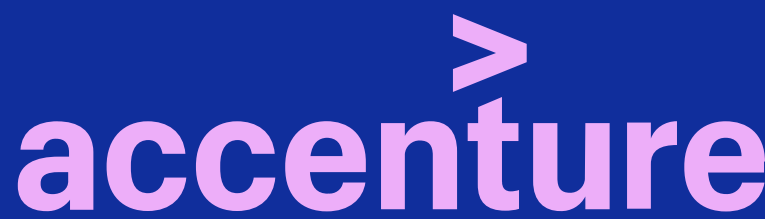
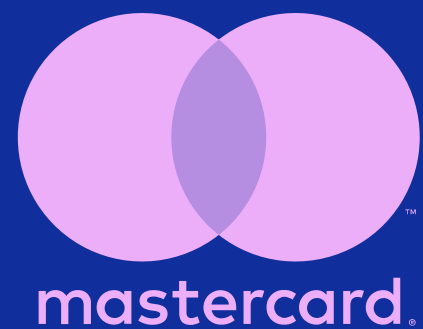
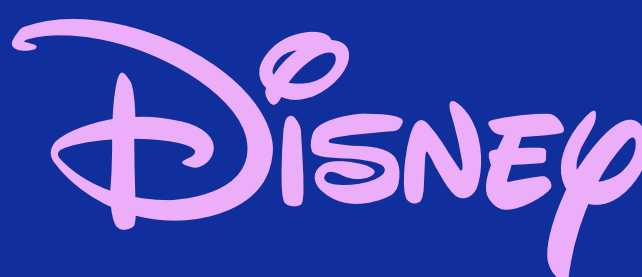
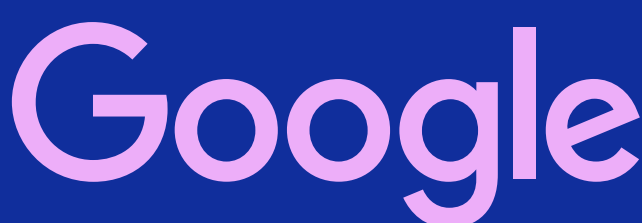
WHAT IS ELVTR?

ELVTR brings together proven industry leaders and rising stars in one virtual classroom.



TRUSTSCORE 4.5

OUR INSTRUCTORS COME FROM



ELVTR's staff is helpful and attentive, even after the class is over. If you're considering a course, I highly recommend it.

ADRIEN C.



Say hello to a brand new way to learn online!



100% LIVE INSTRUCTION

Learn, engage
and ask questions
in real time.



ANNUAL ACCESS

Every live class is
recorded. Review
the material any time
you want for a year.



PERSONAL FEEDBACK

Never lose your way.
Get actionable feedback
on every assignment
and project.



PRACTICAL & HANDS ON

Reinforce what you
learn with independent
practice after every class.

I've taken online college courses, but never anything close to this format.
The format is scheduled, the syllabus is clear, and the teacher is wise. Triple threat.

ESTHER A.



MEET YOUR INSTRUCTOR

KIM FENN

SUSTAINABILITY PROJECT LEAD,
ELEMIS



Our syllabus has comprehensive content that you can't necessarily get in other places. The depth of what's relevant now in the market — sustainability, intellectual property, design — it's all in here. It's something I don't see elsewhere.

KIM F.



Spearheaded global product development at ELEMIS, elevating British skincare to high science and clinical performance standards.

Launched globally recognized beauty staples, including the UK's #1 selling facial cleanser.

Pioneered one of the first virtual skin consultation teams, setting new industry standards for customer care.

Achieved B Corp gold standard sustainability certification, leading comprehensive ESG and CSR initiatives. Regular panellist and speaker on sustainability at major consumer and trade events.

Manage the full beauty product development process – from concept to launch.

LEARN HOW TO:

Map target audiences & competitors

Pinpoint your customers and outsmart the competition.

Craft winning product briefs

Align concepts with sales and distribution strategies.

Drive innovation

Integrate trends and creativity into product development.

Ensure quality & compliance

Master testing and regulatory standards.

Manage projects & suppliers

Streamline workflows and build strong supplier partnerships.

See yourself below?

THEN THIS COURSE IS FOR YOU



YOU ARE A PRODUCT DEVELOPMENT MANAGER

Navigate the fast-paced beauty landscape with ease. Master product formulation, spot market gaps, and create standout products. Gain regulatory know-how and develop strategies that turn inspiration into brand-building innovation.



YOU ARE A BEAUTY ENTREPRENEUR

Bring your beauty vision to life. Learn the essentials of product development, sourcing, and supply chain management. Master branding, packaging, and marketing to build a memorable brand and successfully launch and scale your business.



YOU ARE A MARKETING OR E-COMMERCE PROFESSIONAL

Make your beauty brand shine. Understand consumer behavior, craft compelling product stories, and leverage digital platforms. Master audience segmentation, emerging trends, and impactful campaigns to drive online sales.

TUE (27/5)

6 PM BST / 7 PM CET

Instructor introduction

Course objectives, flow, & project

Beauty industry: Key trends & challenges

Q&A

00

Welcome Lesson

TUE (3/6)

6 PM BST / 7 PM CET

Case studies beauty product launches

Product lifecycle: Key stages

Beauty product development process mapping

Cross-functional roles in product development

Essential skills for beauty product managers

01

Foundations of Beauty
Product Management
with Real-World Insights

Assignment #01: Create your own Product Development Process Map

THU (5/6)

6 PM BST / 7 PM CET

02

Trends & Innovation
+ Guest Speaker

Identifying trends in beauty product development

Leveraging AI and technology

Impact of trends on a long-range product pipeline

Collaborating with R&D & suppliers for innovative formulas

Workshop: Exploring new beauty segments

Assignment #02: Create a three-year product pipeline map with the identified trends

MON (9/6)

6 PM BST / 7 PM CET

03

Customer Insights
& Consumer Behavior

Target audiences & segmentation

Knowing your customer

Using consumer insights to drive product development

Tracking consumer behaviours: Social media & influencer marketing

Workshop: Breakout into teams: Explore consumer values in skincare - how big they are in the market now and for the future.

Assignment #03: Identify primary target audiences of an iconic product
Either for your current brand/product or for a brand/product you love, write the primary target profile based on the key features of the product.

THU (12/6)

6 PM BST / 7 PM CET

04

Competitor Analysis & Identifying Opportunities

Competitor market mapping

Conducting competitor analysis

SWOT analysis: Identifying opportunities & threats

Portfolio analysis & product lifecycle

Workshop: Using the product examples provided, conduct a commercial analysis, cannibalisation, and viability review.

Assignment #04: Conduct a product competitor analysis

Identify a product gap in the market to launch for either your current brand/product or a brand/product you love.

MON (16/6)

6 PM BST / 7 PM CET

05

Sales Channels & Distribution Models

Understanding your brand's distribution & different countries specifications

Beauty consumers: Where they shop today

Explore sales channels

Expectations/values/meeting criteria of certain channels

Case Study: Caroline Hiron, Skin Rocks Market Explosion

THU (19/6)

6 PM BST / 7 PM CET

06

Sustainability in Beauty Product Development

Sustainability & beauty industries' planet impact: Carbon emissions, biodiversity loss, high-impact ingredient sourcing, & more

Product lifecycle analysis: Making the best choices during development

What's a sustainable ingredient?

Communicating sustainability & brand position

EU Green Claims & EU sustainability reporting

Case Study: ELEMIS Turn Down the Heat Consumer Campaign

MON (23/6)

6 PM BST / 7 PM CET

07

Concept Brief Development

Creating your product brief

Formulation and packaging charters

Product positioning & opportunity

Key customer results and claims

Formula, packaging, key markets, commercials

Briefing your formulators

Assignment #05: Create your own product brief

THU (26/6)

6 PM BST / 7 PM CET

08

Branding & Packaging Design
+ Guest Speaker

Packaging in beauty product success

Case Study: Designing packaging that aligns with your brand values and identity

Balancing aesthetics & functionality

Sustainability packaging trends

Assignment #06: Compare two products in the market

Explain why product 1 has a strong IP and recognition, and why product 2 has a low IP and recognition. What do they need to improve?

MON (30/6)

6 PM BST / 7 PM CET

09

Product Testing
& Quality Assurance

Product testing: Claims & functionality

Standardised industry formulation testing

Packaging usability & compatibility testing

Transit testing, ongoing monitoring & product recalls

Setting standards with R&D

Case Study: Clinical testing tools, processes, testing houses

THU (3/7)

6 PM BST / 7 PM CET

10

Regulatory Compliance
& Standards

Global beauty product regulations

Packaging taxation in the UK & global regulations

Ensuring compliance in ingredient sourcing

Names & packaging copy claims compliance

In-country product registrations

Case Study: Labelling and packaging requirements UK & EU

MON (7/7)

6 PM BST / 7 PM CET

11

Project &
Cost Management

Concept to launch

Managing timelines & milestones

Risk management & mitigation

Final forecasting aligned with product phaseouts

Budgeting & cost control

Case Study: Deep dive into concept to launch: Project management plan

THU (10/7)

6 PM BST / 7 PM CET

12

Supply Chain
& Supplier Relations
+ Guest Speaker

Key suppliers in the supply chain

Selecting subcontractors for manufacturing

Sourcing packaging, ingredients, & raw materials

Negotiating contracts, volumes, pricing, & value engineering

Supplier audits

MON (14/7)

6 PM BST / 7 PM CET

13

Career Guidance
& Advancement in Beauty
Product Management

Career paths: Roles & growth opportunities

Essential skills & certifications for advancement

Networking strategies & industry connections

Preparing for leadership roles & managing cross-functional teams

Here's a few student testimonials



COURTNEY FULTON
WOMEN IN LEADERSHIP

I enjoyed the structure of the class. I like how we learned about a topic and practiced it in the workshops. It's helped me to apply what I learned!



CARLOS ANDRES
BECOME AN ART DIRECTOR



The group activities, they allow us to interact and exchange ideas, plus the way it is structured is challenging and mind twisting as we collaborate in different parts of the ideation.



HAYLEY SMITH
BRANDING 101



Overall I'm impressed with the level of detail and explanation around particular topics and subjects. There's a real depth to each module which for learning allows the information to stay in your brain.



REBECCA KOUWE
HUMAN RESOURCES ANALYTICS



I really enjoy the format of the course. Lectures with real life examples and an ongoing case study. Also built in 20 minutes at the end of each class for questions is helpful.

Stand out within your network

Want to show you're for real?
Verify your skills to recruiters with a Beauty
Product Development Manager certificate.

To earn a course certificate, complete the
course assignments with a cumulative score
of at least **80 out of 100 points**.

* All assignments come with specific due dates. Please make sure
to submit them on time so that we can review and grade them for you.



CERTIFICATE OF COMPLETION

This certifies that

Your Name

has achieved exceptional performance in

Beauty Product Development Manager

The recipient has consistently demonstrated excellence in fulfilling all
coursework and assignments, thereby earning this distinction.

Issued on 14th July 2025

Roman Peskin,
CEO

Kim Fenn,
Instructor



Get funded by your employer!

HERE ARE A FEW TIPS TO MAKE THEM SAY YES:

01

HAVE A DETAILED ACTION PLAN

Show your commitment by letting your employer know how you will apply your new skills in your current role.

02

TELL THEM WHAT'S IN IT FOR THEM

Will you be able to take some responsibilities off their plate? Can you put financial value on the skills you'll gain? Answer those questions and you'll get to "yes" a whole lot faster.

03

PITCH THE INSTRUCTOR LIKE THE SUPERSTAR THEY ARE

After all, getting direct access to the leaders behind brands like Google and Netflix doesn't happen everyday.

04

CONSIDER USING THE CONFERENCE BUDGET

If your company sets aside money for development or networking, tap into those funds. You'll be doing plenty of both!

05

USE SOCIAL PROOF

Ping your boss our [Trustpilot](#) reviews and let other ELVTR students do the talking.

55%

OF UK EMPLOYERS INVEST IN PROFESSIONAL DEVELOPMENT

Is yours one of them?

Ask your learning advisor about how to get your course sponsored.

SEE YOU
IN CLASS

