

CLIENT SUCCESS STUDY

Cindy J Cosmetic Labs

The Cosmetic Lab That Streamlined Compliance — and Got Its Creative Focus Back

Results at a glance



Quoting time reduced
from hours to minutes,
creating more time for
formulation



INCI lists generated in
descending regulatory
order



EU Prop 65 screening
caught allergen risk early
for a client

Cindy J Cosmetic Labs, a cosmetic science and product development laboratory serving emerging beauty brands, replaced scattered spreadsheets and manual processes with a centralized platform for formulation, cost, and regulatory compliance.

By streamlining critical back-end work, the lab improved operational confidence—and Founder & CEO Cynthia Johnson reclaimed her time and creative focus to direct toward formulation.

Challenges and Impact

Fragmented, manual processes lead to operational friction and creative fatigue

Without a centralized system for formulation, documentation, and compliance work, key operational processes at Cindy J remained manual and time-consuming.

- **Manual ingredient research** required pulling from UL Prospector, supplier documentation, and industry experience to compile regulatory information for each ingredient
- **Scattered supplier documentation** resulted in a time-consuming manual retrieval process, slowing quote generation and related workflows
- **Hand-calculating cost of goods** in Google Sheets and Microsoft Excel meant that creating a quote took several hours spread across multiple days

Tedious administrative work completed across multiple tools increased mental load and creative fatigue, pulling focus away from higher-value formulation work.



Customer Snapshot

Organization: **Cindy J Cosmetic Labs**

Founded: **2018 (full-time since 2020)**

Focus: **Serving emerging beauty brand across hair care and skincare**

Key Issues

- Lack of a centralized, documented system for connecting formulation, cost, documentation, and compliance data created a scalability ceiling and added significant time and cognitive load to day-to-day processes
- Calculating composition math by hand to generate client-facing INCI (International Nomenclature of Cosmetic Ingredients) lists was tedious and time-consuming
- Supplier MOQ (Minimum Order Quantity) and documentation delays slowed quoting and project momentum
- Regulatory complexity was difficult to translate clearly for brand-founder clients
- These issues reinforced the need for a more streamlined, repeatable approach that would reduce tedious administrative work and empower Cindy J to focus on formulation.



Solution

A Centralized Formulation, Cost, and Compliance Platform to address the operational and compliance challenges Cindy J faced, Ithos brought core formulation, documentation, and regulatory work into a single platform.



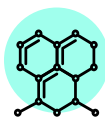
Manual Cost-of-Goods Work → Real-time Cost of Goods Visibility on a Single Platform

Ithos gave Cindy J a centralized way to manage cost of goods and cost-per-unit visibility, supporting faster, more consistent quoting.



Scattered Supplier Files → SDS (Safety Data Sheet) and Technical Data Sheet

Access Documentation that had been spread across supplier communications and disconnected files could now be accessed in one place alongside formulation and regulatory data.



Composition Math by Hand → Composition Breakdown + INCI Generation

What had been a manual process for calculating ingredient and blend percentages was supported through composition breakdowns and INCI list generation in descending order.



Manual Regulatory Reviews → Streamlined Regulatory Screening

Ithos supported accurate screening for requirements such as EU and CA Prop 65 considerations, helping surface potential issues sooner and solidify regulatory confidence.

Software Search and Selection

As Cindy evaluated software solutions to support formulation, compliance, and cost management, the decision came down to more than functionality alone. Three factors shaped the choice:



Flat-Fee Software vs. Strategic Partnership

While other platforms offered flat-fee access, Cindy was looking for more than just software. Ithos' quarterly engagement model stood out by offering a true partnership with ongoing collaboration and support.



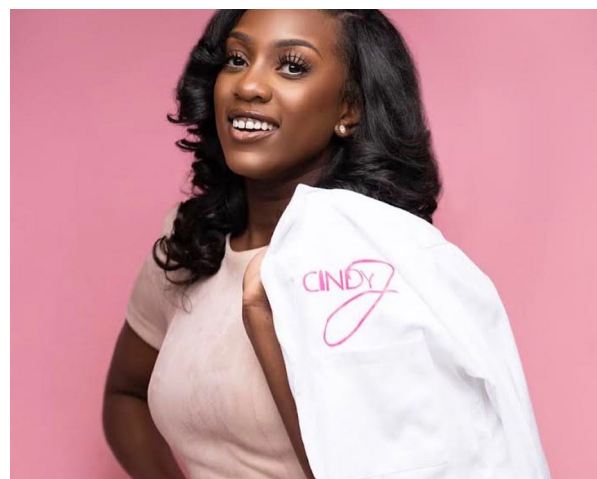
The People Behind the Platform

In contrast to other options Cindy evaluated, Ithos stood out by offering a truly collaborative model that felt more like an extension of the team.



Becoming Ithos' Inaugural Ambassador

The ambassador program gave Cindy an opportunity to provide feedback, contribute to the program's development, and stay closely connected to the Ithos team.



"Too much time went into pulling information from different websites, supplier documents, and emails. Without everything centralized, even putting together a quote could take hours."

CYNTHIA JOHNSON,
FOUNDER & CHIEF COSMETIC CHEMIST

In addition, Cindy became Ithos' inaugural ambassador, contributing to the program structure since inception. This engagement reflected the more collaborative relationship Ithos offered compared to flat-fee software alternatives and added an ongoing layer centered around feedback and support.

"Ithos software is a twofold approach for cosmetic laboratories and brand founders. It saves time and money on cost of goods and compliance reporting."

CYNTHIA JOHNSON FOUNDER & CHIEF COSMETIC CHEMIST



Implementation and Adoption

Implementation of Ithos was collaborative from the start of the onboarding process. The platform became part of Cindy J's formulation, quoting, and compliance workflows with the help of ongoing support from the Ithos team. Midway through the program, Cindy shared feedback around marketing support, which led to a recalibration and stronger alignment between teams.

Adoption was also supported through hands-on assistance from the Ithos team. During one client engagement, Stephanie Fulton, Senior Implementation Project Manager at Ithos, walked Cindy through EU Prop 65 screening so she could generate an ingredient review report for a client product intended for the EU market.

The screen flagged allergen considerations for ingredients such as peppermint oil and tea tree oil early in the formulation process, helping surface potential compliance risks before the client needed to engage an external EU regulatory advisor.

This moment reflected Ithos's broader value: helping cosmetic labs identify compliance considerations earlier while reducing manual effort and helping avoid unnecessary downstream delays.

"The Ithos team quickly put a meeting on the books, showing me how to generate the ingredient review screening I needed, and I was able to quickly put a report together."

CYNTHIA JOHNSON FOUNDER & CHIEF COSMETIC CHEMIST

Results and Outcomes



Quoting in minutes, not hours

Quote generation had previously required hours of manual spreadsheet work across multiple work sessions. Now, quoting happens in minutes once the formulation is built.



Streamlined INCI list generation

Generating ingredient lists in descending regulatory order reduces manual effort and helps streamline a critical deliverable for clients early in the formulation process.



Reclaimed creative momentum

Centralizing formulation, documentation, and compliance work empowered Cindy to reclaim her creative focus and gave her more time for formulation.



Batch cost flexibility at any order size

Cindy can quickly quote at any batch size—for example, 50 units at 1,000 grams—by entering the batch into the Ithos batch ticket and reading the per-batch cost directly.



Earlier regulatory risk visibility

EU and CA Prop 65 considerations screening helped flag allergen considerations early for a client's product, surfacing potential



Conclusion

Ithos helped transform Cindy J's fragmented formulation, compliance, and quoting processes into a centralized, scalable system. Tasks that once required hours of spreadsheet work, disconnected documentation searches, and manual compliance checks could now be completed efficiently within a single platform.

By reducing the manual and administrative burden tied to formulation support work, Ithos gave Cindy more time to focus on formulation, product development, and client innovation. When the back end runs more efficiently, formulators can spend less time managing operational complexity and more time creating the next product.

About the Customer

Cindy J Cosmetic Labs is a cosmetic R&D formulation laboratory founded in 2018 and full-time since 2020, supporting emerging beauty brands with product development across hair care, skincare, and related personal care categories. The lab combines formulation expertise, regulatory support, and product development guidance to help founders bring products from concept to launch.

Cynthia Johnson is the Founder & CEO of Cindy J Cosmetic Labs. She is a cosmetic chemist and earned her Bachelor of Science Degree in Chemistry from Lincoln University. She holds a Master of Science Degree in Cosmetic Science from the University of Cincinnati.





Create compliant products from start to finish faster, easier, and more accurately than ever before.

Ithos gives small labs the regulatory depth, cost accuracy and quoting speed that used to require a much bigger team, so founders can spend more time on chemistry and clients, not tedious administrative work.

Book a demo at ithosglobal.com/schedule-a-demo/