

Industrial Perspective – An Interview with Dr. Aneesh Sheth



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Dr. Aneesh Sheth is an Ivy League trained pharmacist & Founder of Dr.Sheth's. Hailing from a strong legacy of expertise in skincare, he realised the gap in the market for products catering to the skin of color, which consequently drove his need to build product formulation exclusively to address the needs of Indian skin.

As first generation entrepreneur, what do you wish you had known when you started with your company? What are the common myths of cosmetics industry?

I think my experience is slightly different than most in that I came back an academic researcher from the US and started a consumer goods company in India. So new field, new country – definitely a huge learning curve. I think I learnt that relationships matter the most whatever field you're in. It really helps to do a lot of research and talk with a lot of people before taking the dive. Get familiar with basic business principles, more through practice than theory.

Can you share with us your approach in creating new cosmetic products?

We are a small company, so innovation is not as structured as it is in larger companies but nonetheless we do a fair amount of consumer research in creating products. Social listening, reading reports, historical sales data – all of these help frame the categories that we want to play in. Eventually, we work with a sample set of our community (dermatologists, customers, content creators) to co-create a product that goes into market.

Coming from pharmaceutical background, was the transition from pharmaceutical to cosmetic science effortless? How did the pharmaceutical knowledge strengthen your pursuit in cosmetic science?

I think to some degree its similar. A lot of formulation technologies, research techniques etc. make it simple. I think there definitely is a lot of fluff in this field and having the right tools to be able to differentiate what is marketing and what is not makes it a lot easier to make decisions. Pharma has more rigor and more detail in terms of most every parameter. Cosmetics is easier in that sense.

Can you identify the knowledge gaps in pharmacy curriculum which needs to be addressed to empower future entrepreneurs in cosmetic industry?

To be honest, the only way to learn entrepreneurship is to do it; especially in a country like India. Some financial knowledge and marketing basics (especially digital marketing) can help – but maybe a project based course on starting your own business may allow students to go

ahead and do that. Textbook knowledge is very limiting.

From academic standpoint, what research in cosmetic should be pursued? Can you provide insights about the regulatory challenges associated in global marketing of cosmetic products?

I think in India, more research is done on the formulation side so that allows students to work with more innovative polymer compounds. They are able to differentiate what is suitable for which project. (I'm not sure where the curriculum currently is, but when we learnt, it was very basic.)

Regarding regulatory challenges – that varies across most countries. Obviously you have to be very careful with claims and have to make sure they are evidence backed. Licensing in various countries also varies depending on the product, active, concentration etc.

As an entrepreneur, who do you perceive besides you taking the big risks in the Indian cosmetics & skincare industry?

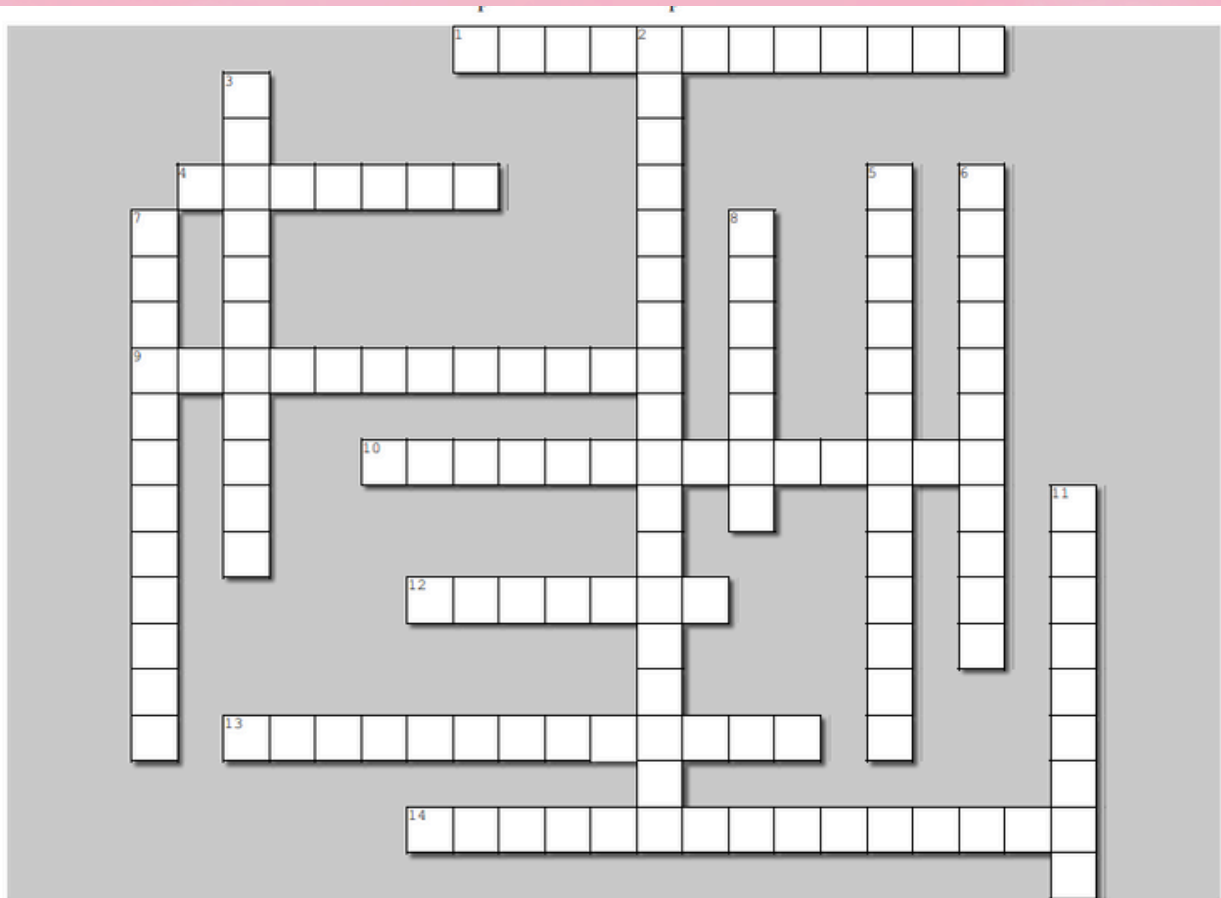
There is a new skincare brand every hour I feel. Of course, those with data driven business and science centers are fewer, but are emerging nonetheless. I think brands like *Minimalist*, *Mamaearth*, and *Myglamm* have proven that the market is big and there is space (at least from a business perspective).

Finally, as an academic fraternity, what are the innovations and future trends in cosmetic formulations we should look out in 2022?

Science is back in vogue now, so we will hopefully see a lot more innovations on that front. There's a couple of retinoid analogues and esters I've been reading about that seem to show promise. In terms of formulation, there's always new polymers, new textures, and sensorials that will probably continue to grow. Sustainability is a huge buzzword that's being marketed around – upcycled extracts with standardized actives for example

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Crossword



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Across

1. It is used to evaluate skin texture
4. Preservative
9. It is used to measure reduction in TEWL
10. Intended target of cosmeceutical
12. Antiaging plant growth factor
13. Antiaging alpha hydroxy acid
14. Father of 'cosmeceuticals

Down

2. Emollient
3. Cosmeceutical vitamin
5. Topical cosmetic
6. It is used to evaluate skin water content
7. It is used to evaluate skin erythema indices
8. Synthetic retinoid
11. Humectant

Solution on page 86

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Wordsearch

K P I F G E N I M A S O C U L G P K H S
M J R Z G P B I O P E P T I D E U L S R
X N C O A J J Z T T C I R E M R U T O J
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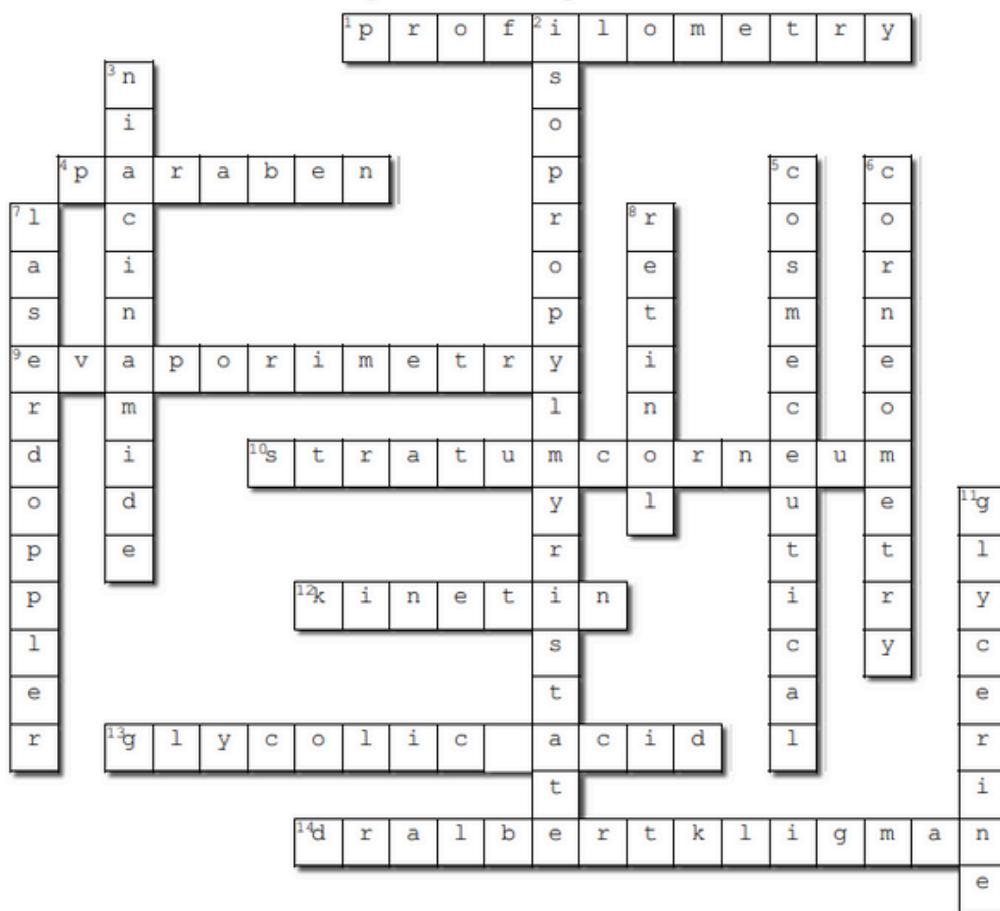
HYALURONICACID
GLUCOSAMINE
PHYTOSTEROLS
ELASTIN
ARGIRELINE

RESVERATROL
PANTHENOL
TRETINOIN
BIOPEPTIDE
TURMERIC

GLUTATHIONE
CERAMIDES
PROCOLLAGEN
LIPOSPONDIN
ASCORBICACID

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Solution to Crossword from page 84



Created using the Crossword Maker on TheTeachersCorner.net

Across

1. It is used to evaluate skin texture (**profilometry**)
4. Preservative (**paraben**)
9. It is used to measure reduction in TEWL (**evaporimetry**)
10. Intended target of cosmeceutical (**stratumcorneum**)
12. Antiaging plant growth factor (**kinetin**)
13. Antiaging alpha hydroxy acid (**glycolic acid**)
14. Father of 'cosmeceuticals' (**dralbertkligman**)

Down

2. Emollient (**isopropylmyristate**)
3. Cosmeceutical vitamin (**niacinamide**)
5. Topical cosmetic (**cosmeceutical**)
6. It is used to evaluate skin water content (**corneometry**)
7. It is used to evaluate skin erythema indices (**laserdoppler**)
8. Synthetic retinoid (**retinol**)
11. Humectant (**glycerine**)