



## **Benedict Mascarenhas (CMD – EnvisBE Solutions Pvt. Ltd.)**

### **Brief Introduction**

# Background Information – Founder CMD



## **Benedict Mascarenhas**

- Post graduate qualifications in Analytical Chemistry and Patent Law.
- Has over 32 years of experience across Pharmaceutical & FMCG companies as well as Clinical Research.
- Member of ISCC, AFSTi, OTAI. Hon. Secretary of ISCC.
- Diverse experience across Analytical development, Product Development, Sensory & Performance Evaluation, Techno-legal & Knowledge Management.
- Consultant to Industry – Pharma, Foods, Cosmetics, Ingredients
- Visiting Faculty for Mumbai University, M.Sc. – Nutraceuticals, BioAnalytical Sciences & 5-year I.C.

# Background



- Expertise in the field of –
  - Cosmetics (Hair Care, Skin Care, Personal Care), Pharmaceuticals, Foods, Household and Fabric Care, Clinical Research, Consumer Trials, Safety Evaluations, etc.
  - 32+ years of experience.
  - Hands-on Exposure in these areas
- Collective exposure to various aspects of **Product Development, Product Evaluation, Intellectual Property, Techno-Legal, Regulatory, Quality Management Systems & Knowledge Management.**
- Ability to convert 'Ideas' into 'Reality'.

# Important Highlights

## Benedict Mascarenhas

- Handled various portfolios-
  - Product Development
  - Analytical Development
  - Product Claim Substantiation
  - Sensory Evaluation – Hair Care, Skin Care, Foods
  - Patenting & IPR
  - Knowledge Management



**All round exposure to key areas of R&D**

## Areas of Specialization-

- New Product Development & Implementation (NPDI)
- Analytical Development
- Sensory & Performance Evaluation
- Intellectual Property
- Knowledge Management
- Techno-Legal & Regulatory
- Quality Management Systems

# Product Development



All activities related to product development and technology transfer, including but not limited to –

- a. Product Development
- b. Analytical Method Development
- c. Product Evaluations-
  - Chemical Evaluations
  - Stability Evaluations
  - Sensory & Performance Evaluations
  - Clinical Evaluations

**All information sourcing, including but not limited to –**

- Technology Trends**
- Market Trends**
- Product Trends**
- Scientific Information (Published literature, journal articles, patents, etc.)**
- Patent Trends**
- Competition Benchmarking**

**All activities related to Patenting and IPR, including but not limited to –**

- a. Novelty Searches**
- b. Free to Operate Searches (FTO searches)**
- c. Setting up and implementing Patenting Strategy**
- d. Filing of Patents (Indian, International, PCT)**



**Training and implementation of all aspects of Knowledge Management and Systems, including but not limited to –**

- a. R&D and Laboratory Systems**
- b. Quality Management Systems including ISO 9000 series**
- c. Setting up and implementing Knowledge Management systems**

**All aspects of Techno-Legal & Regulatory Compliances in the area of Pharma & FMCG (Cosmetics, Foods, Personal Care, Home Care), including but not limited to –**

- a. Tracking Regulatory Environment**
- b. Guidance on Regulatory Requirements**
- c. Documentation for Regulatory Approvals**
- d. Pharmacovigilance**

# Project Expertise



## Illustrative Example of Some of the Projects Delivered

Skin Care	Hair Care	Body Care
Fairness creams Anti-aging creams Cleaners/Toners Moisturizers Sunscreens Anti-wrinkle Anti-Oxidant Anti-pigmentation Anti-acne Anti Ageing creams Under-eye dark circles Under eye puffiness Face Wipes Etc....	Hair Oils Hair Creams Shampoos Conditioners Serums Hair gels Hair dyes Hair colorants Anti-dandruff Anti-hair fall Hair sprays Etc...	Soaps Face wash Shaving & after shave Bathing products - Shower gels - Body wash Waist &Tummy Shaping Chin & Neck Firming Body Firming Deodorants Perfumes Anti-perspirants Slimming Etc...

## Illustrative Example of Some of the Projects Delivered

Foods	Fabric Care	Household Products
Functional Foods Dietary Supplements Nutraceuticals Foods for special dietary uses Health supplements Proprietary foods Herbal / Natural Products Ready-to-Fry/ Ready-to-Eat Products Nutricosmetics Etc....	Fabric Stiffeners Fabric Softeners Detergents - Liquid - Powder Performance Enhancers Etc...	Floor Cleaners Toilet Cleaners All-purpose cleaners Dishwashing Air Fresheners Bleaches Etc...

**Thank You**