

Microbiological controls are no longer a bottleneck in the product release process

SHISEIDO INTERNATIONAL FRANCE, SHISEIDO GROUP

Interview of the Manufacturing Plant Quality Manager



INTRODUCTION

Shiseido Group:

Shiseido is a leading cosmetic group present in Europe, America, and Asia that develops and manufactures cosmetic products such as skin care products, make-up, perfumes and professional products.

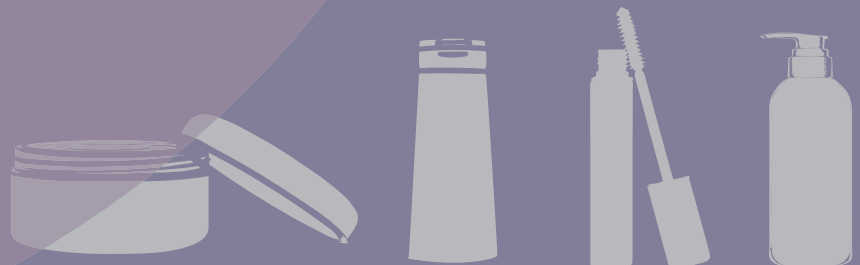
Shiseido's large portfolio of brands includes bareMinerals, clé de peau BEAUTE, Za, Senka, Elixir Superieur, Issey Miyake, Narcisso Rodriguez, Elie Saab, Serge Lutens, Jean Paul Gaultier and SHISEIDO,...

The Ormes (France) site is part of the French Shiseido subsidiary, and is in charge of developing, formulating, manufacturing and packaging perfumes and cosmetic products like body milks, creams, shower gels, sun screens and shaving products. This site employs 280 persons and contains both an R&D centre and a manufacturing plant that produces a total of 500 different references. The innovation is continuous with approximately 200 new products commercialized every year.

INTERVIEW

What kind of QC testing do you perform on your products?

Some chemical and microbiological liberatory controls are done on raw materials, bulks and finished products for each production lot. Each bulk lot can represents from 300 kg to 2.5 tons.



Why did your company decide to use a rapid method for microbiological controls? What was your need?

On this site, our raw materials and bulks portfolio is respectively more than 1500 and 140, with a lot of new references every year to manage. So our main need was to find a method that was compatible with our products and which allows us to release our finished goods in less than 48hrs, which is the case with Chemunex® D-Count®.

Some products are controled with the D-Count® and some others are still controled with the traditional method on Petri dishes if the lot volume is small.

Why did you choose the Chemunex technology in 2008?

We consulted different companies providing solutions based on DNA amplification, or on ATPmetry, or on Colorimetry... But we chose Chemunex® for different reasons. First this is a technology compatible with a lot of different cosmetic products, second the results are reliable, third the prices were correct in comparison with other methods. We also discussed with other cosmetic companies using this technology that were satisfied.

What is the main benefit of using Chemunex® D-count® for you?

More than 95% of our bulks and more than 90% of our raw materials are compatible with this technology.

How many days does the Chemunex® D-count® save you over traditional methods?

For the Total Viable Count and Yeast applications, time to results is 1 day with Chemunex® D-Count® versus 4 days using traditional methods, each time we do presence/absence analysis.

Why do you want to release your products to the market quicker?

Having the microbial results in 24hrs means that microbiology is no longer a bottleneck to manufacture, package and release a product. This creates a real workflow flexibility between the services. Our production is scheduled with forecasts and orders, so this technology allows us to be more flexible for production adjustments.

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