



Software for Cosmetics Businesses

Customer Success Stories

CR Formulations Pty Ltd

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www.cosmetri.com

Company

CR Formulations was founded by renowned formulator Cheryl Ross. The company creates world class products made to international standards for the domestic and global markets.

Location: Sydney, Australia

Business: Full-service contract manufacturer

Founded: 2010



Tim Burt

Operations Manager, CR Formulations

"We were transitioning from a small to medium-sized business and were lacking the processes, controls, and compliance tools we needed for taking the business to the next level. For example, we had no version control or traceability of what had been changed when and by whom. Management of our raw materials was very difficult, and we lacked documentation and proper processes. Inventory control was also very time consuming and cumbersome. We needed to tighten up a lot of our processes to prepare for GMP certification."

Tim Burt shares his story of successful achievement of GMP ISO 22716 certification and regulatory compliance



3+ months

Time saved in gaining ISO 22716 certification

“I’d struggled in the past with managing internal audits, but the auditing capabilities in Cosmetri GMP are just excellent. The audits are basically written for you, and you just need to walk through them. We could now use one system designed specifically for cosmetics GMP and Cosmetri was the perfect choice for us.”



Challenges

- CR Formulations experienced rapid growth, requiring them to switch quickly from an ad hoc Excel-based system to a professional PLM software.
- Lacked ISO 22716 compliant systems and processes, thus hindering the certification process.
- Achieve competitive advantage to grow sales.
- Based in Australia but keen to adopt a cloud-based software, the company were concerned about poor performance and slow support response times.

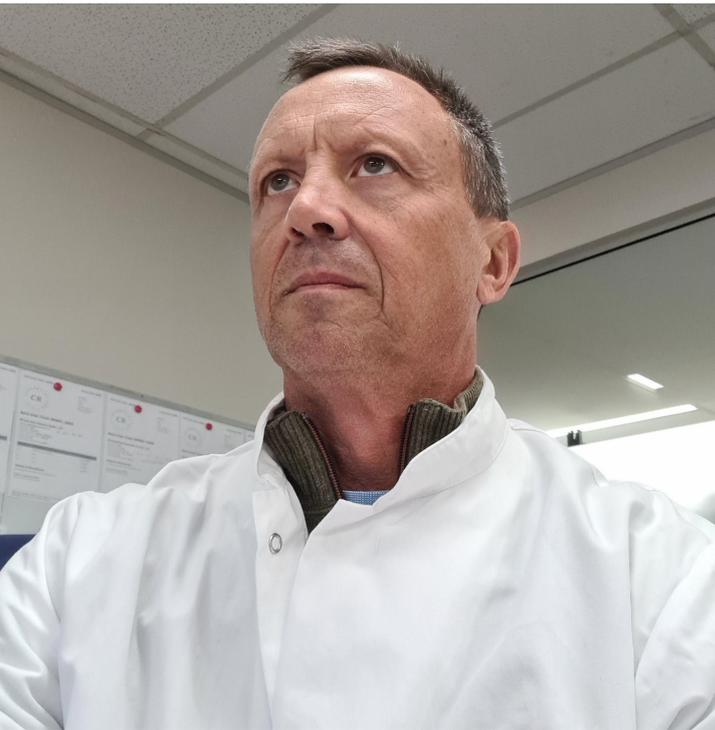
Solutions

- ✓ Benefits of adoption of Cosmetri software experienced from the outset with minimal disruption
- ✓ Easily able to demonstrate to the external GMP auditor, that compliant tools and processes were in use, enabling certification to be achieved.
- ✓ CR Formulations were an early adopter of Cosmetri in Australia and have used this as a USP to promote their full-service business model and win new customers. Read about Cosmetri on their webpage by clicking [here](#).
- ✓ CR Formulations report consistently fast performance of the Cosmetri applications with “no significant lag times” and fast responses when contacting the Cosmetri support team.

“It was very easy to demonstrate to an auditor what the software did and how we controlled everything.”

Tim Burt

Operations Manager



Tim Burt's experience using Cosmetri support

I was able to set up the software to 90% completion based on one initial training session. From thereon, if ever there was something I wasn't sure about, or I had a specific question, we've logged it through the Cosmetri support ticket system and even though we're on the other side of the world, we get a comprehensive response back within 24 hours. When contacting Cosmetri's support, you are listened to and made to feel like a customer, not just a user.

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