

SKIN-FRIENDLY PRODUCTS

*Interview of Mr. Vincenzo Rialdi, CEO of Vevey Europe,
the company that for 50 years produces raw materials for the dermatopharmaceutical and cosmetics industry*

Vevey Europe, an established company which performs research and produces excipients and active principles geared for hygienist, cosmetics and pharmaceutical applications for the skin, was incorporated fifty years ago according to an idea of Mr. Giorgio Rialdi, physician researcher and presently chairman and scientific director of the company.

The first Vevey product, still on the market, is a bio-emulgoid carrier, without interferences towards the biochemistry of the skin system, that can keep water and oil bound together and carry active molecules. «Since then, Vincenzo Rialdi, son of Giorgio and CEO of Vevey specifies, "this product underwent few necessary updating actions. With the same exactitude a lot of other products originated, and allowed us to make an innovatory, specialized list».

For twenty five years, in this company – but already as adolescent he performed very various jobs during summer time, Vincenzo Rialdi speaks about effectiveness, originality, Quality, product safety, and appropriateness and honesty of information: few words are enough to understand that in Vevey exactitude in research and development activity, as well in operational activities is not a simple statement. «Products shall be biologically safe, effective and stable, i.e. they shall keep promises. We were the first firm of our sector - Rialdi - that operated in regime of "Good Manufacturing Practice", certified according to the EFfCI GMP guidelines, that are specific of this sector and derive from the standards of IPEC-PQG (International Pharmaceutical Excipients Council and Pharmaceutical Quality Group, editor note); these standards are much more complex for management than ISO standards are, but they offer better guarantees of reliability, chiefly in research and production activities. In Vevey, Rialdi goes on, prevalingly, we produce what we invent. Research projects are originated by the need to find an answer to a question, and from its very start, research is performed while thinking of the end product. For instance, one of last our products has been created to modulate the formation on skin of catecholamines induced by the zone stress we ourselves identified (sun, forced air, improper agents, etc.) and so to reduce the stress-dependent skin reaction. In this case too we moved from screening of needs and next we studied the mechanisms through which these specific cutis reactions happen; then next phases were the design and development of the active principle aimed to cosmetics and dermo-pharmaceutical applications».

After completion of application tests, the related research activity is ended and the product is ready for market. «In Italy - the CEO of Vevey explains – our product specialists suggest our products to customers, while abroad markets are covered by specialized sole distributors. 60% of our turnover is represented by export: chiefly in Europe, but also in the United States, in Southern America, in Southern Africa, in Asia and in Oceania. Since cosmetics are now considered necessary and not luxury goods, world recession did not seriously hit this sector that has been slowed down but never stopped. The dermatopharmaceutical sector has been hit even less».

Player and trainer of roller hockey on traditional roller skates, editor note, Vincenzo Rialdi transferred the idea of 'teamwork' within the company the meaning of a "team game", «that means understanding and harmony, when each member clearly knows his/her role and his/her job. The group properly works if all its

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members exactly know how and when to intervene, in a game as well as on job, among colleagues and towards customers, as well as to be loyal towards competitors. Very recently - Rialdi adds – some members of our staff are being replaced: there, these changes are a stimulus to again study and to again put together an even more competing team».

In Vevy about thirty persons are working today: graduated chemists, qualified chemists, graduated pharmacists, biologists, but since 1987 a division attending to Advanced Technologies is also operational; this division is managed by the brother Raffaele, the only software developer in Italy to whom the qualification of MVP (Most Valuable Professional) Developer Security of Microsoft Corporation was conferred. Not only the division of Advanced Technologies develops software and systems for corporate and laboratory needs, but it also carries out specialized projects for outside customers.

Also as chairman of Mapic, the Group for raw materials for cosmetics industry incorporated in 2001 in Aispec-Federchimica, the the CEO of Vevy Europe again highlights the importance of team game. «I think that cooperation/tendency to form associations, through comparison and exchange of experiences, can offer opportunity for individual growth and in same time it can bring enterprises force and credibility, towards institutions as well as towards market.

Presently, Mapic's contribution to the EffCI (the European federation that joins all firms dealing with raw materials for cosmetics) in terms of finance, of political weight and of high-level technical contributions is acknowledged as being decisive with regards to the main topics of interest, such as monitoring the standards that rule this sector, deciding the Association's official positions, and producing the technical reference documents, including EffCI GMP and EffCI Reach Guide.

Within the association as well as in our firm we highlight much safety aspects to safeguard persons and the environment - Rialdi concludes – because cosmetics market is subject to fashion, but consumers shall know how much our production chain is subject to standards, how much it is controlled and reliable, and, they should remember that “natural” is neither necessarily synonymous of “nor of effective”».