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PARIS-SACLAY

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FACULTÉ DE  
PHARMACIE

ANGLAIS

Master 2  
Développement cosmétique

## Table of contents

### CV & Cover letters3

Activity 1: Write a top CV for the founder of a cosmetics brand3

Activity 2: Be on top of your cover letter7

### Cosmetic products8

Activity 1: How cosmetics works8

Activity 2: Taking a good look18

### Market trends21

Activity 1: Describing market trends21

Activity 2: Beauty trends23

### Success stories25

Activity 1: Company founders25

Activity 2 : Interviewing a company founder25

### How dirty are your cosmetics ?28

Activity 1: Toxic beauty28

Activity 2: Toxic dumpsites29

### Designing eco-friendly cosmetic products30

Activity 1: Zero waste cosmetic products30

Activity 2: Eco-friendly beauty products32

### The Beauty of Marketing33

Activity A: A Scent of Risk33

Activity 2 : Brand positioning34

### The future of Cosmetics37

Activity 1: Scientific innovation37

Activity 2: AI beauty bots & Chat GPT37

### Help39

# CV & Cover letter

## Activity 1: Write a top CV for the founder of a cosmetics brand

### 1. First things first ! What to include in a CV?

You are required to include the following sections as per the best CV format:

- Contact information: Include your full name, address, phone number and email address.
- CV objective or personal statement: A personal statement in a CV is a brief summary that highlights your skills, experiences and career goals. It introduces you to the recruiters and showcases your suitability for the job.
- Academic history: List all schooling from high school through postdoctoral (if applicable). Include the title of the degree you earned, the year you graduated and the name of the school.
- Work experience: Include the organisation where you worked, the job title, the dates you were employed and a summary of your knowledge and achievements.
- Qualifications and skills: List a combination of hard and soft skills you have developed throughout your career.
- Awards and honours: For each award, add the name, year received, the organisation that gave you the award and any pertinent details (such as how often it is presented).
- Publications and presentations: For publications, provide a full citation including your co-authors, date, summary, volume, page and date of issue (DOI) number. For presentations, provide the title, date and venue where you presented.
- Professional associations: List the organisation's name, location or chapter, and the dates of active membership.
- Grants and scholarships: Provide the name of the grant or scholarship, the date when it was awarded and the institution that provided the award.
- Licenses and certifications: Include the name of the license or certificate, the date you earned it and the institution that awarded it.

2. Now read the biography below, write a CV for Bobbi Brown. You are allowed to fill the gaps with your imagination.

**Bobbi Brown** From Wikipedia, the free encyclopedia

5 Bobbi Brown (born April 14, 1957) is an American professional make-up artist, author, and the founder of Bobbi Brown Cosmetics. She created ten natural-shade lipsticks which according to *Entrepreneur* "revolutionized the beauty industry". She has written nine books about beauty and wellness. After leaving Bobbi Brown Cosmetics in 2016, she launched Beauty Evolution, LLC, and became certified as a health coach through the Institute for Integrative Nutrition. Brown also  
10 started a line of beauty-inspired wellness products. She curates an editorial website. She and her husband Steven Plofker reimaged The George, a 32-room boutique hotel located in Montclair, New Jersey.

Biography

Born in Chicago, Illinois to a Jewish family, Brown graduated from Emerson College in Boston with  
15 a degree in theatrical makeup and photography. In 1980, she moved to New York City to work as a professional makeup artist. Brown became known for a makeup style that included moderate and natural tones, which was a stark contrast to the bright colors used commonly at the time. She and a drugstore chemist created a line of ten lipsticks on beige pigment. In 1991, Brown and her husband partnered with another couple to launch the brand Bobbi Brown Essentials, which  
20 debuted at Bergdorf Goodman in New York City. Estée Lauder bought the company in 1995, retaining Brown as an employee of Bobbi Brown Cosmetics. In October 2016, Brown stepped down from the company. Her work has been featured on the covers of magazines such as *Elle*, *Vogue*, *Self* and *Town & Country*. Brown has received the Glamour Woman of the Year Award, The Fashion Group International Night of Stars Beauty Award, and the Jackie Robinson Foundation's  
25 ROBBIE Humanitarian Award. She was appointed by President Obama to the Advisory Committee for Trade Policy and Negotiation and has been inducted into the New Jersey Hall of Fame. She holds honorary doctorates from Montclair State University, Fashion Institute of Technology, Monmouth University, and Emerson College. Following the release of her second makeup company in 2020, *Allure* magazine labeled Brown the "world's patron saint of 'natural makeup.'"

30 Cosmetic lines

*Bobbi Brown Essentials* : In 1990, Brown worked with a chemist to come up with ten natural lipstick shades. In 1991, the ten shades debuted under the name Bobbi Brown Essentials at Bergdorf Goodman. She was expecting to sell 100 in a month but instead sold 100 in a day. The following year, she released yellow-toned foundation sticks. Estée Lauder Companies Inc. bought  
35 Bobbi Brown Essentials in 1995, but Brown retained creative control of the makeup line. In 2011, the first freestanding Bobbi Brown Cosmetics retail store opened in Auckland, New Zealand with a makeup school in the back of the building. In 2012, her cosmetics were estimated to represent approximately ten percent of Estée Lauder Companies' total sales. As of January 2014, there were approximately thirty free-standing Bobbi Brown cosmetics stores. In December 2016, it was  
40 announced that Brown would step down from the company by the end of the year. Following this, she continued creating new lines and participating in the beauty industry through other projects like beauty podcasts, a makeup MasterClass, and her website JustBobbi.com.

*Jones Road* : In late October 2020, Bobbi Brown launched her second beauty brand, Jones Road. The launch marked 25 years since she first sold her original line to Estee Lauder. It has been  
45 described as a "clean beauty" brand. According to Yahoo, which reviewed the line, this "approach is evident in the brand offering: a curated edit of makeup and skincare that doesn't overwhelm." Its original offerings included balms, moisturizing cream colors, mascaras, glosses, washes, eye shadow, eye pencils. They were also sold in combination in a start-up kit.

Other product lines : Brown has a collection of fragrances and a collaboration with In 2013 Safilo  
50 Group S.p.A. for an eyewear collection. She is a creative consultant at Lord & Taylor.

*Evolution 18* : In 2019, she founded Evolution\_18, a "lifestyle-inspired wellness line". The products she developed for the line included supplements, collagen, and effervescent tablets, and were sold at outlets including Walmart.

*The George Hotel* : In 2015, Brown and her husband acquired a historic inn located in Montclair,  
55 New Jersey, which was built as a private residence in 1902. It became the Georgian Inn in the 1940s, and after they purchased it, they renovated the property and renamed it the George Hotel. The hotel was opened in 2018 and has 32 guest rooms.

*18 Label* : Brown cofounded 18 Label, a film and television studio based in New Jersey. Networks that have filmed in the studio include CNBC, BSTV, and the Food Network. The studio is housed in  
60 The Annex (also cofounded by Brown), an 11,000 square foot studio and event center.

#### Media work

Brown is the Beauty & Lifestyle Editor of *Elvis Duran and the Morning Show*. She partnered with Duran to produce a "Elvis Duran bronzer" as a part of her cosmetics line. Brown served as Yahoo Beauty's Editor-in-Chief from February 2014 to February 2016. A chance meeting with the  
65 grandmother of a producer of NBC's *Today* led to a 12-year run as a regular beauty consultant on the show. Brown has also written columns for PureWow, Naturally, and Danny Seo.

#### Books

1995 *Bobbi Brown Beauty: The Ultimate Resource*

2000 *Bobbi Brown Teenage Beauty: Everything You Need to Look Pretty, Natural, Sexy and  
70 Awesome* with Annemarie Iverson, New York Times Best Seller

2002 *Bobbi Brown Beauty Evolution: A Guide to a Lifetime of Beauty*

2007 *Bobbi Brown Living Beauty*

2008 *Bobbi Brown Makeup Manual: For Everyone from Beginner to Pro*

#### Causes

75 Bobbi Brown Cosmetics launched the Pretty Powerful Campaign for Women & Girls on International Women's Day in 2013. Pretty Powerful supports organizations that seek to empower women through job skills training programs and girls through education. Beneficiaries to date include Dress for Success (of which Brown is a former board member), the Broome Street Academy High School, and the Girl Rising Fund. She was recognized as one of the BBC's 100 women of 2015.

3. Homework: write your own CV and email it to [elodie.weyrich@universite-paris-saclay.fr](mailto:elodie.weyrich@universite-paris-saclay.fr)

Here is some useful vocabulary to write your CV:

Degrees:

Pharmaceutical Science Master's (degree)

French Baccalaureate (# IB: International Baccalaureate)

Competitive exam to access Pharmacy studies

5<sup>th</sup> Year Pharmacy course, specializing in the pharmaceutical industry

Jobs:

6-month internship in Cosmetic Product Development (NO "s")

Hospital pharmacy internship

Work experience (UK) / Professional experience (USA)

Languages:

Proficient in English (TOEIC score /990)

European CEFR level C1 (advanced)/ B2 (upper intermediate)/ B1 (intermediate)

French mother tongue/ native language/ native speaker/ mother language/ first language

Contact details:

+33 6 00 01 02 03

Other:

Driving licence (UK) / Driver's license (USA)

Volunteering

## Activity 2: Be on top of your cover letter

1. Bobbi Brown is now applying for the position of Head of Marketing at L'Oréal France. What would she write in her letter? In pairs, write a cover letter for her.

Here is a template that you can refer to before you start writing your letter:

[First name] [Last name], [Company Name]  
[Phone number] |

[Email address] |

[City], [Date]

[Subject]

Dear [Hiring manager's first name] [Hiring manager's last name],

a. [Express excitement for the position, including the role title and the company name.]

[Introduce yourself by explaining why you are applying for the job, how the job aligns with your career goals and what specifically draws you to the company.]

b. [Explain your relevant experience and qualifications without repeating what is in your resume.]

[Highlight one to two relevant achievements with facts and data when possible.] [Explain why you would be a good fit for the company.] [Optional: address employment gap or career transition.]

c. [Express gratitude]. [Summarise qualification]. [Restate interest in role]. [Call to action + availability and preferred contact method].

[Complimentary close],

[Signature]

# Cosmetic products





## Activity 1: How cosmetics work

### 1. Warm-up : how many products can you name ?

	Definition	Name
	<p>a product applied to skin after shaving.</p>	
	<p>a hairstyling product that is used to harden hair into a particular hairstyle.</p>	
	<p>a cream or powder that's put on the eyelids to add color.</p>	
	<p>a cream that is put on the lips to add color.</p>	
	<p>a substance applied to the body to prevent or mask body odor caused by bacterial breakdown of perspiration,</p>	
	<p>a liquid or cream that is the color of a person's skin that is put on the face and neck to make the skin look like one smooth even color.</p>	
	<p>a liquid or cream that adds moisture to the skin.</p>	



		<p>a hair care product, typically in the form of a viscous liquid, that is used for cleaning hair.</p>	
		<p>a liquid fragrance that is sprayed on the body to make it smell pleasant.</p>	<p>for women = for men =</p>
		<p>a liquid substance that is applied to the nails to add color and/or shine.</p>	
		<p>a photoprotective topical product for the skin that helps protect against sunburn and prevent skin cancer.</p>	
		<p>a cream or powder that makes the cheeks a pink or reddish color.</p>	
		<p>a liquid substance that is applied to the upper and/or lower eyelashes to add color, darken and/or make eyelashes thicker and longer.</p>	
		<p>a category of cream cosmetics used for shaving preparation.</p>	

		<p>a lotion, tonic or wash designed to cleanse the skin and shrink the appearance of pores, usually used on the face.</p>	
		<p>a specialized liquid product used for cleaning the body during showers.</p>	
		<p>a product that is sprayed onto hair to protect against humidity and wind and have it stay in a desired shape.</p>	
		<p>a product that is used to remove make-up, skin care product residue, microbes, dead skin cells, oils, sweat, dirt and other types of daily pollutants from the face.</p>	
		<p>a pencil that is used to line and enhance the rim or contour of the eyes.</p>	
		<p>a liquid or cream (often in a stick form) that conceals or hides blemishes, freckles, dark spots, acne, etc.</p>	
		<p>a dry substance that has very fine particles that is put on the face to make it less shiny and oily.</p>	

2. In pairs, read the following extract from thebeautybrains.com and share what you have learnt. Then write a short memo about your product.

### Student A: How Skin Lotions Work

Your skin is a wonderful organ but sometimes it'll dry out and feel awful. Fortunately, clever cosmetic scientists have figured out how to make lotions you can run on your skin to make it feel and look better. To understand how these things do that, we need to first  
5 look at the ingredients used to make them.

#### Types of skin lotion ingredients

Here are the 10 main categories of cosmetic ingredients used in a basic lotion:

#### 10 Solvents

The most widely used lotion ingredient is water, which is the solvent for the rest of the ingredients as well as a moisturizing agent. Deionized water is typically used to ensure the products purity.

#### 15 Skin moisturizing agents

The main purpose of the product is to moisturize, so it's not surprising that there are a large number of ingredients to perform this function. In general, they work in two different ways - which we'll discuss later. Some examples from Vaseline include glycerin, petrolatum, and dimethicone.

#### 20 Emulsifiers

Lotions primarily owe their magical moisturizing properties to their ability to deposit oily materials on the skin. Because oil and water ingredients don't like to mix, lotions use ingredients called emulsifiers to help them combine. Common emulsifiers include  
25 Glyceryl Stearate, Cetyl Alcohol, Stearic Acid, Glycol Stearate, and Sodium Stearoyl 2 Lactylate.

#### Skin Emollients

"Emollient" is just a fancy way to describe an ingredient that helps the lotion spread  
30 and that makes skin feel smooth and lubricated. Chemically, these ingredients are called esters and an material like Isopropyl Palmitate is typically used.

#### Thickeners and Stabilizers

Because the oil and water soluble ingredients tend to separate over time, thickeners and  
35 stabilizers are added to the lotion to help hold it together better. Commonly used thickeners include natural materials like guar, gum arabic, Magnesium Aluminum Silicate, and cellulose as well as synthetic acrylic polymers, like Carbomer.

#### Preservatives

40 Preservatives are added to the formula to ensure the product doesn't become contaminated by bacteria, mold, or yeast. Common preservatives include parabens and

urea derivatives. Currently, Vaseline uses Methylparaben, DMDM Hydantoin, and Iodopropynyl Butylcarbamate.

#### 45 Color

A variety of dyes maybe added to lotions to impart a pleasing color. In the vast majority of lotions, the dye has no functional purpose at all - it's just there to make the product look nice. There are some lotions that are designed to give your skin color - these include higher levels of special dyes and pigments or reactive compounds like DHA used in sunless tanners.

#### Control agents

Control agents are added to the formula to help adjust its physical properties. For example, an acid or base may be added to raise or lower the pH. Vaseline has Disodium EDTA, Triethanolamine, and Lactic Acid.

#### Fragrance

The type of fragrance used in lotions is important for a couple of reasons. First, it has to smell appealing to you or you won't like the product. Too much or too strong of a fragrance and it will clash with your perfume; too little or too weak of a fragrance and you may smell some of the chemical odor of the product. Second, the fragrance must be non-irritating because it will be in contact with your skin for a long time.

And third, the fragrance should support the image of the product - if it's a cucumber melon lotion, it should probably smell like cucumber or melon.

#### Featured ingredients

Marketers frequently add featured ingredients to their formulations to make them more appealing or to support a certain marketing story. For example, lotions that are marketed as "natural" products will typically feature more botanical extracts, even though these extracts don't necessarily make the product work any better.

And "sciency" sounding lotions will contain long chemical names like "Hydroterilium" that sound like they MUST be doing something, even though they're probably not. The main purpose of these kinds of ingredients is to make the product more appealing. In Vaseline you'll find Tocopheryl Acetate (Vitamin E Acetate), Retinyl Palmitate (Vitamin A Palmitate), Avena Sativa Kernel Protein (Oat), Glycine Soja Oil (Soybean), and Helianthus Annuus Seed Oil (Sunflower).

#### How Do Lotions Moisturize Your Skin?

Now that you know about all the ingredients in the skin lotion, you can better understand what they do when you use them.

But first a quick primer on the biology of skin.

Skin is a living organ made up of two primary layers, the dermis and the epidermis. The dermis is where all the cell growth happens. New cells grow and push the old cells out

towards the surface of your skin. As the cells get pushed out they lose their viability and die. The dead cells enter a layer called the epidermis and eventually get to the surface where they are flaked off. These dead skin cells are what you remove through exfoliation.

Skin does an excellent job of protecting your inner organs from the damaging factors in the environment such as chemicals, disease-causing microbes, radiation, etc. It also provides sensation, helps give you shape, cool you down with perspiration, produce vitamin D and regulate your body's water content. All that and it doesn't cost you a cent! Too bad cosmetics and personal care products aren't so versatile.

It is the last factor (regulating water) for which the skin needs a little help. You see, the water or moisture level in the skin is dependant on both your internal moisture level and the external environmental moisture level. When it is dry outside, water in your body is drawn to the surface of your skin where it evaporates. This leaves skin feeling dry, itchy and uncomfortable.

Conversely, when the weather is humid the water in your skin doesn't evaporate as easy so your skin feels nice and moisturized. This is why skin moisturizers are used most often (and work best) during dry, cold weather. In fact, sales of lotions in the winter months are significantly more than those in all other months combined.

Keeping the water in your skin

Skin moisturizers are applied directly to the skin and rubbed until some of the ingredients absorb into the top layers, while the rest form a thin film on the surface.

The film created inhibits water from escaping and is one method that they work to moisturize. This method is known as occlusion. With the film in place, water from inside your body can't make its way out to the atmosphere. Thus, your skin stays soft and supple. The other way that moisturizers work is by loading your epidermis up with humectants. These compounds attract water and help hold water in your skin.

Eventually, skin moisturizers stop working as the film either gets damaged or the ingredients are sloughed off through shedding. This is why you need to reapply and also why you don't have to worry about chemicals from your lotions getting into your body.

## Student B: How Shampoos Work

Almost everyone on the planet uses shampoos. In fact, in the United States it's estimated that 98% of all people use shampoo. To really understand how shampoos work to clean your hair, it is best to first look at the major ingredients that are found in every kind of shampoo formula.

### Types of shampoo ingredients

Shampoo ingredients can be broken down into the following 9 basic categories:

#### Diluent

Did you ever notice that the first ingredient on almost every shampoo is WATER? Well, the truth is that water makes up 70 to 85% of the entire shampoo formula. That's right, you are buying mostly water.

But that's a good thing because the ingredients that make shampoo clean, foam, and condition do not work very well when they are too concentrated. The diluent helps make them work much better. It also makes them less irritating.

#### Surfactants

Surfactants are the primary functional ingredients in shampoo. A surfactant is simply a type of detergent. Although sometimes surfactants are referred to as soaps, this is not exactly accurate. A soap is a special type of surfactant, but not all surfactants are soaps. Surfactants make the shampoo foam; they also dissolve grease and oil from your hair. Surfactants are commonly used in almost every type of cleansing product, from toothpaste to hand soap to body wash.

#### Thickeners

By themselves, shampoos would actually be pretty thin. But people don't really like thin products. They'd rather have something that comes out slightly thick and luxurious.

So, cosmetic chemists have to add ingredients that make the products look and feel thicker. Shampoos are typically thickened by a reaction between the surfactants and sodium chloride (common table salt). Formulators may also add special thickening agents known as polymers.

#### Preservatives

Preservatives are added to the formula to ensure the product doesn't become contaminated by bacteria, mold, or yeast. You really wouldn't want this! The most common preservatives include parabens and urea derivatives.

#### Color

A variety of dyes may be added to the shampoo to impart a pleasing color. In the vast majority of shampoos, the dye has no functional purpose - it's just there to make the

shampoo look nice. However, there is a special sub-class of shampoos that are color-depositing.  
45 They contain special staining dyes that can help give the hair a little bit of color. They don't work too well but this is an area in which cosmetic scientists are trying to improve the formulas.

#### 50 Conditioning Agents

A good shampoo not only cleans the hair, it moisturizes as well. The conditioning agents used in shampoos are usually polymers such as those derived from cellulose or guar, or silicones. Typically the silicone must be chemically modified to be soluble in the shampoo system. So called two-in-one shampoos that are supposed to work like  
55 using both a shampoo and conditioner, have higher levels of conditioning agents so a separate conditioner is not required. Unfortunately, these products don't deliver nearly the same conditioning effect as rinse-out conditioners.

#### Control Agents

60 Control agents are added to the formula to help adjust its physical properties. For example, an acid or base may be added to raise or lower the pH. Thickeners, as the name implies, control how thick or thin the product is. The scientific term for this measurement is "viscosity."

#### 65 Fragrance

Fragrance is extremely important to a shampoo. In addition to covering the chemical odor of the product, a good fragrance support the image of the product. For example, research shows that consumers think a deep cleansing shampoo works better when it has a citrus fragrance. Moisturizing shampoos seem to condition better when they  
70 have a rich, "milky" fragrance. In future posts we'll deal with the impact of fragrances in cosmetics in more detail.

#### Featured Ingredients

Marketers frequently add featured ingredients to their formulations to make them more appealing or to support to a certain marketing story. In the deep cleansing shampoo  
75 example described above, one would expect to find a citrus extracts like tangerine peel or lemon zest in the formula. While these ingredients do serve to make the product more appealing, they typically do not perform any function.

#### 80 How Do Shampoos Clean Your Hair?

Now that you know the ingredients in the shampoo and how they are put together, the only thing left is to tell you how these products actually work to make your hair look fabulous.

#### Dirty Tricks

85 The reason you want to wash your hair in the first place is because it's dirty - but how does it get dirty? There are several ways...The sebaceous glands in your scalp secrete

natural oils (kind of chemically similar to olive oil) that make your hair feel greasy. Then you've got perspiration which deposits salts and other junk on your hair and scalp. On top of that mess you have smoke, pollution, and dust that your hair picks up from the environment.

And let's not forget the styling residue from hair spray, gel, mousse, and putty you might have used. Now, you might think that getting this stuff off your hair would be simple, but the process of cleansing is really ingeniously sophisticated.

Wash and wear

For the most part, all this residue on your hair is not very water soluble - in other words if you just rinse your hair in water you wouldn't get rid of it all.

Enter the shampoo with its surfactant (aka detergent) molecules. These molecules are designed to remove these water insoluble contaminants by working as tiny chemical bridges. (They link oil and water together.)

If you were to look at these molecules under a microscope, you would see they consist of two parts: One end of the molecule is attracted to water, and at the other end to oil. This structure gives surfactants the unique ability to combine oil and water and it also allows them to create foam as well. This handy little piece of chemistry is one of the most important properties of cosmetic ingredients.

So, when the shampoo is applied to your dirty hair, these tiny chemical cleansers spring into action and "seek out" the drops of oil, dirt, and yesterday's Sebastian hair spray. The surfactants actually surround these contaminants and lift them off your hair. Once all the undesirable dirt is lifted off your hair the surfactants keep it suspended in the rinse water so it goes down the drain, not back on your hair.



3. Together, come up with a list of types of ingredients used in cosmetics and what they do. Add examples for each type of ingredient, and add more ingredients that you know.

Cosmetic ingredient	Function	Examples
Solvent	Substance that can dissolve another substance	Water

4. Homework: learn list 1-cosmetic products and ingredients

<https://quizlet.com/fr/918687764/m2-cosmetics-list-1-cosmetic-products-and-ingredients-flash-cards/?i=120vpl&x=1jqt>

## Activity 2: Taking a good look

How many of you have read the label on your shampoo or hand lotion lately – or ever? We would like to think that we are informed consumers so we are going to see how much we really know about ingredients, claims and product safety.

Today you should take a good look at the label of your favourite skin lotion, sunscreen, shampoo or any other cosmetic product. Select one and answer the following questions about it. Then **be ready to present your favourite product in a speed-dating activity ! (Class 3)**

1. Give the complete name and manufacturer of your favorite product.
2. Why did you buy this product? (For example – price, smell, claims, etc.)
3. What information is found on the label of personal care products?
4. What is the total # of ingredients listed on your product's label ?  
Use the next page to list your product's ingredients under the eight categories of function. Use the information sheet, "Cosmetic Ingredients and Functions", and web sites to identify those functions. If you cannot identify a function, list the ingredient under "Function Unknown".
5. List the claims for this product. (For example – skin nourishing, hypo-allergenic, not tested in animals, etc.)
6. List the cautions for this product. (For example – avoid contact with eyes, etc.)
7. How much does it cost ? Is it worth the price ?
8. Give basic instructions on how to use it
9. Where did you buy it ?
10. Would you recommend this product to a friend? Why or why not ?

Following are 8 functional categories for cosmetic ingredients. Using the information sheet, "Cosmetic Ingredients and Functions", try to determine the function of the ingredients in your product. If you cannot determine a function, list the ingredient under "Function Unknown".

Emulsifiers

Emollients

Moisturizers

Borax (example)

Solvents

Preservatives

Colors

Thickeners & Stabilizers

pH Balance

Function Unknown

Total number of ingredients with identified function:

Total number of ingredients with unidentified function:

## Cosmetic Ingredients and Functions

Use the lists below and the online ingredient dictionaries to determine the function of ingredients in your personal care product.

Cosmetic ingredient dictionaries:

<https://www.cosmeticsinfo.org/cosmetic-ingredient-dictionary/>

<https://inci.guide/>

### Emollients = soften and soothe

Acetylated lanolin  
C14-15 alcohols  
Glyceryl Stearate  
Hexyl laureate  
Isopropyl myristate  
Lanolin  
PPG-20 cetyl ether  
Stearic acid  
Wheat germ glycerides

### Emulsifiers = detergents; surfactants

(help oil and water stay mixed)  
Borax (sodium tetraborate decahydrate)  
Cetyl alcohol  
Cocamidopropyl betaine  
Di propylene glycol  
Lecithin  
Polysorbate  
Sodium lauryl sulfate; sodium laureth sulfate  
Triethanolamine  
Xanthan gum

### Humectants = moisturizers that absorb moisture (draw water in)

Acetamide MEA  
Glycerin  
Propylene glycol  
Sorbital  
Urea  
Xylose

### Occlusives = moisturizers that prevent evaporation (keep water in)

Acetylated lanolin alcohol  
Caprylic/capric triglyceride  
Dimethicone  
Mineral oil (liquid petrolatum)  
Petrolatum  
Vegetable oil  
Soybean lipid  
Beeswax  
Coconut oil

### Preservatives = prevent bacterial growth

Borax  
DMDM Hydantoin  
Methylparaben  
Propylparaben

### Solvents = substance that can dissolve another substance

Water (polar solvent)  
Polyethylene glycol (PEG; organic solvent)  
Propylene glycol (organic solvent)

### Thickeners and Stabilizers

Carbomer  
Cellulose  
Guar  
Gum Arabic  
Magnesium aluminum silicate

### pH Balance

Ammonium chloride  
Citric acid

# Market trends

## Activity 1: Describing market trends

1. Warm-up : discuss the following questions in pairs :

- How important are cosmetics?
- Do people use cosmetics because they lack confidence?
- Do you believe cosmetics companies' ads that say their products erase wrinkles and slow down the aging process?
- Do you think cosmetics are reasonably priced?
- Why are cosmetics mostly bought by women ?
- What new type of cosmetics would you like to see on the market?

2. Build up your vocabulary.

The words in each of the groups 1 – 5 have the same meaning. Match the boxes with the graphs.

1.

Go up	a bit
Increase	a little
Rise	slightly

2.

Go down	a bit
Decrease	a little
Fall	slightly

3.

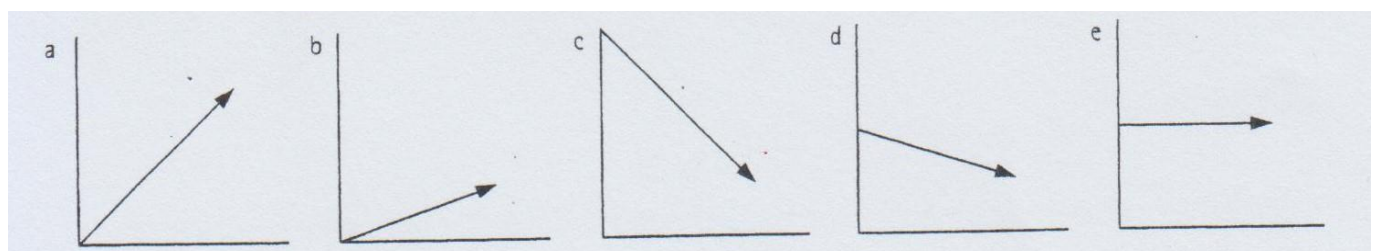
Stay	the same
Remain	steady

4.

Go up	dramatically
Increase	a lot
Rise	sharply

5.

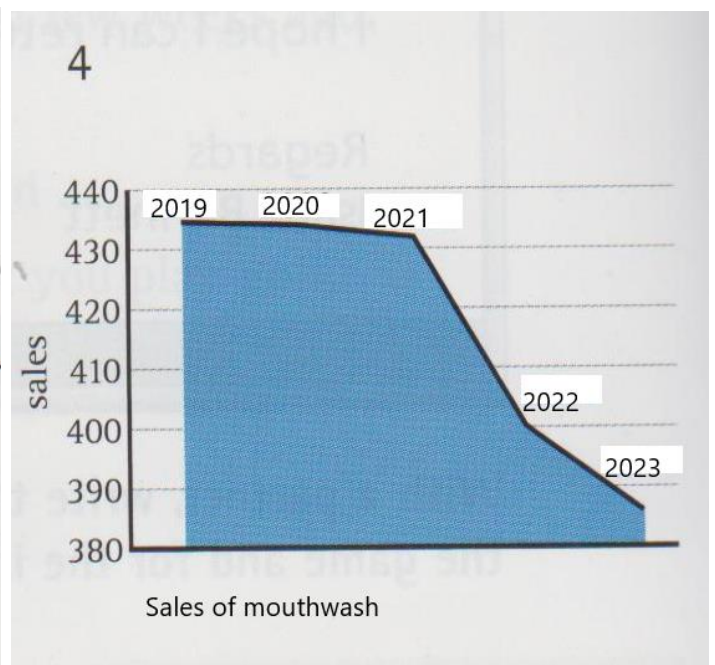
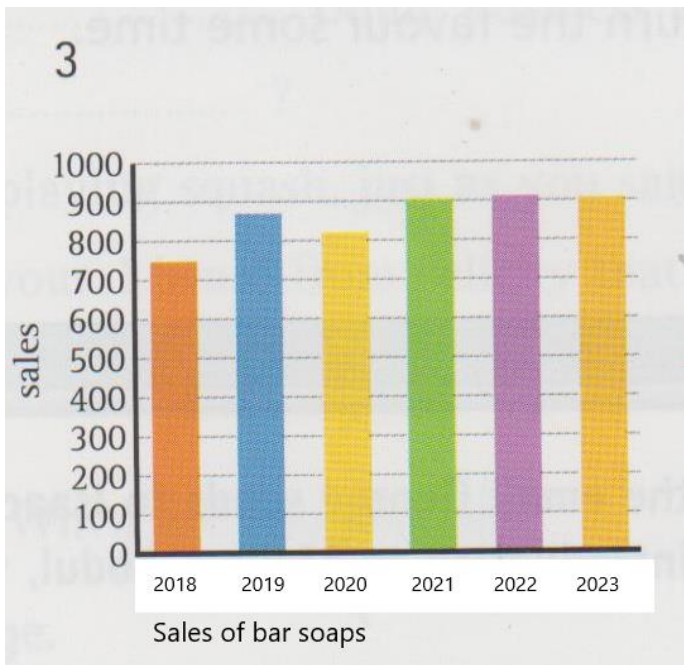
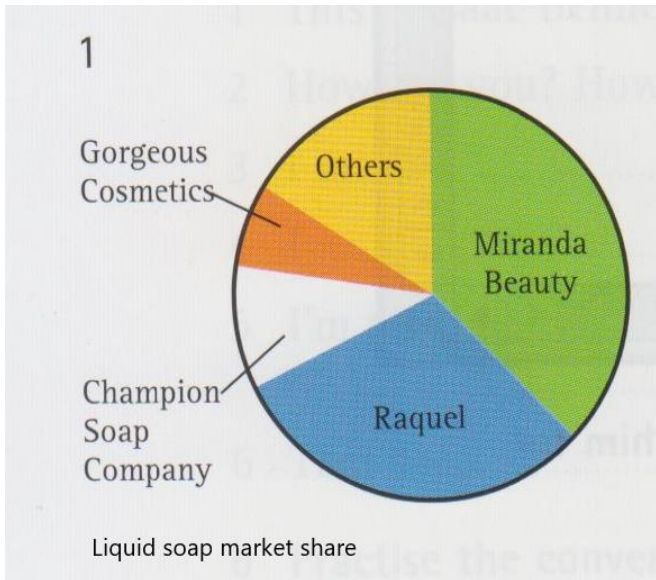
Go down	dramatically
Decrease	a lot
Fall	sharply



3. The following graphs describe the sales trends at Miranda beauty.

Work in groups of 4 students. Each group is subdivided into two groups of 2 students, each subgroup being in charge of two graphs.

Describe the trend of your graphs and then share with the other subgroup.



4. **Homework** : learn list 2-describing trends

<https://quizlet.com/fr/919914268/m2-cosmetics-list2-describing-trends-flash-cards/?i=120vpl&x=1jqt>

## Activity 2: Beauty trends

1. Form groups of 4. Within each group, each student uses the links below to research one of the following beauty trends. Come up with a list of 5 to 10 bullet points to sum-up the main ideas and important data from the links below. Then share with your group.

### a. Hyper-Personalization with AI and AR

<https://medium.com/@we-curate/hyper-personalization-with-ai-and-ar-revolutionizing-the-beauty-industry-496564aa8e11>

<https://www.algoface.ai/beauty-ai-ar-and-data-2023/>

### b. Biotech Innovations with a Focus on Sustainability

<https://www.erdyn.com/en/durability-as-an-innovation-strategy-in-cosmetics/>

<https://www.personalcareinsights.com/news/in-cosmetics-global-2024-live-biotech-innovations-reverse-aging-skin-protection-and-clean-production.html>

### c. Natural and Organic Ingredients

<https://www.bioecoactual.com/en/2024/02/02/trends-regulatory-landscape-natural-and-organic-cosmetics-2024/>

<https://organicskincare.com/organic-skin-care-2023-trends-and-predictions-on-products-and-organic-ingredients-for-skin-care/>

### d. Demand for Men's Beauty Products

<https://www.forbes.com/sites/dahvishira/2024/03/06/makeup-is-more-than-a-trend-for-men-its-a-rapidly-rising-market/>

<https://www.precedenceresearch.com/men-skin-care-products-market>

### e. Calls for More Diversity and Inclusion

<https://www.forbes.com/sites/forbeseq/2024/02/15/why-diversity-and-inclusion-remain-important-in-beauty-marketing/>

<https://clarkstonconsulting.com/insights/designing-an-inclusive-beauty-strategy/>

2. As a class, you have studied the five above trends. Now gather with the students who have worked on the same trend as you and build a 3-minute pitch to explain how your trend is the next big thing. Choose a person from your team to give your pitch to the marketing director of a cosmetics multinational. Members of the teams not presenting, your role is to support the director by voting for the best pitch.

### 3. Homework : Beauty market trends orals

Choose a country and describe its Beauty Market trends.

- work as a team of 2 students & share out the 8-minute total speaking time evenly
- prepare slides to support your presentation.

Create very VISUAL SLIDES: go for Maps/Diagrams/ Pics/ graphs/ charts, etc

NO full sentences on the slides!

NUMBER the slides, use the Université Paris-Saclay template (at least in the title slide) Slides should be presented (source, year?) & commented (why are you projecting it?)

AVOID simply repeating/reading the info they contain!

Give a FULL intro and FULL conclusion & finally, you will offer to answer questions from the other students.



# Success stories

## Activity 1: Company founders

1. Warm-up: discuss the following questions in pairs.

- What comes to mind when you hear the word 'success'?
- Who is the most successful person you know?
- How do you measure success?
- What is your formula or recipe for success?
- Woody Allen said: "Eighty percent of success is showing up." Do you agree with him?
- Albert Einstein said: "Try not to become a man of success, but rather try to become a man of value." What do you think of this?
- How many famous company founders can you name ?

2. Watch the video about Gillian Stollwerk Garrett, the founder of Gilly's organics.

*Individually:*

Pick out the questions asked by Sara.

Note down the key elements of Gillian's answer.

*In pairs:*

You have been tasked to write a column for Cosmopolitan UK. Use your notes to profile Gillian Stollwerk Garrett.

*As a class:*

Read the other groups' profiles and vote for the best one.

## Activity 2 : Interviewing a company founder

1. Put the following words next to their definitions.

Verbs : thrive, pay off, achieve, secure, fall through, struggle, gross, boom, pioneer, strive, keep up with

Nouns : drive, breakthrough, dedication, venture

Phrases : with flying colours, ahead of one's time, at the forefront

a. successfully :

b. earn a particular amount of money before tax is paid or costs are taken away :

c. grow, develop, or be successful :

d. energy and determination to achieve things :

e. the willingness to give a lot of time and energy to something because it is important :

f. a new activity, usually in business, that involves risk or uncertainty

g. fail to happen :

h. to get something, sometimes with difficulty :

i. in the most noticeable or important position in a particular market, activity, or group:

j. having new ideas, opinions, or ways of living long before most other people do :

k. to increase or become successful and produce a lot of money very quickly:

l. to be one of the first people to do something:

m. an important discovery or event that helps to improve a situation or provide an answer to a problem :

n. to result in success :

o. to experience difficulty and make a very great effort in order to do something :

p. to succeed in finishing something or reaching an aim, especially after a lot of work or effort :

q. to try very hard to do something or to make something happen, especially for a long time or against difficulties:

r. to do whatever is necessary to stay level or equal with someone or something:

2. In pairs, select one company founder and present them in the form of an interview. Interviewer and interviewee switch roles half way through the interview. Sign up for a date to present your interview to the class.

A few names to consider : Helena Rubinstein, Estée Lauder, Madam CJ Walker, Eugène Schueller, Albert Ducray, Horst Rechelbacher, Jo Malone, Anita Roddick, Darya Hope, Alicia Yoon, Kim Hyojin, Hudan Kattan, Heela Yang, Sarah Lee and Christine Chang, Joseph Shamah and Scott Vincent Borba, Charlotte Tilbury, Zandra Cunningham

Here is a reminder about question asking:

1) Yes/no questions: questions whose answer starts with YES or NO.

<b>Auxiliary</b>	<b>Subject</b>	<b>Verb</b>	<b>Complements ?</b>
Do	you	speak	English fluently ?
Does	your sister	play	the piano ?
Did	you	watch	a film last night ?
Have	you	taken	your pills today ?
Has	your brother	booked	his ticket ?
Can	you	pass	the salt please ?
Will	you	be	there tomorrow ?

2) WH- questions: open questions whose answer does not start with YES or NO.

<b>WH- word</b>	<b>Auxiliary</b>	<b>Subject</b>	<b>Verb</b>	<b>Complements ?</b>
What	are	you	doing	right now ?
When	did	you	start	looking for a job ?
Where	does	she	spend	her holiday ?
What time	do	you	get up	at week-ends ?
Who	will	you	invite	to your party ?
How	do	you	go	to work ?

3) Subject questions: questions to find information about the subject of an action.

<b>WH-word</b>	<b>Conjugated verb</b>	<b>Complements ?</b>
Who	operated	on your dad at the hospital?
What	is happening	to your left eye?

3. Homework: learn list 3 - success stories.

<https://quizlet.com/fr/920216276/m2-cosmetics-success-stories-flash-cards/?i=120vpl&x=1jqt>

# How dirty are your cosmetics ?

## Activity 1: Toxic beauty

1. Warm-up: watch the trailer of 'Toxic beauty'.

Can you identify the words corresponding to the following definitions ?

- something causing disagreement or discussion is .....
- to ..... someone ..... is to express a public criticism that draws people's attention to something bad about what another person or an organization has said or done, in order to push them to take action.
- a person who cannot have babies is .....
- Any basic substance that is used in or produced by a reaction involving changes to atoms or molecules is a .....
- ..... (2 words) is when a birth happens before the full period of pregnancy is completed
- ..... is an illness caused by absorbing a dangerous substance.
- chemicals that can affect the systems in the body that produce and control hormones are said to cause ..... (2 words).
- ..... is a chemical element that is a very heavy, soft, dark grey, poisonous metal, used especially in the past on roofs and for pipes and also for protection against radiation.
- ..... means "very large".

2. Watch the video 'Toxic chemicals found in cosmetics' and take notes.

3. Together, let us write a summary for this video.

When writing a summary, remember to :

- Introduce the general theme tackled in the video. Mention the source and date.
- Present the key ideas of the video.
- Conclude with the take-home message of the video: what should we remember?

Remember to use linking words for a smooth summary :

Adding ideas : additionally, furthermore ; besides

Analysing results : therefore; consequently; for this reason; this suggests that

Comparing : compared with; in the same way; likewise

Contrasting : by contrast; although; however, nevertheless ; even if  
Introducing examples : for instance; namely; such as; mainly  
Re-phrasing : in other words  
Concluding : on the whole; overall

A full list of linking words is available at the end of this booklet.

## Activity 2: Toxic dumpsites

1. Warm-up: can you define the following words ?

Carbon emissions :

Landfill / dumpsite :

Greenwashing :

Ocean-bound plastic :

Plastic offsetting :

Pyrolysis :

2. In pairs, watch a video each and summarise its content to your partner.

a. 'Plastic microbeads'

b. 'Why most beauty products aren't recycled'

3. In pairs, write a letter to a big corporation to call them out to take action.

a. Do some research and choose a product and a company.

b. Focus on the impact of plastic packaging.

c. Push the company to change its practices by suggesting alternatives.

4. Homework: learn list 4-toxic cosmetics

<https://quizlet.com/fr/920173284/m2-cosmetics-list-3-toxic-cosmetics-flash-cards/?i=120vpl&x=1jqt>

# Designing eco-friendly cosmetic products

## Activity 1: Zero waste cosmetic products

1. Warm-up: Watch the first 3 minutes of Lauren Singer's Ted Talk, 'Why I live a zero waste life'.

...and discuss the following questions in pairs:

- What inspired Singer to lead a zero-waste life?
- Do you think we are doing enough to reduce our environmental footprint?
- What are some of the more important things we could do to reduce waste in our daily life?
- What can the cosmetic industry do to reduce waste?

2. Do you know the English word for the following French words?

Déchets :	A usage unique :
Recycler :	Réutilisable :
Jeter :	Récipient :
Poubelle :	Bocal :
Emballage :	Durable :
Compostable :	Empreinte carbone :
Jetable :	

2. Read the following article and summarise it in pairs.

### **11 best zero-waste beauty products for looking good while doing good**

By Sophie Shaw, CNN Underscored, Published Thu April 18, 2024

- 5 Your vanity is likely filled with bottles, jars and tubes of beauty products. And eventually, those containers get thrown away (or, hopefully, recycled). But what if you didn't have to worry about any beauty-related garbage? That's where zero-waste beauty products come in.

What are zero-waste beauty products?

- 10 It's impossible to create a product without creating waste, but beauty brands are working to ensure the final product that reaches the customer can be used without leaving a trace. These zero-waste skin care, hair care and other beauty products cut back on packaging, whether it be making the outer box 100% recyclable, compostable or biodegradable, and sometimes they completely forgo any inner

15 packaging too. This means they don't use jars, bottles or other containers, and the product itself is completely usable, like a bar of soap. When you're finished with the product, there's nothing left to even throw away. While it's become more common for brands to label products as zero waste as a marketing tactic (a form of greenwashing), it's important to hold brands accountable and look at how their actions support the label on the box. "Zero waste in beauty isn't just about creating products that don't contribute to landfill; it encompasses a comprehensive approach from the cultivation of ingredients, through production processes, to the shipping methods employed," says Justine Kahn, an esthetician, an herbalist and the founder of Botnia skin care.

25 Companies that prioritize zero-waste initiatives don't only use recyclable materials; they also try to reduce carbon emissions and their overall environmental footprint. For instance, take Botnia's zero-waste approach: "Our production processes are designed to minimize waste by utilizing energy-efficient methods and reducing resource use, ensuring any waste generated is either compostable or recyclable," Kahn says. "Even our shipping department adheres to sustainable practices, using recyclable packaging and minimizing the carbon footprint of transportation. Our approach to skin care is rooted in the philosophy of 'slow skin care,' which emphasizes quality over speed, mindful production and deeper consideration of ecological and human wellness."

35 How can I identify if a beauty product is zero waste?

"Zero waste is such a tricky term because there really isn't any such thing — every item produced, even incredibly responsibly, is going to create some waste," says Ashlee Piper, sustainability expert and author of "Give a Sh\*t: Do Good. Live Better. Save the Planet." That said, consumers can look for beauty products that use little to no packaging, or only recyclable or compostable packaging. "Specifically, search for products that come in compostable cardboard boxes, which can break down naturally without leaving harmful residues," Kahn notes. Another tip for a zero-waste beauty routine is to avoid single-use, disposable products. For example, swapping out your regular cotton balls for reusable bamboo rounds is an easy sustainable substitution. "I believe in investing in long-standing tools that will serve you for a lifetime," Piper says.

Best zero-waste beauty products

<a href="#">Kate McLeod Grounding Stone</a>	55	<a href="#">Ethique Heali Kiwi Calming Solid Shampoo Bar</a>
<a href="#">Soft Services Buffing Bar Starter Set</a>		<a href="#">Leaf Shave Twig Razor</a>
50 <a href="#">Kitsch Rice Water Shampoo Bar</a>		<a href="#">Evolvetogether Exfoliating Bar Soap</a>
<a href="#">Dr. Bronner's Pure-Castile Bar Soap</a>		<a href="#">Flamingo Estate Lavender &amp; Activated</a>
<a href="#">JunkTheory Juni Juniper Biome Cleanser</a>	60	<a href="#">Charcoal Soap Brick</a>
<a href="#">Baiden Mitten</a>		
<a href="#">Botnia Apothecary Mask Set</a>		

2. In pairs, choose one of the products mentioned at the end and present it to the class. Prepare one slide.

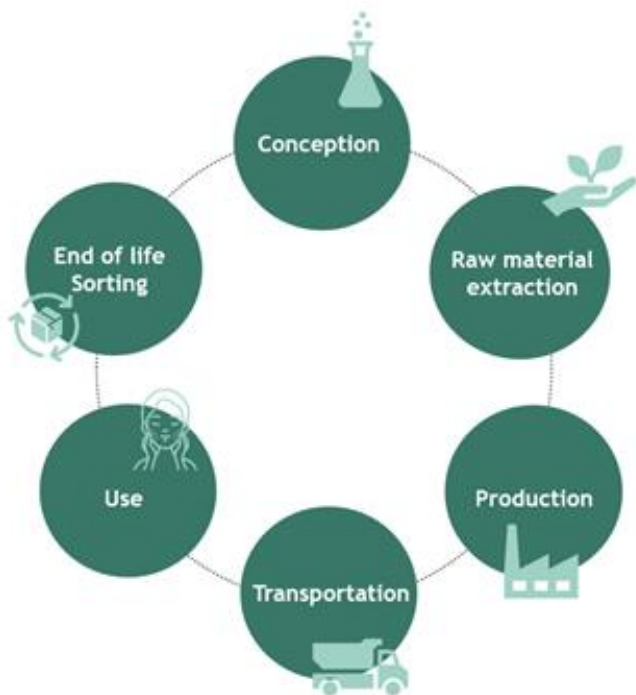
## Activity 2: Eco-friendly beauty products

1. Warm-up: In the previous activity, we saw that companies like Botnia envisage a global approach when it comes to environmental impact : "Our production processes are designed to minimize waste by utilizing energy-efficient methods and reducing resource use, ensuring any waste generated is either compostable or recyclable".

Focus on the underlined phrases and discuss the following in pairs:

- What production processes can minimize waste?
- How can companies reduce resource use?
- Give examples of energy-efficient methods.

2. Consider the following lifecycle of a beauty product:



Form groups of 3 students.

Each student in a group listens to a video related to one step of the lifecycle and presents it to the rest of the group.

- Conception & Raw materials : 'Sustainable emulsion formula'.
- Processes : 'Sustainable and carbon neutral beauty'.
- End of life : 'Upcycled cosmetic ingredients'.

10

3. Homework: learn list 4-zero waste cosmetics.

<https://quizlet.com/fr/920175360/m2-cosmetics-list-4-zero-waste-cosmetics-flash-cards/?i=120vpl&x=1jqt>



# The Beauty of Marketing

## Activity A: A Scent of Risk

1. Warm-up: in pairs, discuss the following questions.

- What is marketing?
- What marketing tactics do you think are very successful?
- What's the best marketing campaign you know of?
- What's the difference between marketing and advertising?
- How much of marketing is lying?

2. As a reminder, here is the description of the « Marketing Mix ». Can you place the four Ps next to their definitions?

Edited from [www.investopedia.com](http://www.investopedia.com)

..... : This represents an item or service designed to satisfy customer needs and wants. To effectively market a product or service, it's important to identify what differentiates it from competing products or services. It's also important to determine if other products or services can be marketed in conjunction with it.

..... : The sale price of the product reflects what consumers are willing to pay for it. Marketing professionals need to consider costs related to research and development, manufacturing, marketing, and distribution—otherwise known as cost-based pricing.

..... : When determining areas of distribution, it's important to consider the type of product sold. Basic consumer products, such as paper goods, often are readily available in many stores. Premium consumer products, however, typically are available only in select stores.

..... : Joint marketing campaigns are called a promotional mix. Activities might include advertising, sales promotion, personal selling, and public relations. One key consideration is the budget assigned to the marketing mix. Marketing professionals carefully construct a message that often incorporates details from the other three Ps when trying to reach their target audience.

3. Read the following brief :

Bellissima is an Italian perfume and cosmetics business. The company has a highly successful range of products in the luxury cosmetics market. It is planning to launch a

new fragrance and extensive market research has produced detailed profiles of two potential target markets as described below. Bellissima now has to decide whether to expand its current market base or risk branching out and reaching a new client.

#### Profile A

High-income women aged 25-30, who spend a high proportion of income on restaurants and theatre. Currently loyal to our cosmetics range but change perfume brands from time to time. However, they already have a positive image of our brand so a relatively limited promotional campaign would be enough to create an awareness of the new product. They accept high prices for quality products.

Packaging should be simple but elegant, using expensive materials in dark colours. The brand should appeal to a sense of ambition and superiority. Suggested brand names : *Sophistication* or *Cool Elegance*.

#### Profile B

Women aged 18-25, who like popular music, clothes, going out and don't mind paying high prices for quality or products that are « in fashion ». Currently don't use our brands as consider them slightly old fashioned. We would need to spend a lot on promotion to attract this target who are not high earners but spend a high proportion of income on clothes and cosmetics.

Packaging should represent a young, carefree lifestyle with a strong and rebellious personality. Regular packaging updates are needed to keep up with fashion trends. Suggested brand names : *Rebel Angel* or *She Devil*.

4. In groups of 4, discuss the advantages of each profile and decide which option has most potential for Bellissima.

5. Now choose a brand name and plan your brand strategy. Consider the four Ps of the marketing mix.

6. Present your concept and brand strategy to the class.

7. Write an action plan for the Marketing Director at Bellissima with a summary of your group's strategy.

## Activity 2 : Brand positioning

1. Warm-up: consider the following definition of brand positioning and discuss the following questions.

« Brand positioning is the set of characteristics which makes a product different from other products on the market. Clear positioning helps to make a product attractive to a target group of consumers. With clear positioning, a brand then established its identity. This determines what consumers think about a product. »

- Can you think of a brand which appeals to you? What do you like about it?
- What is involved in creating a successful brand?
- How important is a good name to a brand?
- How important is an attractive logo to a brand?
- In what way can a brand be damaged?
- What is the importance of storytelling in branding?
- How has social media reshaped brand-customer interactions?
- What is the role of customer feedback in brand development?
- What is the impact of branding on consumer psychology?
- How does a brand create and maintain loyalty?

## 2. Leaf: Role play in pairs



Discuss ideas with your colleague and decide on a minimum of ten key actions to take.

Student A: You work for a cosmetics manufacturer. You are part of a discussion group which must produce recommendations to the Board on ways to establish a clear brand positioning for your hair care products. A survey of consumer attitudes to your products produced the following results, summarized in a memo:

### INTERNAL MEMORANDUM

Re: Hair Care Products – Market survey.

Leaf range – market perception is that it is an old product for older people.

Most Leaf products associated with problems – not solutions, e.g. medical treatment for difficult hair, dandruff, greasy hair, dry hair, bad skin, etc.

In the meeting, suggest the following action. Reach decisions on what to do.

YOU:

- think the research shows that the positioning has been a complete failure.
- want a new marketing campaign aimed at younger consumers.
- want to rename the product range (suggest a name if you can).
- need endorsement from a famous youth role model from sport, cinema or music (suggest possible names).
- suggest a major television commercial as a product launch.
- insist on dropping the term *medicated treatment* from the packaging.

Student B: You work for a cosmetics manufacturer. A colleague telephones you with news of a survey on consumer attitudes to your *Leaf* range of shampoos and conditioners. Later, in your meeting to discuss the report, try to reach a decision on what to do.

YOU:

- think the *Leaf* range is quite successful with its present brand identity.
- suggest ways to build on the results of the survey to improve Leaf sales.
- suggest an entirely new range to appeal to younger consumers – a new range with a completely different brand identity.
- think you can use almost the same product as the *Leaf* range, but with different colours, name and packaging.
- suggest a new name for the new range.
- are worried about the cost of a massive advertising campaign.
- think TV advertising is the best way to sell hair care products – but it is also the most expensive.
- think that social media advertising would be much cheaper.

# The future of Cosmetics

## Activity 1: Scientific innovation

1. Warm-up: discuss the following questions in pairs.

- What springs to mind when you think of seaweed / microbes?
- What is interesting about seaweed / microbes?
- Why is seaweed added to the foods we eat?
- How could seaweed and microbes be of use in cosmetics?

2. In pairs, watch the following news reports and share what you have learnt:

Student A: 'The cultivation of microalgae'.

Student B: 'How biotechnology could change the face of cosmetics'.

3. As part of your job for a cosmetics manufacturer, you are in charge of keeping up with innovation to develop new ranges of products.

Go to the websites of the two companies mentioned in the videos:

Neoalgae : <https://neoalgae.es/cultivo-y-desarrollo-de-ingredientes-a-base-de-microalgas/?lang=en>

Arcaea beauty : <https://www.arcaea.com/ingredients>

Work in pairs: decide which innovation you would like to push for your company and why. Write up a pitch and justify your choice.

## Activity 2: AI beauty bots & Chat GPT

1. Warm-up: in pairs, discuss the following questions.

- What is artificial intelligence?
- What are the dangers of artificial intelligence?

- How is artificial intelligence helping us today?
- Will artificial intelligence ever replace the need for humans to work?
- Do you think AI can formulate better than a human being?

2. In groups of 3, watch the video 'Can AI formulate better than a human?'. Each student is in charge of one test and then everyone shares their part.

<https://www.youtube.com/watch?v=g7Hrh4ntXrk>

Student A: the ability to formulate with cost in mind.

Student B: the ability to use functional chemistry to accomplish a specific goal.

Student C: applying originality and creativity in your formulations.

What conclusion can you draw from this experiment? Do you think ChatGPT will ever be good enough to formulate alone?

## Help

A comprehensive list of linking words.

Additional comments or ideas	additionally; also; moreover; furthermore; again; further; then; besides; too; similarly; correspondingly; indeed; regarding.
Alternatives	whereas; conversely; in comparison; by contrast; another view is...; alternatively; although; otherwise; instead.
Analysing results	therefore; accordingly; as a result of; the result is/results are; the consequence is; resulting from; consequently; it can be seen; evidence illustrates that; because of this; thus; hence; for this reason; owing to x; this suggests that; it follows that; otherwise; in that case; that implies;  Author (year) suggests that;
Cause / Reason	as a result of; because
Compare	compared with; in the same way; likewise
Contrast	by contrast; although; compared with; conversely; despite; however, nevertheless; yet
Effect / Result	As a result; therefore; thus
Emphasising earlier statements	however; nonetheless; furthermore; in the final analysis; despite x; notwithstanding x; in spite of x; while x may be true, nonetheless  although; though; after all; at the same time; even if x is true; count
Introducing examples	for example; for instance; namely; such as; as follows; as exemplified by; such as; including; especially; particularly; in particular; notably; mainly;
Re-phrasing	in other terms; rather; or; better; in view of this; in contrast
Sequencing	first (ly); second (ly); third (ly); another; additionally; finally moreover; also; subsequently; eventually; next; then
Summary or Conclusion	in conclusion; therefore; to conclude; on the whole; hence; thus to summarise; altogether; overall; ...following the research of...after analysis

The most common irregular verbs (feel free to add more).

	Base form	Past	Past participle (use to form present perfect and passive form)	French
1	say	said	said	dire (quelque chose à)
2	make	made	made	faire (fabriquer quelque chose)
3	go	went	done	aller
4	take	took	taken	prendre
5	come	came	come	venir
6	see	saw	seen	voir
7	know	knew	known	savoir
8	get	got	got	obtenir
9	give	gave	given	donner
10	find	found	found	trouver
11	think	thought	thought	penser
12	tell	told	told	dire (à quelqu'un)
13	show	showed	shown	montrer
14	leave	left	left	laisser
15	feel	felt	felt	ressentir
16	do	did	done	faire (une action)
17	bring	brought	brought	apporter
18	begin	began	begun	commencer
19	keep	kept	kept	garder
20	hold	held	held	tenir
21	write	wrote	written	écrire
22	understand	understood	understood	comprendre
23	hear	heard	heard	entendre
24	put	put	put	mettre
25	mean	meant	meant	signifier
26	run	ran	run	courir
27	meet	met	met	rencontrer
28	pay	paid	paid	payer
29	sit	sat	sat	s'asseoir
30	speak	spoke	spoken	parler
31	read	read	read	lire
32	send	sent	sent	envoyer
33	grow	grew	grown	grandir
34	lose	lost	lost	perdre
35	fall	fell	fallen	tomber
36	lead	led	led	mener
37	sell	sold	sold	vendre
38	break	broke	broken	casser
39	spend	spent	spent	dépenser
40	cut	cut	cut	couper
41	rise	rose	risen	augmenter



42	drive	drove	driven	conduire
43	buy	bought	bought	acheter
44	wear	wore	worn	porter (vêtements,bijoux)
45	choose	chose	chosen	choisir
46	learn	learnt	learnt	apprendre
47	teach	taught	taught	enseigner
48	fight	fought	fought	se battre
49	forget	forgot	forgotten	oublier
50	catch	caught	caught	attraper