

BEAUTY CONNECT

What does “better contract manufacturing” mean to you, and how is that idea reshaping the relationship between beauty brands and their manufacturing partners?

To us, better contract manufacturing means being a true creative and operational partner - not just a production facility. It's about transparency, collaboration, and shared ambition. Brands today want more than a vendor; they want a partner who understands their values, innovates with them, and helps them scale responsibly. A partner who cares about meeting their consumer and customer needs as much as they do. And of course, a partner that brings solutions, not problems.

At Goodkind, we always put our brand partners first and make all of our decisions in service to the brand. Fittingly, we measure our success based on how happy (objectively) our brand partners are with us - not based on just how many units we produce for them.

How have you seen the clean beauty movement evolve, and what do you think brands and manufacturers need to focus on to stay ahead?

Clean beauty has matured from a “free-from” checklist to a focus on validation and performance. What started as removing “bad” ingredients has shifted toward nuanced, traceable formulation, efficacy validation, and environmental accountability. Consumers expect efficacy backed by integrity. We're now in a phase where transparency, data-driven formulation, and responsible sourcing matter as much as what's not in the formula. To stay ahead, brands and CDMOs need to align on clear ingredient standards, traceability systems, and measurable sustainability goals - all without compromising the sensory and functional experience that drives loyalty.

In short: clean is no longer a differentiator - it's expected. The edge lies in how well you execute it, prove it, and integrate it into your brand story.



Eric Korman
CEO
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How are sustainability, traceability, and ingredient integrity influencing the next generation of product development?

They're influencing everything. Ingredient integrity isn't just about safety anymore - it's about origin, ethics, and multi-end point environmental impact. Sustainability starts at the ingredient level and carries through to formulation (waterless or concentrated formats), process efficiency, packaging, and end-of-life design. At Goodkind, we work closely with key raw material partners to maintain traceability and invest in data systems that document compliance and help identify sourcing stories. Brands that determine their sustainable design principles early - rather than retrofitting later - will survive future regulation and win consumer trust.

What factors most determine whether a product succeeds at retail, and how can emerging brands prepare for that stage?

Retail success comes down to three things: differentiation, readiness, and reliability. You need a clear point of view - what makes your product worth picking up - and the operational foundation with partners to deliver it consistently. That means scalable formulations, robust stability testing, quality systems that meet retailer expectations, and demand planning/forecasting. Emerging brands can prepare by partnering with a CDMO that understands these complex issues and can help support them on everything from ingredient vetting to audit readiness.