

## MAKING 20 YEARS OF DERMATOLOGICAL EXPERTISE AVAILABLE TO THE COSMETIC INDUSTRY

Truitt Bell, CEO of Milbar Laboratories Inc.

**M**ilbar Laboratories Inc is a privately held division of Dermatologic Cosmetic Laboratories, which has been formulating and distributing highly exclusive skincare products to dermatologists in the United States for some 25 years. Milbar, delving into the vast experience of its parent company, formulates, manufactures and fills specialized skincare for companies worldwide from entrepreneurial start-ups to multibillion dollar cosmetic corporations. Based in East Haven, Connecticut, Milbar, which employs 50 people and is run by Truitt Bell, CEO, announced a growth rate of 100% last year and is currently on track to achieve the same results this year.

“Our dermatology heritage makes it possible for us to formulate skincare which has meaningful levels of raw materials with true benefit to the skin,” explains Truitt Bell, “and technology and innovation are central to our philosophy.” Given the somewhat confidential nature of the company’s relations with its customers, it is impossible for Truitt Bell to give out any names, but he is happy to announce that his company’s products “are sold in almost every well-known store in the USA, including Bergdorf Goodman, Neiman Marcus, Saks Fifth Avenue and Nordstrom, under our customer’s name of course.” The company sells worldwide and 20% of its sales are exported, essentially to South America and the Far East, but Europe is a potential market that Truitt Bell is interested in developing. “We consider ourselves to be a boutique contract manufacturer and filler. We are not the biggest on the market and we’re not in the tonnage business, neither do we aim to be. We specialize in new technology and smaller lines and on developing a more high-quality, boutique approach in response to specific customer needs,” comments Truitt Bell. Among new lines,

Truitt Bell points to products for sensitive skin, acne, anti-aging, all formulated with exciting new raw ingredients. The company specializes in serious doses of antioxidants, A, C and E vitamins and hydroxy acids, with the aim of developing unusual, unique products. However, innovation and technology are not the only secret to Milbar’s success in the highly competitive cosmetic world. Development speed is another major factor which Truitt Bell feels is responsible for Milbar having won so many contracts in the last year. “Our R&D capabilities mean that we are capable of halving traditional leadtimes to market for some very large corporate customers whose internal structures mean that they might otherwise have to spend years developing similar products in-house.”

When asked about current trends in the cosmetic industry, Truitt Bell is extremely enthusiastic. “Skincare, and sun-care products in particular, remain one of the largest growth segments in this market and given our insights and heritage, we’re extremely well-positioned to supply this area.”



Truitt Bell