

CASE STUDY: Beauty Science UK Limited



OVERVIEW

Beauty Science UK Limited offers a wide range of products and services for the beauty industry and cosmetics companies including volume pricing, larger and cost-effective refill product sizes. The company have successfully been awarded R&D tax credits with the expert assistance of randd.

The claim was originally held by HMRC Fraud Office, who filed a tax enquiry with Beauty Science UK which randd were able to successfully defend, meaning all R&D tax credits were released to the client.

Established as a B2B brand, their professional collection was created in 2009. Today, Beauty Science UK's products are the leading choice for many international cosmetics companies, beauty, and industry professionals.

Beauty Science UK created a number of products over the last two years as well as completing several eligible R&D activities which were submitted to HMRC. These activities included, but were not limited to, lab formulations, market research, certification, and compliance. The company sought to develop an effective, trusted, and environmentally-conscious professional beauty solutions for the consumer market under a new brand – Beauty Hygiene Plus.

Four essential products - a cosmetic brush cleaning spray, a makeup sponge and brush shampoo, a spray for sanitising beauty tools and accessories, and a quick-dry makeup sanitising mist were developed after a large amount of research and development. This was difficult to accomplish and required extensive trial and error with materials, as well as scientific research and analysis to create the new hygiene product line.



Neil Slade of Beauty Science UK commented "randd took the burden which saved me time to run my business."

Hannah Holcroft, R&D Tax Consultant for randd uk commented,

"Beauty Science is an innovative and incredibly forward-thinking business to partner with throughout the R&D Tax Credit claim process. Their contribution to furthering the scientific knowledge in the beauty industry is an inspiration, making them an ideal recipient of this incentive. As with all claims, randd UK were happy to support the company through the enquiry that was launched, as part of HMRC's regulatory process. Once the requested evidence was provided, the Tax Inspector agreed that the costs and work presented was 100% deserving of the award and Beauty Science went on to receive this soon afterwards."

The money received from HMRC will go into developing new products as well as continuing to improve The Pro Hygiene Cosmetics line and The Beauty Hygiene Plus line.