

Capsum tells us

Move to grow

Capsum was founded in Paris in 2008, and is now setting up in Marseille to develop its cosmetic innovation activity. Apart from being a return to source, this choice is also a springboard and was made deliberately by Sébastien Bardon, the CEO, who has taken good advantage of the opportunities available in the Provence region.

> Experience and knowledge seduced ...

Sébastien Bardon : Capsum was founded in Paris in August 2008 with the support of my two scientific partners, David Weitz and Jérôme Bibette. The idea was to propose high added value tailor made innovations to cosmetics manufacturers. Our company relies mainly on laboratories at the Paris's Higher School of Industrial Physics and Chemistry (ESPCI) and Harvard in the United States. These laboratories are some of the best in the world in the field of complex materials. They form a genuine asset that allows us to market products, most of which were developed after several years of research in the medical and pharmaceutical sector. In particular, we are the first company in the world to market capsules designed using microfluidic technology (link: <http://fr.wikipedia.org/wiki/Microfluidique>), object by object.



Sébastien Bardon,
Capsum Chief
Executive Officer

> ... by the Marseille region ...

Capsum's move to Marseille is fully consistent with our growth strategy. Apart from my close ties to the city – I was raised in Marseille – we were looking for a place with a strong network in the cosmetics industry. Our desire to move coincided with the creation of the City of Cosmetics erected in the tax free enterprise area, creating a genuine opportunity for Capsum to integrate itself into an environment conducive to its growth.

The other reason for our settlement in Marseille is related to the nature of investors during our two fund raising operations made in 2008. It was found that a number of them, both public and private, originated from the Provence-Alpes-Côte d'Azur region. This encouraged us to work with them more closely for reasons of synergy.

> ... To plan well into the future!

Our head office started in the City of Cosmetics building in September this year. We then progressively installed our R&D department and our production during the autumn. Our team is composed of eight persons and we intend to recruit more than twenty employees in the near future. This structure also benefits from a locally and internationally very active scientific network, so that we can innovate quickly and extensively. But we will very quickly become cramped! We plan to move all the activities onto a 1000 m² industrial site in the PACA region at the end of 2010.

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For further information :

www.capsum.eu

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