



Balmology Case Study

You work for Balmology, a leading cosmetic manufacturer in Manitoba whose products are sold in 45 countries all over the world. As a product developer, your job is to create new lip balm flavours and recipes that appeal to North American youth ages 13-17.

PROBLEM

As Balmology grows, so does its product offerings. You have been tasked with creating the brand-new lip balm.

SPECIFICATIONS

You must follow the included instructions, referred to by industry as Standard Operating Procedures (SOPs), to create the lip balm base. Add in the amount of flavouring you desire to create your custom lip balm.

MATERIALS

- Bees wax
- Coconut oil
- Drink powder for colour and flavour
- 2 Containers
- Mixing bowl
- Stir stick

If you created a lip balm you would wear everyday; congratulations! You have made Balmology's new lip balm recipe and it is now one of the highest selling products the company offers! If not, that's ok! Think about your favourite lip balm and what you liked about it. How can you make yours more like that one? What did you like about the one you created? Even if you did not like your lip balm, congratulations on doing your best. Not everything we do at work is always successful, but those failures create opportunities to learn and grow and we can use that knowledge to get better at our jobs!

