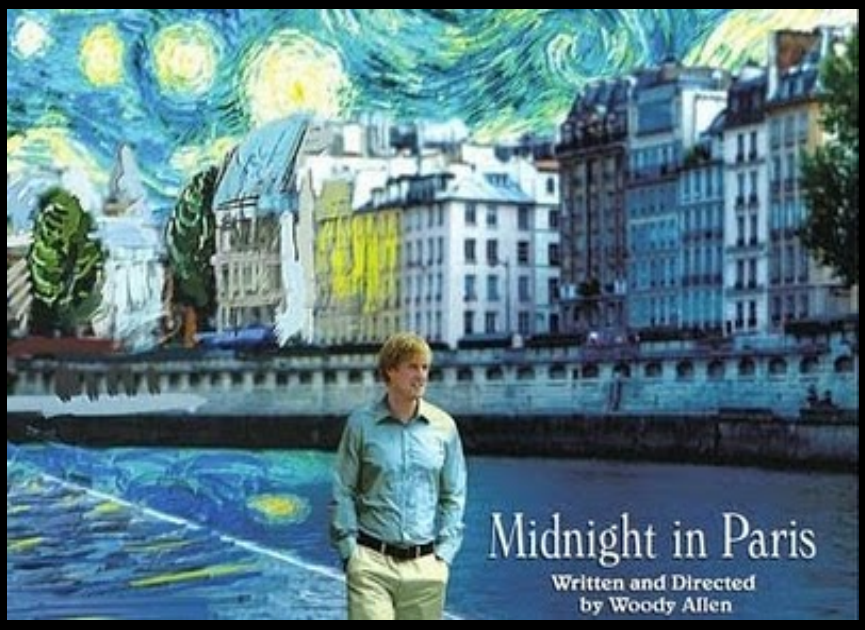
MUCHOS SI
y
POCOS NO

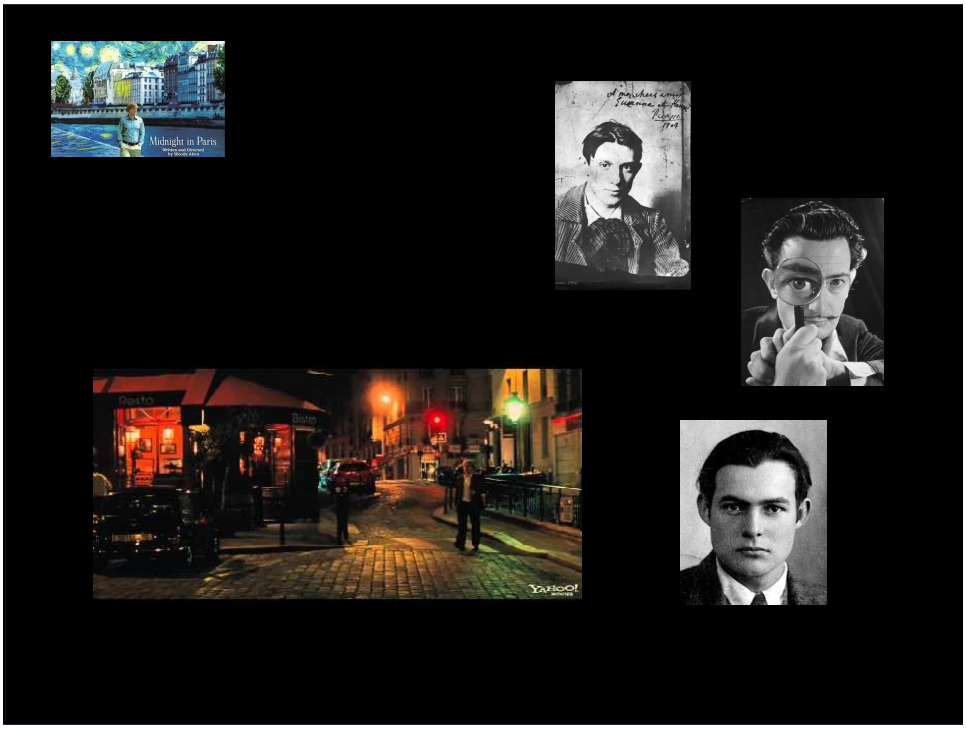
Ricardo Diez

Ricardo Diez

Caitodiez@gmail.com


abonad
con
NITRATO
DE CHILE


Midnight in Paris
Written and Directed
by Woody Allen


Midnight in Paris
Bistro
Bistro
YAHOO!


SANTIAGO, 1930


1929 - calle ahumada esquina compañ


El jefe?

MEDIANOCHE EN SANTIAGO, 1930

Al levantarse…


MARCA REGISTRADA
www.todocoleccion.net

Tensoactivos primarios y secundarios (Betaínas)

Poliquarternium

Agentes Perlantes (uso en frío)

NOVA CHEMIE CHILE

Tensoactivos primarios y secundarios (Betaínas)

Poliquarternium

Agentes Perlantes (uso en frío)

EL MERCURIO

SANTIAGO DE CHILE, martes 25 de octubre de 1938

Hoy se elegirá al nuevo Presidente de Chile

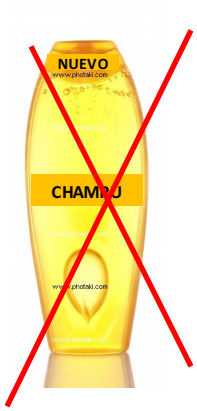
SITIOS EN QUE DEBEN SUFRAGAR LOS ELECTORES


Drene Shampoo


EL MERCURIO
Hoy se elegirá al nuevo Presidente de Chile
SITIOS EN QUE DEBEN SUFRAGAR LOS ELECTORES

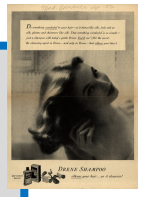

Drene Shampoo


drene
SHAMPOO
Billowy Suds!
-reveal hair's
hidden lustre
PROCTER & GAMBLE, Cincinnati, Ohio
CONTENTS 3 FLUID OZ.



GRAN EXITO

Beneficio al consumidor



Beneficio a la empresa

Por que nosotros no?

P&G

Creatividad
concepto

Innovacion
tecnologica

Creatividad

habilidad para pensar
nuevos conceptos

Innovacion

Creatividad

habilidad para pensar
nuevos conceptos

Innovacion

Convertir la idea en
un producto de valor
con nuevas tecnologias

Creatividad

habilidad para pensar
nuevos conceptos

Innovacion

Convertir la idea en
un producto de valor
con nuevas tecnologias

Beneficios usuario

Beneficio$ empresa

Creatividad producto

Innovacion tecnologica

"SINE QUA NON"

Contexto

"Insight"

Diferentes escuelas

Diferentes escuelas

7

20

5

10

11

6

7 **Ways to Increase** Your **Creativity** - Hongkiat
www.hongkiat.com/blog/**increase**-**creativity**/
Let's get this out of the way to begin with: you are **creative**! **Creativity** is a governing forc
humanity - an innate function of the mind. It is, at its essence, your ...

20 Tips from Psychology for Boosting **Creativity** - How to **Boost** Your ...
psychology.about.com/od/.../tp/how-to-**boost**-**creativity**.htm
One of the best **ways to develop creativity** is to become an expert in that area. By havir
rich understanding of the topic, you will be better able to think of novel ...

Creativity techniques - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/**Creativity_techniques**
Please help **improve** this article if you can. (November 2008). **Creativity techniques** are
methods that encourage **creative** actions, whether in the arts or sciences.

Comments on: 5 **Ways To Improve** Your **Creativity** Today - OPEN Forum
www.openforum.com/articles/5-**ways-to-improve**-your-**creativity**-today/

5 **Techniques to Improve** Your **Creativity** - Operation Meditation ...
operationmeditation.com/.../5-**techniques-to-improve**-your-**creativity**/
However **creative** you may be, there will be times when you feel a dearth of **creativity**.
Perhaps you need to motivate yourself, or you've been working too hard, ...

10 **Ways to Increase** Imagination & **Creativity** - Operation Meditation ...
operationmeditation.com/.../10-**ways-to-increase**-imagination-**creativity**/
There are various **ways** to enrich one's imagination how one can enrich imagination. Here
ten **ways to increase** imagination for better **creative** thinking:.

How to Crank up Your **Creativity**: 11 Steps (with Pictures)
www.wikihow.com/Crank-up-Your-**Creativity**
The truth is that everyone is **creative**, and researchers have proven that it is possible to
improve creativity in various **ways** including diet, exercise, and practice.

How to **Increase Creativity**: 6 Steps (with Pictures) - wikiHow

Planck
Bohr
Heisenberg
Schrödinger
Dirac

Einstein

Diferentes escuelas

UNIVERSIDAD

CONTEXTO

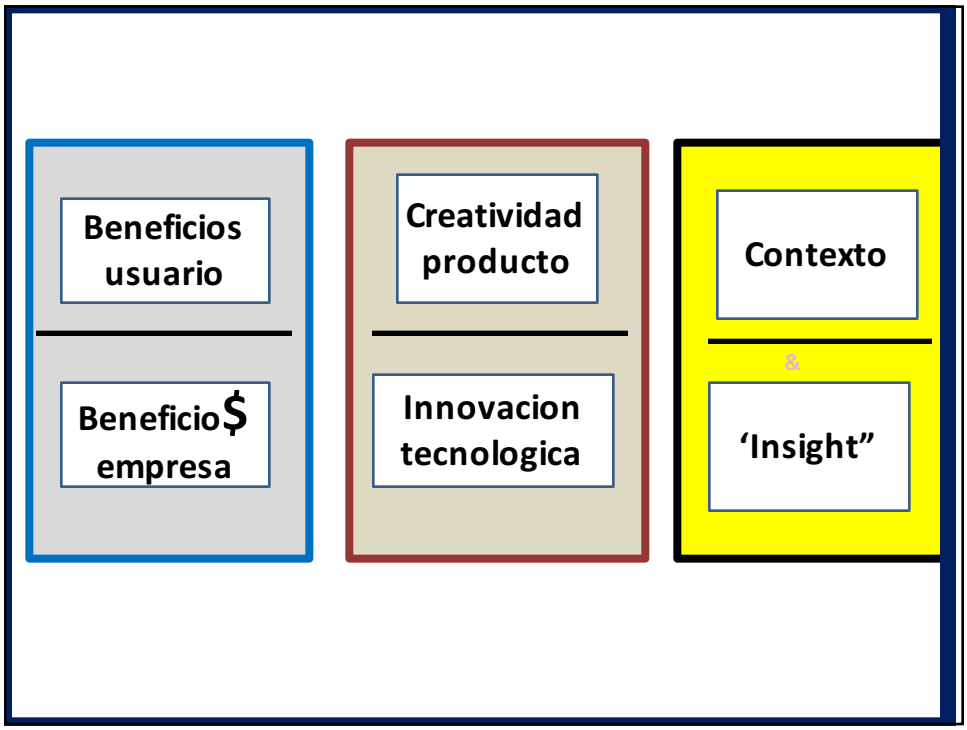
Planck
Bohr
Heisenberg
Schrödinger
Dirac

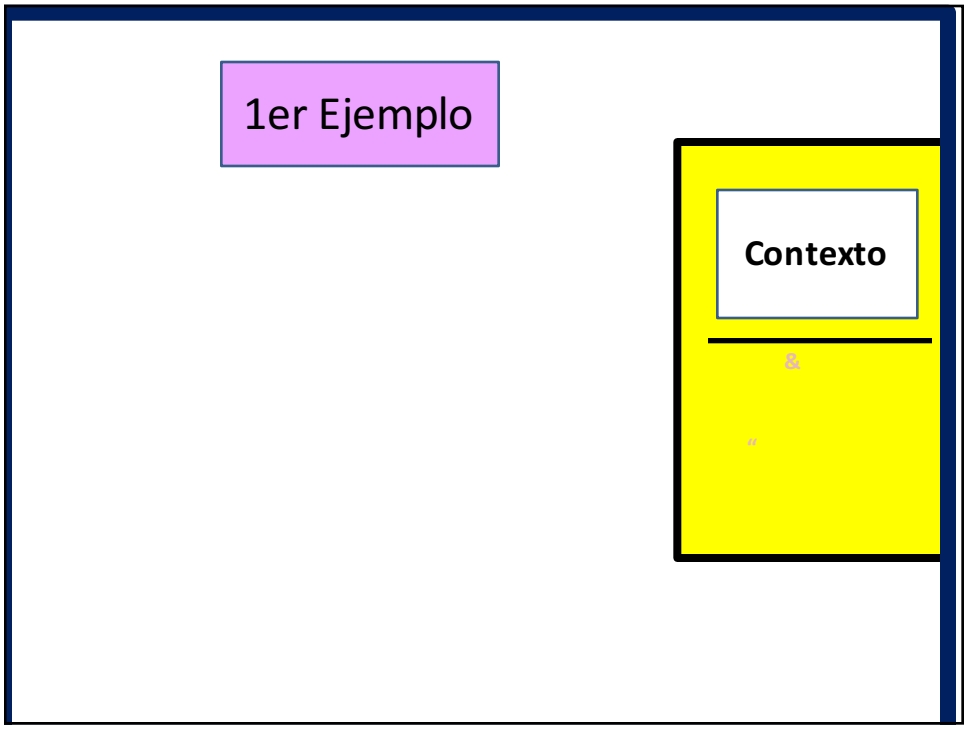
Einstein

UNIVERSIDAD

Contexto

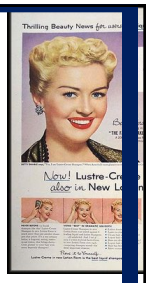
‘Insight”


Beneficios usuario
Beneficio$ empresa
Creatividad producto
Innovacion tecnologica
Contexto
&
'Insight"


1er Ejemplo
Contexto
&

Hair Shampooing with Soap

New York Times, May 1908



"Apply soap with a brush…….

"Rinse hair four times. (The forth rinse with cooler water to prevent the head from overheating)

"Shampoo the hair as often as every two weeks, but from a month to six weeks should be a better interval."

Beneficio al consumidor

Beneficio al consumidor

Beneficio empresa

P&G

P&G

Creatividad concepto del producto

Innovacion Tecnologica

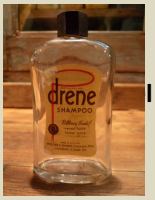
Creatividad

habilidad para pensar nuevos conceptos

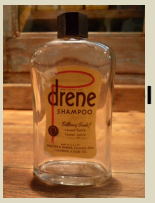
Innovacion

convertir la idea en producto de valor con nuevas tecnologias

P&G



P&G



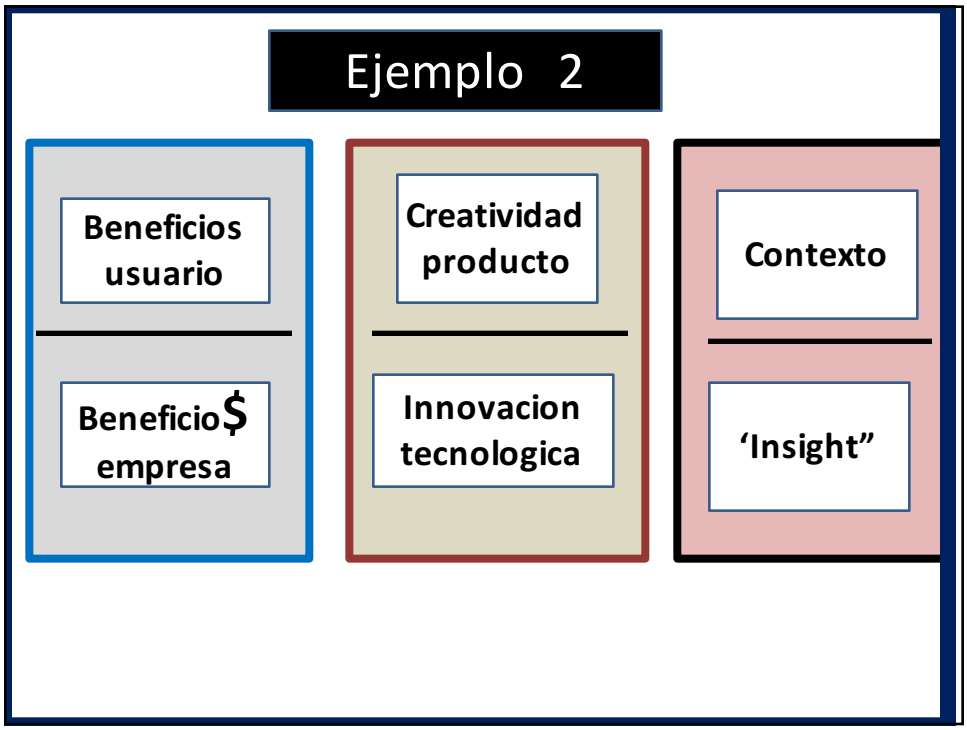
Contexto

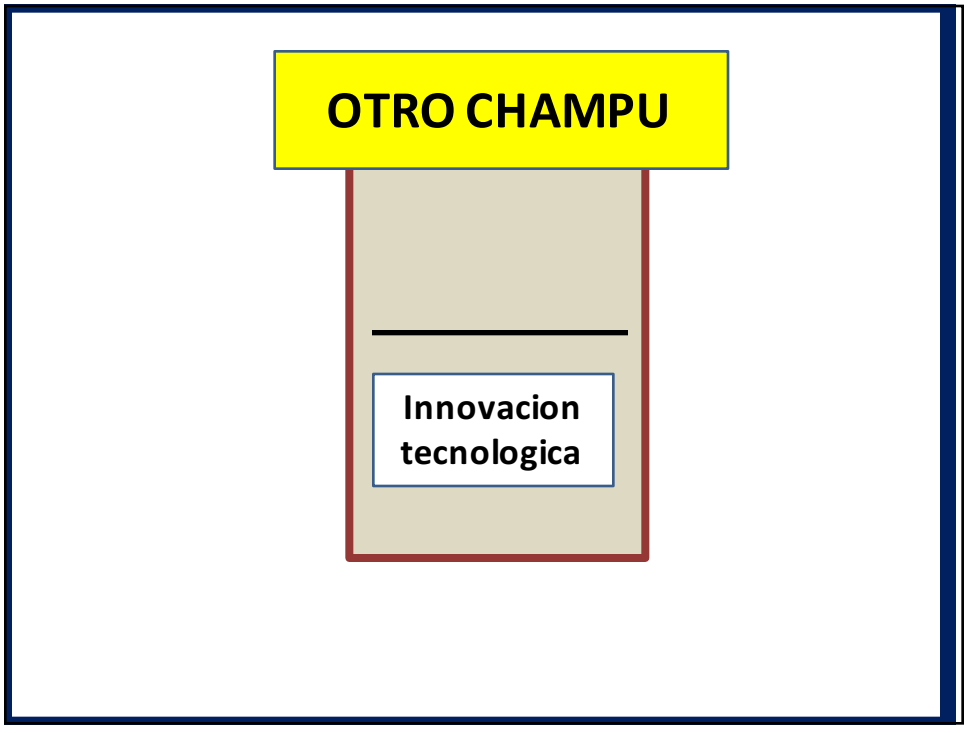
“Insight”

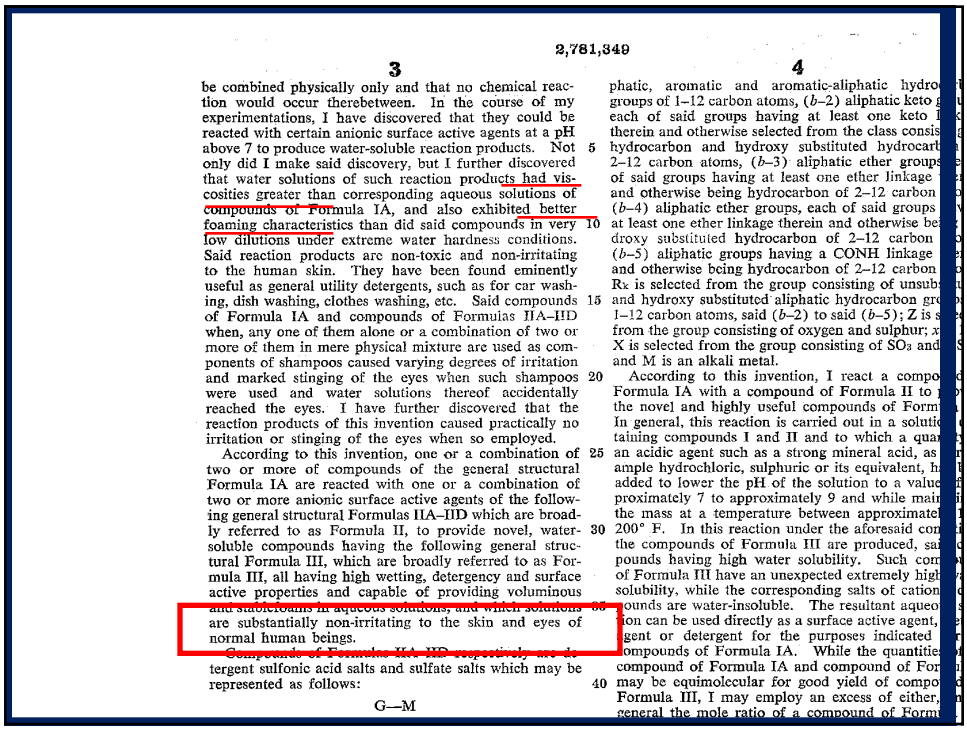
Lo veremos al final

Contexto

“Insight”


Ejemplo 2
Beneficios usuario
Beneficio$ empresa
Creatividad producto
Innovacion tecnologica
Contexto
'Insight"


OTRO CHAMPU
Innovacion tecnologica



2,781,849

3

be combined physically only and that no chemical reaction would occur therebetween. In the course of my experimentations, I have discovered that they could be reacted with certain anionic surface active agents at a pH above 7 to produce water-soluble reaction products. Not only did I make said discovery, but I further discovered that water solutions of such reaction products had viscosities greater than corresponding aqueous solutions of compounds of Formula IA, and also exhibited better foaming characteristics than did said compounds in very low dilutions under extreme water hardness conditions. Said reaction products are non-toxic and non-irritating to the human skin. They have been found eminently useful as general utility detergents, such as for car washing, dish washing, clothes washing, etc. Said compounds of Formula IA and compounds of Formulas IIA–IID when, any one of them alone or a combination of two or more of them in mere physical mixture are used as components of shampoos caused varying degrees of irritation and marked stinging of the eyes when such shampoos were used and water solutions thereof accidentally reached the eyes. I have further discovered that the reaction products of this invention caused practically no irritation or stinging of the eyes when so employed.

According to this invention, one or a combination of two or more of compounds of the general structural Formula IA are reacted with one or a combination of two or more anionic surface active agents of the following general structural Formulas IIA–IID which are broadly referred to as Formula II, to provide novel, water-soluble compounds having the following general structural Formula III, which are broadly referred to as Formula III, all having high wetting, detergency and surface active properties and capable of providing voluminous and stable foams in aqueous solutions, and which solutions are substantially non-irritating to the skin and eyes of normal human beings.

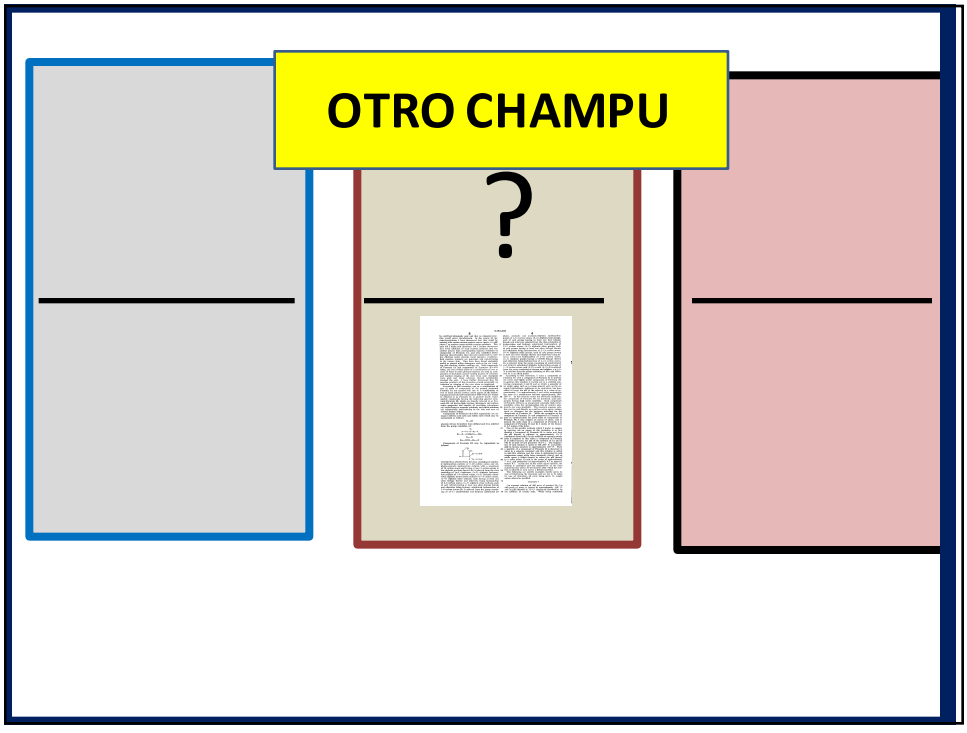
Compounds of Formulas IIA–IID respectively are detergent sulfonic acid salts and sulfate salts which may be represented as follows:

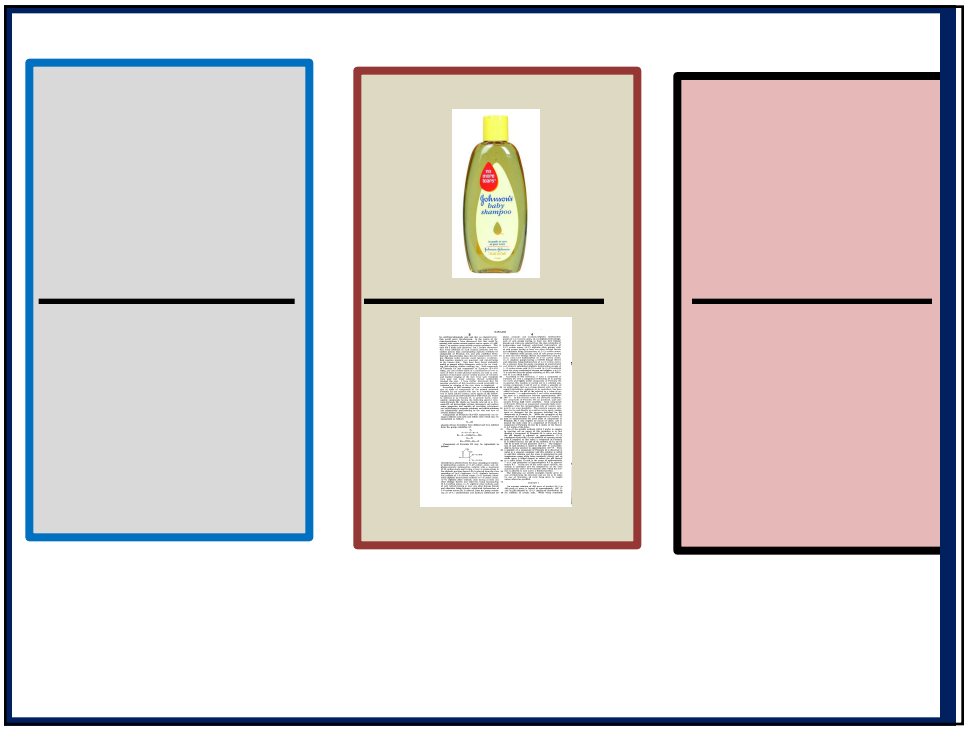
G—M

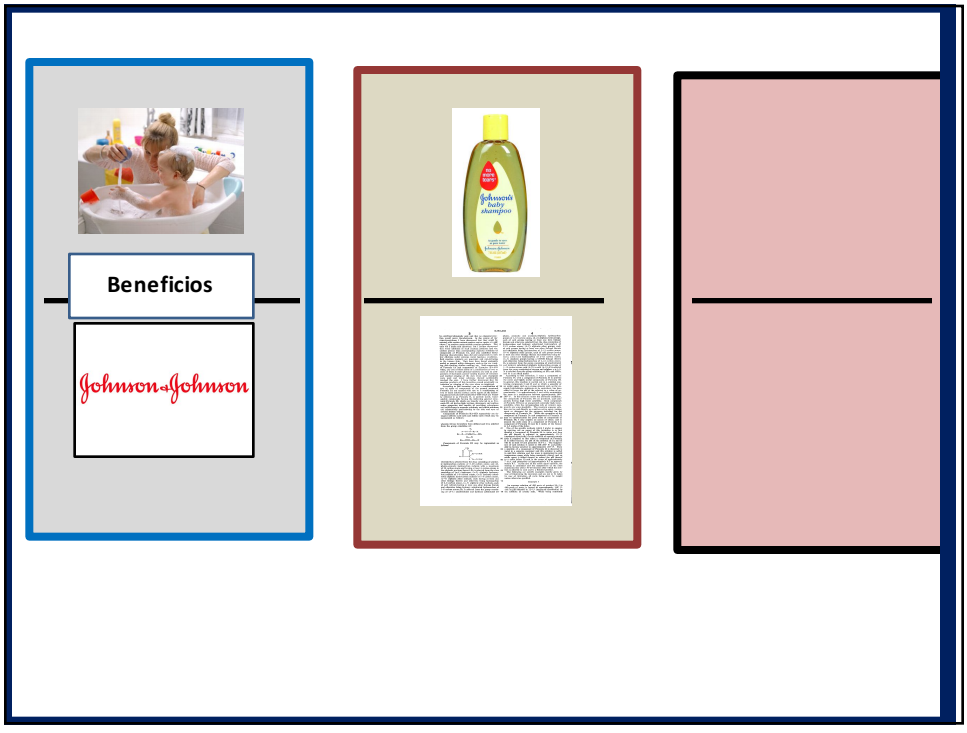
4

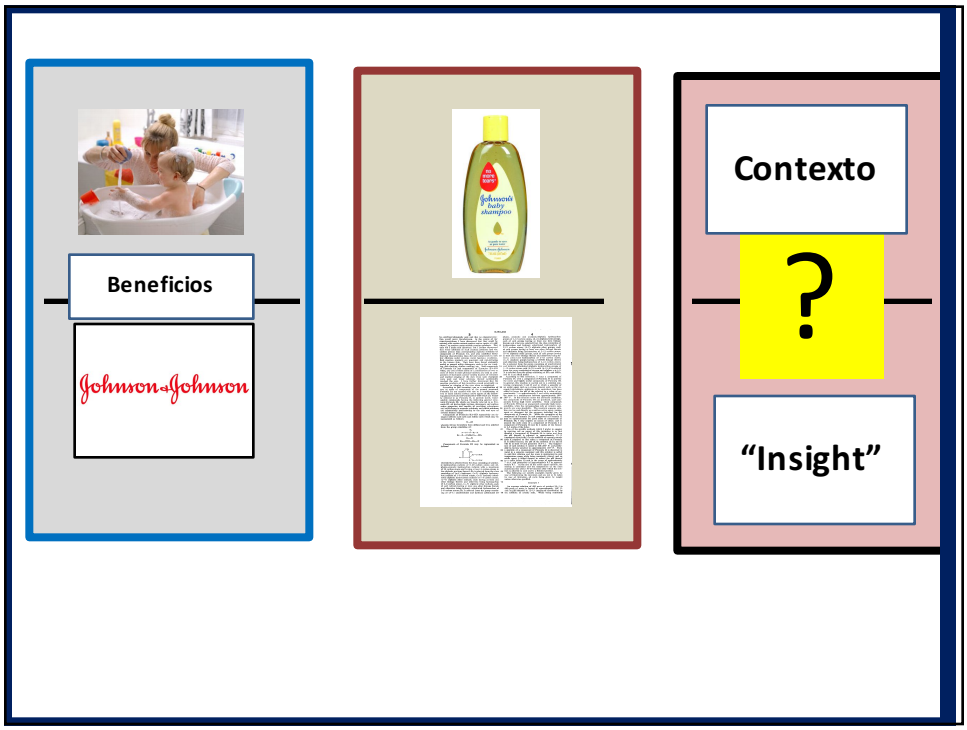
phatic, aromatic and aromatic-aliphatic hydro
groups of 1–12 carbon atoms, (*b*–2) aliphatic keto g
each of said groups having at least one keto l
therein and otherwise selected from the class consis
hydrocarbon and hydroxy substituted hydrocarb
2–12 carbon atoms, (*b*–3) aliphatic ether groups
of said groups having at least one ether linkage
and otherwise being hydrocarbon of 2–12 carbon
(*b*–4) aliphatic ether groups, each of said groups
at least one ether linkage therein and otherwise be
droxy substituted hydrocarbon of 2–12 carbon
(*b*–5) aliphatic groups having a CONH linkage
and otherwise being hydrocarbon of 2–12 carbon
R_X is selected from the group consisting of unsub
and hydroxy substituted aliphatic hydrocarbon gr
1–12 carbon atoms, said (*b*–2) to said (*b*–5); Z is s
from the group consisting of oxygen and sulphur; *x*
X is selected from the group consisting of SO_3 and
and M is an alkali metal.

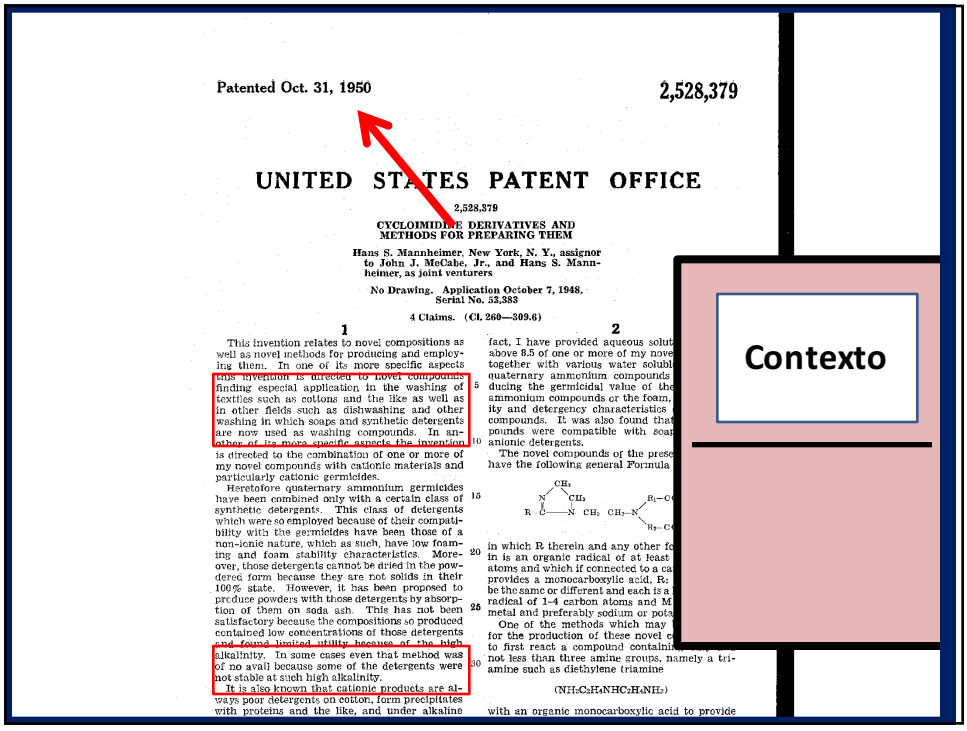
According to this invention, I react a compo
Formula IA with a compound of Formula II to
the novel and highly useful compounds of Form
In general, this reaction is carried out in a soluti
taining compounds I and II and to which a qua
an acidic agent such as a strong mineral acid, as
ample hydrochloric, sulphuric or its equivalent, h
added to lower the pH of the solution to a valu
proximately 7 to approximately 9 and while mai
the mass at a temperature between approximate
200° F. In this reaction under the aforesaid co
the compounds of Formula III are produced, sa
pounds having high water solubility. Such co
of Formula III have an unexpected extremely hig
solubility, while the corresponding salts of cation
ounds are water-insoluble. The resultant aqueo
ion can be used directly as a surface active agent,
gent or detergent for the purposes indicated
ompounds of Formula IA. While the quantitie
compound of Formula IA and compound of For
may be equimolecular for good yield of compo
Formula III, I may employ an excess of either,
general the mole ratio of a compound of Form

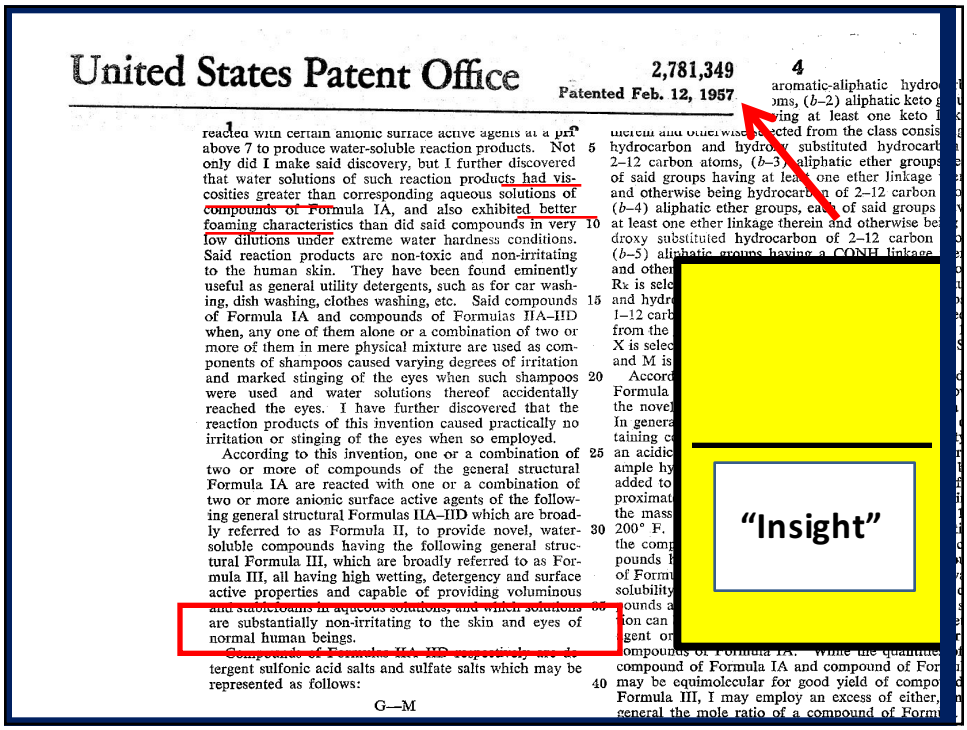


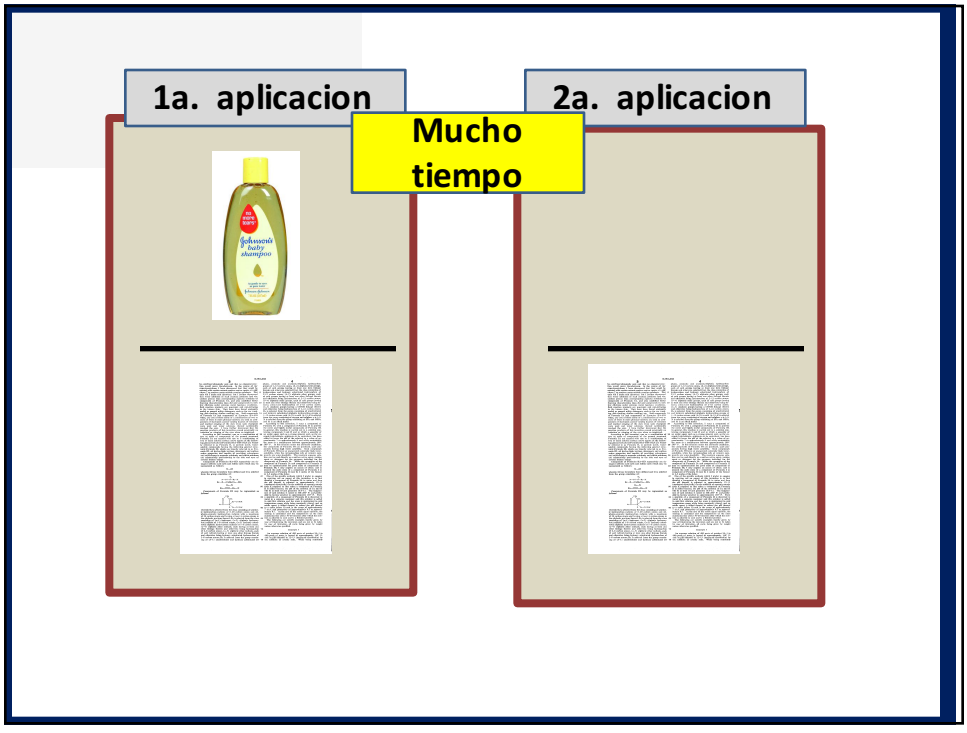



Beneficios
Johnson & Johnson


Beneficios
Johnson&Johnson
Contexto
?
"Insight"


Patented Oct. 31, 1950
2,528,379
UNITED STATES PATENT OFFICE
2,528,379
CYCLOIMIDINE DERIVATIVES AND METHODS FOR PREPARING THEM
Hans S. Mannheimer, New York, N. Y., assignor to John J. McCabe, Jr., and Hans S. Mannheimer, as joint venturers
No Drawing. Application October 7, 1948, Serial No. 53,383
4 Claims. (Cl. 260—309.6)
1
This invention relates to novel compositions as well as novel methods for producing and employing them. In one of its more specific aspects this invention is directed to novel compounds finding especial application in the washing of textiles such as cottons and the like as well as in other fields such as dishwashing and other washing in which soaps and synthetic detergents are now used as washing compounds. In another of its more specific aspects the invention is directed to the combination of one or more of my novel compounds with cationic materials and particularly cationic germicides.
Heretofore quaternary ammonium germicides have been combined only with a certain class of synthetic detergents. This class of detergents which were so employed because of their compatibility with the germicides have been those of a non-ionic nature, which as such, have low foaming and foam stability characteristics. Moreover, those detergents cannot be dried in the powdered form because they are not solids in their 100% state. However, it has been proposed to produce powders with those detergents by absorption of them on soda ash. This has not been satisfactory because the compositions so produced contained low concentrations of those detergents and found limited utility because of the high alkalinity. In some cases even that method was of no avail because some of the detergents were not stable at such high alkalinity.
It is also known that cationic products are always poor detergents on cotton, form precipitates with proteins and the like, and under alkaline
2
fact, I have provided aqueous solut
above 8.5 of one or more of my nove
together with various water solubl
quaternary ammonium compounds
ducing the germicidal value of the
ammonium compounds or the foam,
ity and detergency characteristics
compounds. It was also found that
pounds were compatible with soa
anionic detergents.
The novel compounds of the prese
have the following general Formula
in which R therein and any other fo
in is an organic radical of at least
atoms and which if connected to a ca
provides a monocarboxylic acid, R
be the same or different and each is a
radical of 1-4 carbon atoms and M
metal and preferably sodium or pota
One of the methods which may
for the production of these novel c
to first react a compound containi
not less than three amine groups, namely a tri-
amine such as diethylene (triamine
(NH2C2H4NHC2H4NH2)
with an organic monocarboxylic acid to provide
Contexto


United States Patent Office
2,781,349
Patented Feb. 12, 1957
"Insight"


1a. aplicacion
Mucho tiempo
2a. aplicacion

only did I make said discovery, but I further discovered that water solutions of such reaction products had viscosities greater than corresponding aqueous solutions of compounds of Formula IA, and also exhibited better foaming characteristics than did said compounds in very low dilutions under extreme water hardness conditions. Said reaction products are non-toxic and non-irritating to the human skin. They have been found eminently useful as general utility detergents, such as for car washing, dish washing, clothes washing, etc. Said compounds of Formula IA and compounds of Formulas IIA–IID when, any one of them alone or a combination of two or more of them in mere physical mixture are used as components of shampoos caused varying degrees of irritation and marked stinging of the eyes when such shampoos were used and water solutions thereof accidentally reached the eyes. I have further discovered that the reaction products of this invention caused practically no irritation or stinging of the eyes when so employed.

According to this invention, one or a combination of two or more of compounds of the general structural Formula IA are reacted with one or a combination of two or more anionic surface active agents of the following general structural Formulas IIA–IID which are broadly referred to as Formula II, to provide novel, water-soluble compounds having the following general structural Formula III, which are broadly referred to as Formula III, all having high wetting, detergency and surface active properties and capable of providing voluminous and stablefoams in aqueous solutions, and which solutions are substantially non-irritating to the skin and eyes of normal human beings.

Compounds of Formulas IIA–IID respectively are detergent sulfonic acid salts and sulfate salts which may be represented as follows:

G—M

wherein M has heretofore been defined and G is selected from the group consisting of:

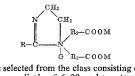
$$R_f—CO—\overset{R_4}{N}—R_5—X$$

$$R_f—Z—(C_2H_4O)_x—SO_3$$

$$R_f—X$$

$$R_f—COO—R_5—X$$

Compounds of Formula III may be represented as follows:



wherein R_f is selected from the class consisting of aliphatic hydrocarbon radicals of 6–20 carbon atoms and aliphatic-aromatic hydrocarbon radicals with a maximum of 20 carbon atoms and having at least 6 carbon atoms in the aliphatic portions thereof; R_4 is selected from the class consisting of (*a*–1) hydrogen, (*a*–2) aliphatic hydrocarbon radicals of 1–8 carbon atoms, (*a*–3) hydroxy substituted aliphatic hydrocarbon radicals of 1–8 carbon atoms, (*a*–4) aliphatic ether radicals, each having at least one ether linkage therein and otherwise being hydrocarbon of 2–8 carbon atoms, (*a*–5) aliphatic ether radicals, each of said radicals having at least one ether linkage therein and otherwise being hydroxy substituted hydrocarbon of 2–8 carbon atoms; R_5 is selected from the group consisting of (*b*–1) unsubstituted and hydroxy substituted alkylene radicals of 2–12 carbon atoms, (*b*–3) aliphatic ether of said groups having at least one ether li and otherwise being hydrocarbon of 2–12 (*b*–4) aliphatic ether groups, each of said at least one ether linkage therein and other droxy substituted hydrocarbon of 2–12 (*b*–5) aliphatic groups having a CONH li and otherwise being hydrocarbon of 2–12 R_5 is selected from the group consisting of and hydroxy substituted aliphatic hydrocar 1–12 carbon atoms, said (*b*–2) to said (*b*–5 from the group consisting of oxygen and sul X is selected from the group consisting of S and M is an alkali metal.

According to this invention, I react a Formula IA with a compound of Formula the novel and highly useful compounds of In general, this reaction is carried out in a taining compounds I and II and to which an acidic agent such as a strong mineral a ample hydrochloric, sulphuric or its equiva added to lower the pH of the solution to proximately 7 to approximately 9 and whi the mass at a temperature between appro 200° F. In this reaction under the aforesa the compounds of Formula III are produc pounds having high water solubility. Su of Formula III have an unexpected extreme solubility, while the corresponding salts of pounds are water-insoluble. The resultant tion can be used directly as a surface active agent or detergent for the purposes ind compounds of Formula IA. While the qu compound of Formula IA and compound may be equimolecular for good yield of Formula III, I may employ an excess of general the mole ratio of a compound of compound of Formula II may be 2 moles to 1–3 moles of the latter.

One of the specific methods which I pr in carrying out an aspect of this invent dissolve a compound of Formula IA in w the pH thereof is adjusted to approxi (measured electrically) by the addition of soda if required so that when a compou II is added thereto, the pH of the solutio will be at least 10 and generally 10.5–11. ture of said solution is raised to 100–200° ably in factory practice to approximately a quantity of a compound of Formula II water in a separate container and this so to said first solution and the mass is mai temperature range while being constantly acidic agent is added thereto to reduce t to a value below 10 and in the range of 7 to 9, and preferably of approximately mately 8.7. At the end of the acidic age stirring is continued and the temperatur maintained for about 10–20 minutes after tion is allowed to cool and is a finished pr

The following are specific examples m way of illustrating the invention and are by way of limitation, all parts being gi unless otherwise specified.

Example 1

An aqueous solution of 400 parts of p 600 parts of water is heated to approxi and its pH adjusted to 12–13 (measured the addition of caustic soda. While b

only did I make said discovery, but I further discovered that water solutions of such reaction products had viscosities greater than corresponding aqueous solutions of ... irritation or stinging of the eyes when so employed.

According to this invention, one or a combination of two or more of compounds of the general structural Formula IA are reacted with one or a combination of two or more anionic surface active agents of the following general structural Formulas IIA–IID which are broadly referred to as Formula II, to provide novel, water-soluble compounds having the following general structural Formula III, which are broadly referred to as Formula III, all having high wetting, detergency and surface active properties and capable of providing voluminous and stablefoams in aqueous solutions, and which solutions are substantially non-irritating to the skin and eyes of normal human beings.

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G—M

wherein M has heretofore been defined and G is selected from the group consisting of:

$$R_f—CO—\overset{R_4}{N}—R_5—X$$

$$R_f—Z—(C_2H_4O)_x—SO_3$$

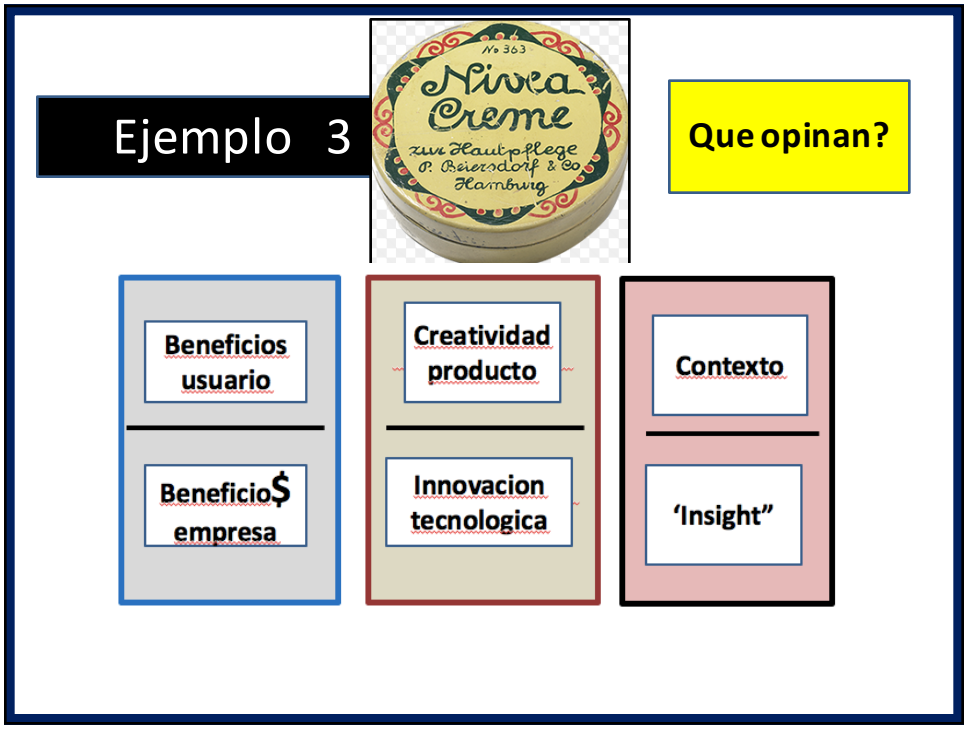
$$R_f—X$$

$$R_f—COO—R_5—X$$

Compounds of Formula III may be represented as follows:

wherein R_f is selected from the class consisting of aliphatic hydrocarbon radicals of 6–20 carbon atoms and aliphatic-aromatic hydrocarbon radicals with a maximum of 20 carbon atoms and having at least 6 carbon atoms in the aliphatic portions thereof; R_4 is selected from the class consisting of (*a*–1) hydrogen, (*a*–2) aliphatic hydrocarbon radicals of 1–8 carbon atoms, (*a*–3) hydroxy substituted aliphatic hydrocarbon radicals of 1–8 carbon atoms, (*a*–4) aliphatic ether radicals, each having at least one ether linkage therein and otherwise being hydrocarbon of 2–8 carbon atoms, (*a*–5) aliphatic ether radicals, each of said radicals having at least one ether linkage therein and otherwise being hydroxy substituted hydrocarbon of 2–8 carbon atoms; R_5 is selected from the group consisting of (*b*–1) unsubstituted and hydroxy substituted alkylene radicals of 2–12 carbon atoms, (*b*–3) aliphatic ether ... *Example 1* ... An aqueous solution of 400 parts of p ... 600 parts of water is heated to approxi ... and its pH adjusted to 12–13 (measured ... the addition of caustic soda. While b


1950's
1980's
Champú
uso diario
SUAVE
1950's


Ejemplo 3
Nivea Creme
Que opinan?
Beneficios usuario
Beneficio$ empresa
Creatividad producto
Innovacion tecnologica
Contexto
'Insight"

Ejemplos 1, 2 y 3

INDIVIDUAL

Contexto

'Insight"

Ejemplo 4

Colectivo

Contexto

'Insight"

CHAMPU

ESTUDIO de MERCADO

Habitos, usos, evaluaciones, percepciones, aspectos positivos/negativos, tiene/falta, etc

Contexto

CHAMPU

ESTUDIO de MERCADO

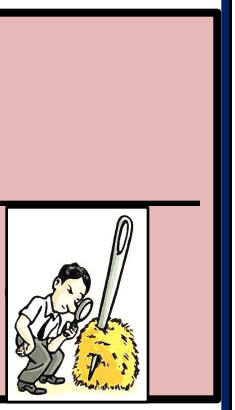
Habitos, usos, evaluaciones, percepciones, aspectos positivos/negativos, tiene/falta, etc

Contexto

"Insight"

“INSIGHT”

Las mujeres creen tener el cabello danado
Quisieran tenerlo saludable / sano
El cabello esta sano → esta brillante

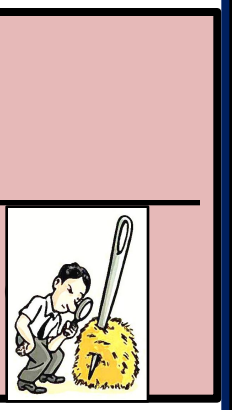


“Insight”

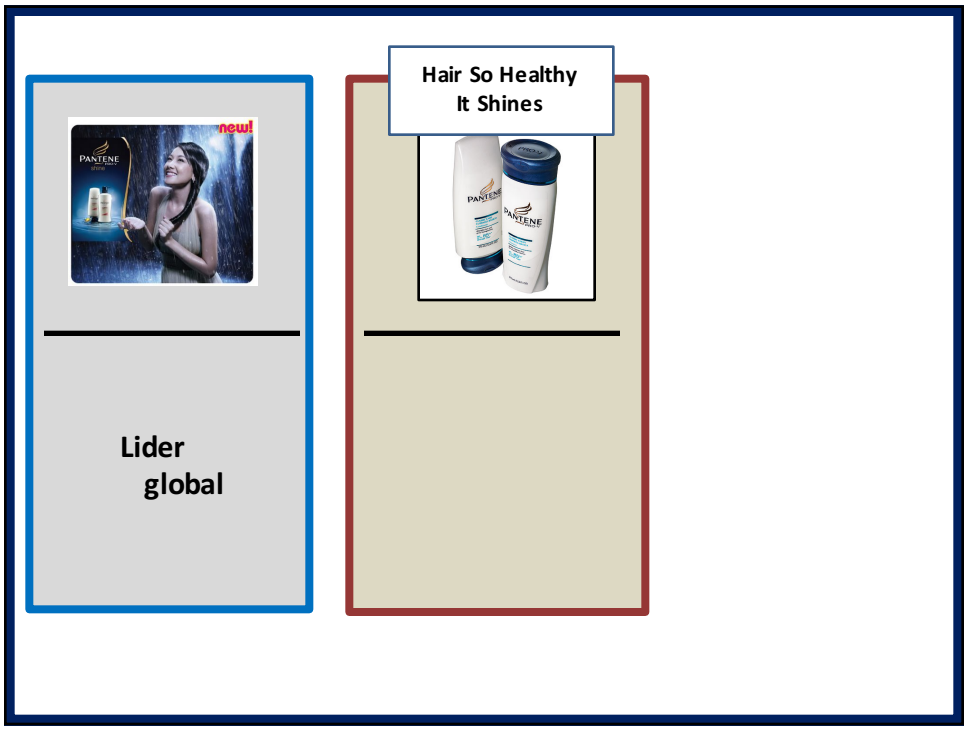
Hair So Healthy….
It Shines

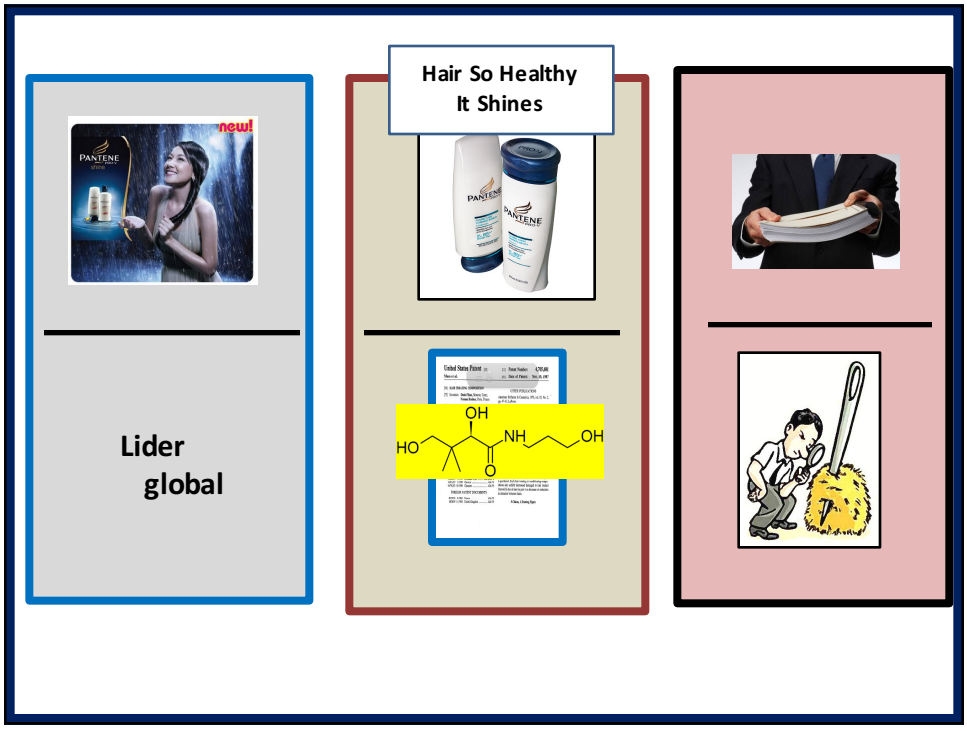
“INSIGHT”

cabello danado
saludable / sano
brillante



“Insight”


new!
PANTENE
Lider
global
Hair So Healthy
It Shines

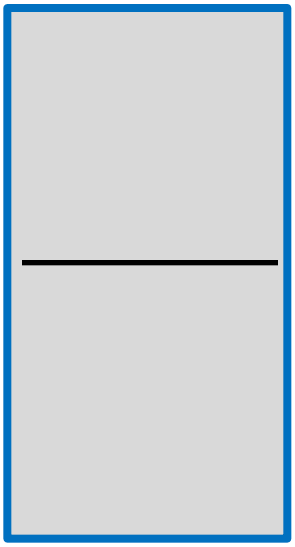

new!
PANTENE
Lider
global
Hair So Healthy
It Shines
OH
HO
NH
OH
O

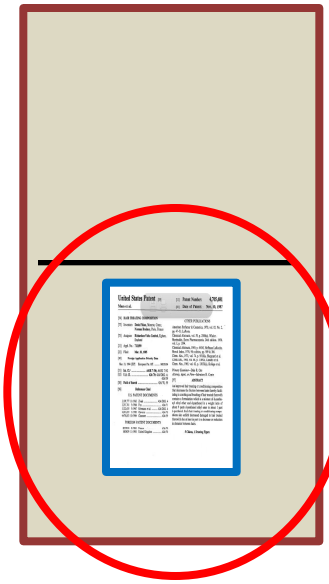

New Shampoo Startles the Country
With Its Beautifying Results
Works Miracles In Making Hair Gleam!

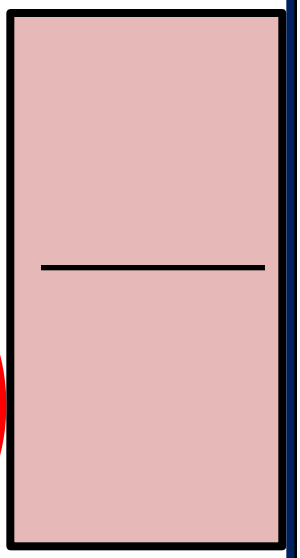

no more tears

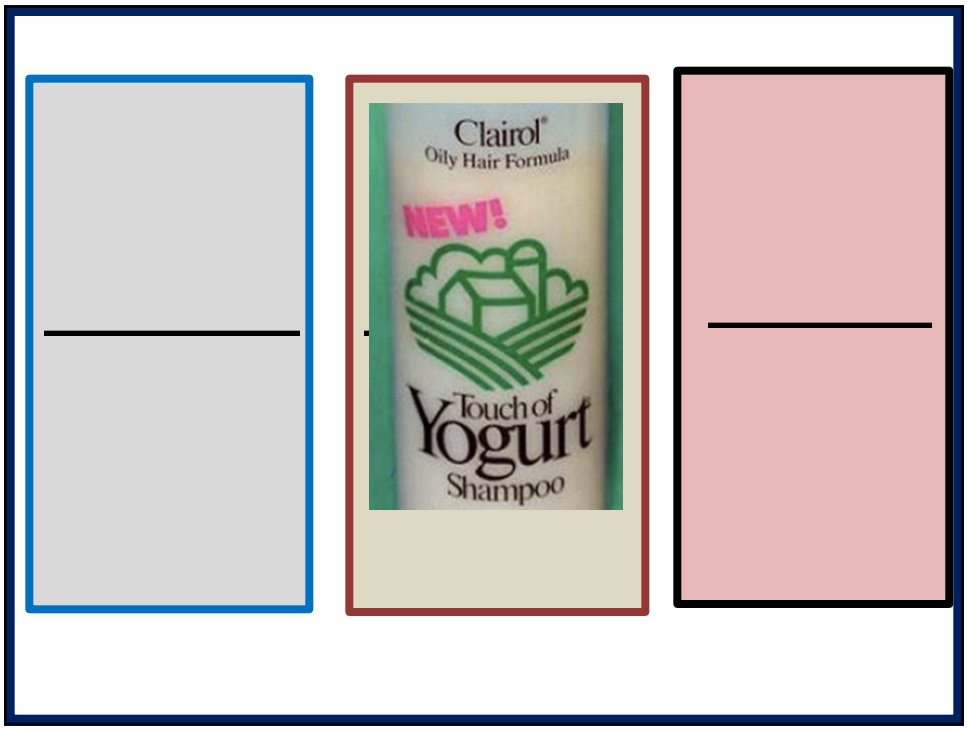

No 363
Nivea Creme
zur Hautpflege
P. Beiersdorf & Co
Hamburg


PANTENE
PANTENE





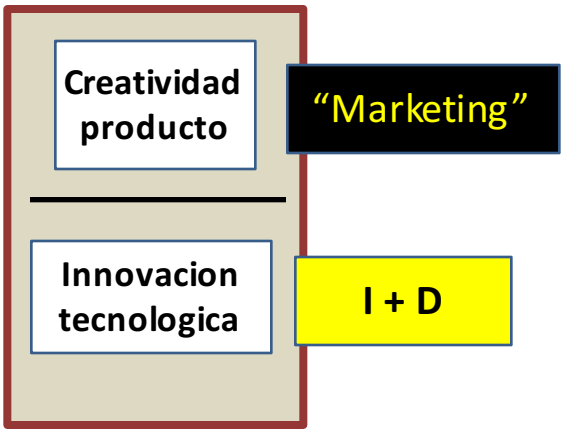


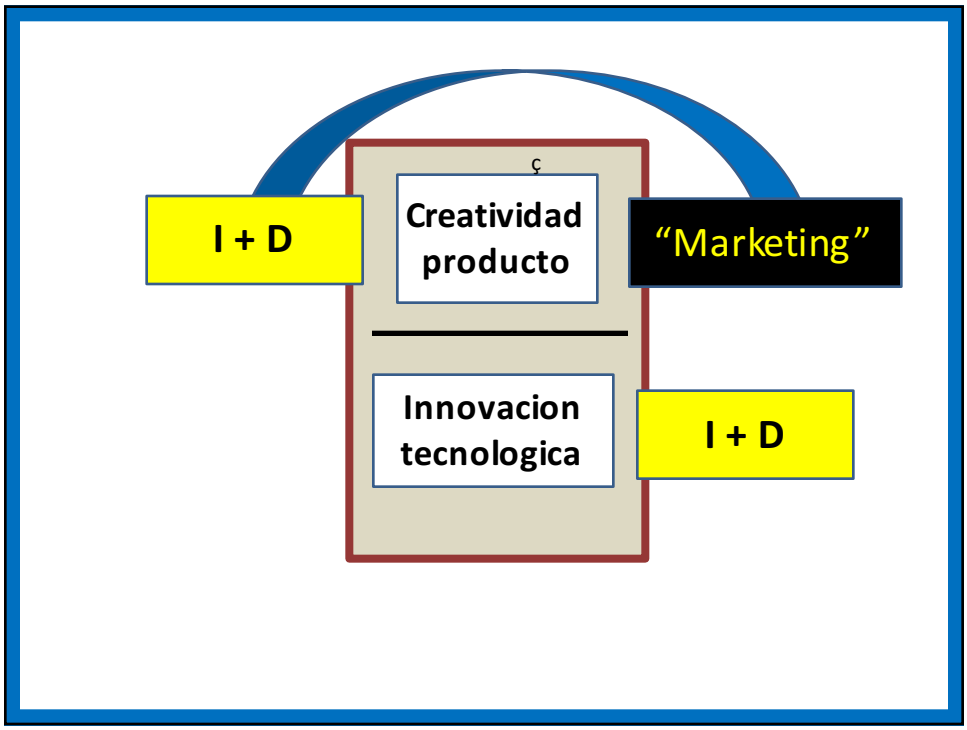

Clairol
Oily Hair Formula
NEW!
Touch of
Yogurt
Shampoo


enriching
cucumber
yogurt
SHAMPOO
Indulge your senses with this enriching blend of organic cucumber extract to energize and hydrate, while antioxidant rich vitamins and ultra whipped yogurt proteins instantly nourishes and conditions your hair with organic avocado oils to create a smooth, soft frizz-free finish.
organix

NO TODOS LOS CAMINOS LLEVAN A ROMA

Camino # 1





Beginning in the 1930s, P&G's market-research effort went door to door, sending young women into the field to interview homemakers about household products.

Necesidades y Habitos

Concepto de producto

OK?

Evaluacion del producto

OK?

Confirmacion de beneficios

OK?

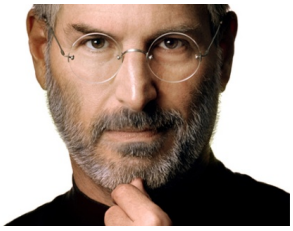
NO garantiza el EXITO

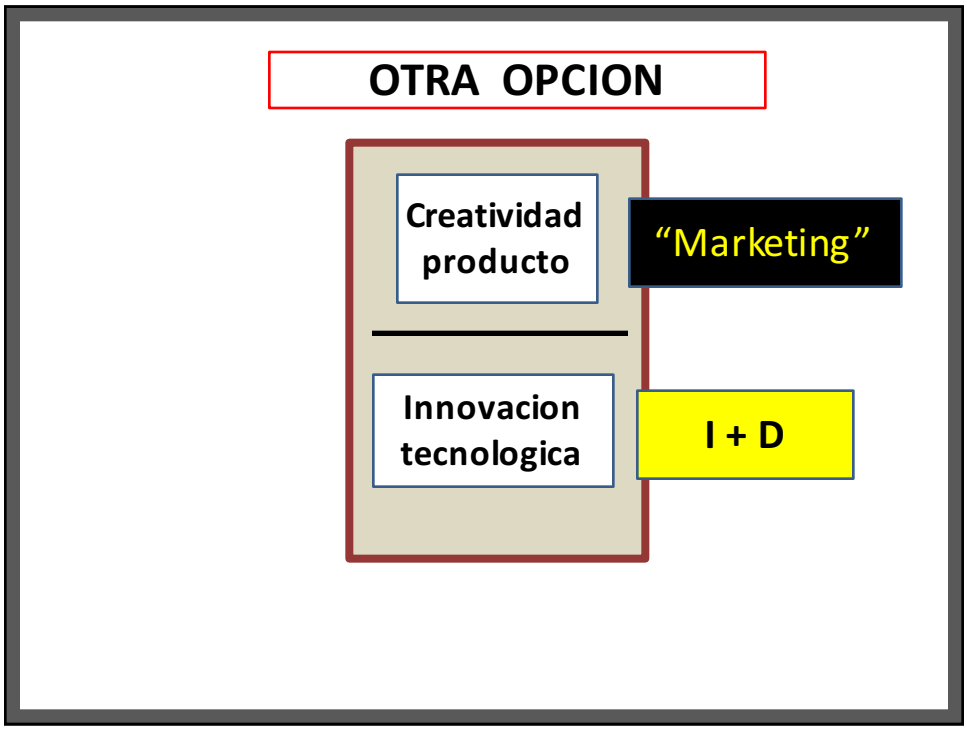
EVITA el FRACASO

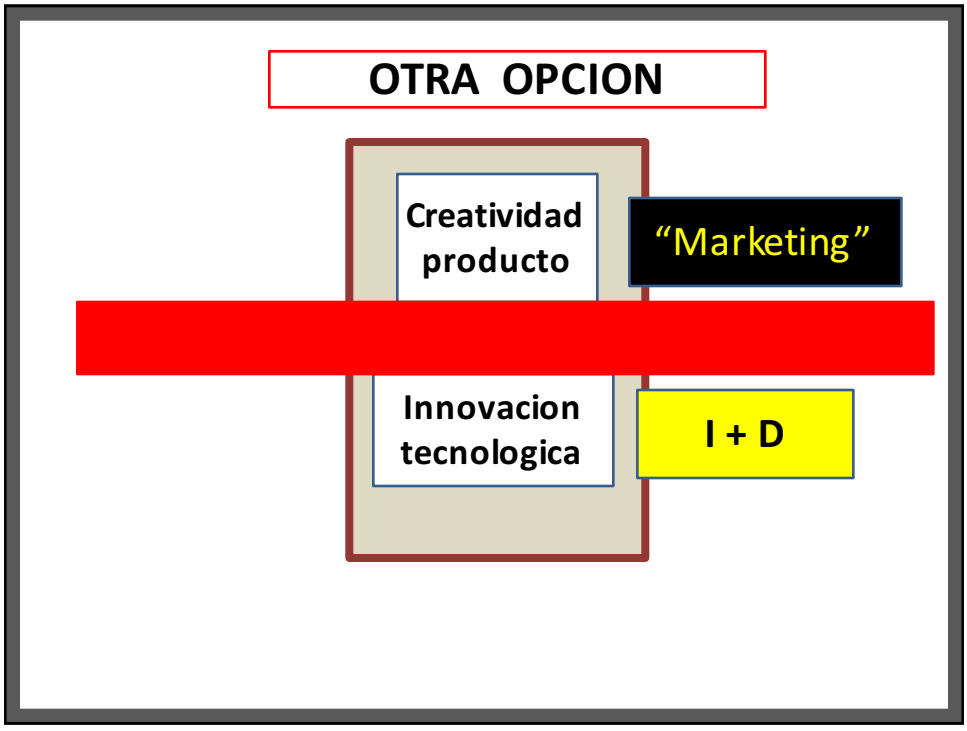
Menor Escala

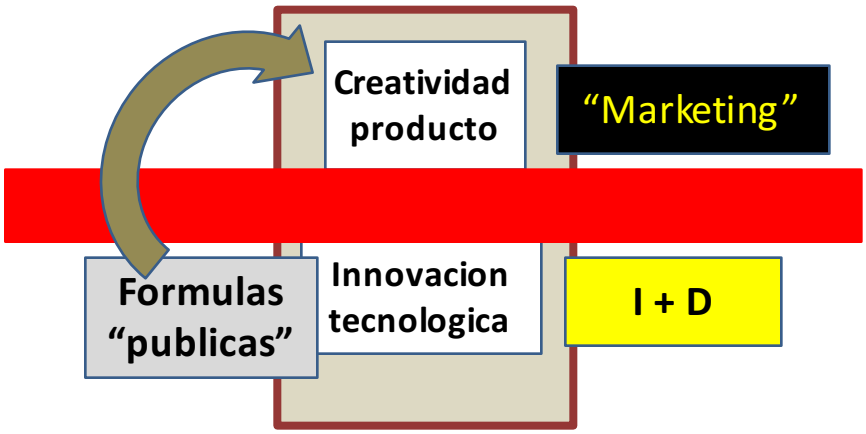
Estudiantes en Toronto

OTRA OPCION




OTRA OPCION
Creatividad producto
"Marketing"
Innovacion tecnologica
I + D


OTRA OPCION
Creatividad producto
"Marketing"
Innovacion tecnologica
I + D


Creatividad producto
"Marketing"
Formulas "publicas"
Innovacion tecnologica
I + D


Alterna Haircare
Caviar Anti-aging Bodybuilding
Miracle Multiplying Mist

Variante

Necesidades y Habitos

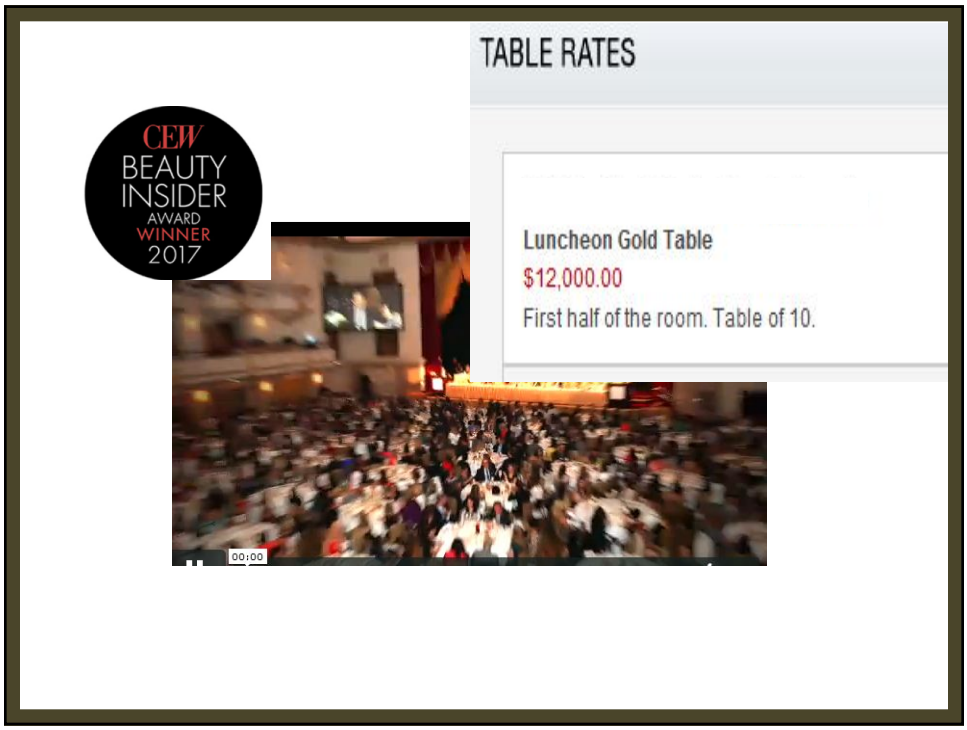
Concepto de producto

Evaluacion del producto

Confirmacion de beneficios

CEW
BEAUTY
INSIDER
AWARD
WINNER
2017

CEW
BEAUTY
INSIDER
AWARD
WINNER
2017



“Productos mas innovadores del ano”

JURADO: 4.500 profesionales de la industria.

Mercados: “Mass-market” y “prestigio”

Productos: 15 categorias

INNOVACION (1 ?)

innovacion (1 - 3)

innovacion tipo “mona”

SKINCARE: Cleanser & Scrub

Fresh

Rose Cleansing Foam

Description: A rejuvenating, soap-free face cleanser for all skin types is proven to keep skin moisturized for six hours after use.

Product Innovation: The formula is infused with pure rosewater to soothe the skin for a healthier complexion. Gentle for daily use, the foam dissolves dirt and impurities.

COSMETIC EXECUTIVE WOMEN
INSIDERS' BEAUTY AWARD
WINNER

SKINCARE: Moisturizer Mass

L'Oréal Paris

Age Perfect Glow Renewal Facial Oil

Description: This oil contains a unique blend of 8 essential oils which have been selected based on their lightweight, fast absorbing properties.

Product Innovation: L'Oréal Paris brings the first concentrated facial oil to any mass market.

Delivery System/Packaging: This oil comes in a glass bottle.

Fresh

Vitamin Nectar Vibrancy-boosting Face Mask

Description: An innovative mask made with a concentrated citrus blend and potent vitamin-fruit complex that gently exfoliates to reveal a vibrant glow.

Product Innovation: A proprietary vitamin-fruit complex and fruit paste of 50% crushed oranges, lemons, and clementines awaken dull skin for a healthy-looking glow.

Delivery System/Packaging: This formula is housed in a 100ml glass jar with a spin top.

GLAMGLOW

GLOWSTARTER™ Mega Illuminating Moisturizer

Description: A super-sexy multitasking moisturizer that provides mega hydration and color illumination in one beautiful, universally flattering shade of Nude Glow.

Product Innovation: Hybrid moisturizer and luminizer in one. Provides intense hydration with a unique blend of hyaluronic acid; pearl particles glow, tint and illuminate.

Delivery System/Packaging: A bright, fuchsia-pink box represents the disruptive mash-up combination of serious skincare and fun makeup.

Aveeno®

Daily Moisturizing Body Yogurt Vanilla and Oat

Description: This rich, creamy formula with Active Naturals® Oat and nutrient-rich yogurt revitalizes dry skin and leaves it hydrated for 48 hours.

Product Innovation: Contains the essential vitamins, lactose, proteins, lactic acid and lipids found in yogurt to deliver a rich, nourishing experience.

No seria mejor hacer una crema que funcionara de verdad?

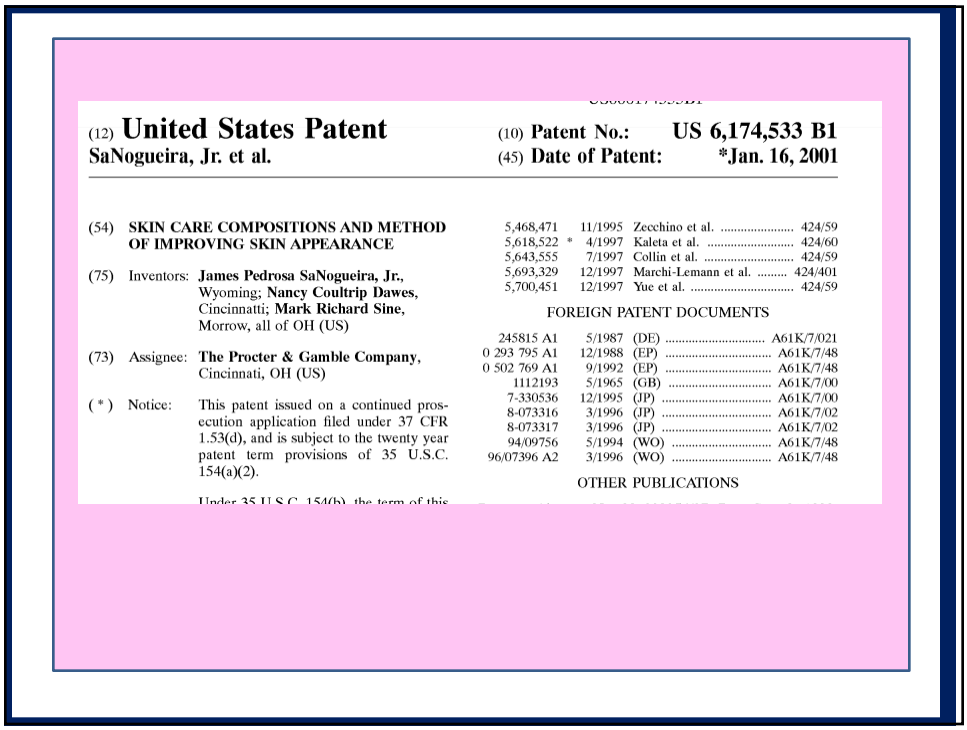
ICONIC BEAUTY AWARD: ICONIC CONSUMERS' CHOICE BEAUTY AWARD - MASS

Olay

Total Effects Anti-aging Moisturizer SPF 15 Fragrance-free

Description: Refor protection, this sheer formula reduces the

7 Beneficios



(12) **United States Patent**
SaNogueira, Jr. et al.

(10) **Patent No.: US 6,174,533 B1**
(45) **Date of Patent: *Jan. 16, 2001**

(54) **SKIN CARE COMPOSITIONS AND METHOD OF IMPROVING SKIN APPEARANCE**

(75) Inventors: **James Pedrosa SaNogueira, Jr.**, Wyoming; **Nancy Coultrip Dawes**, Cincinnatti; **Mark Richard Sine**, Morrow, all of OH (US)

(73) Assignee: **The Procter & Gamble Company**, Cincinnati, OH (US)

(*) Notice: This patent issued on a continued prosecution application filed under 37 CFR 1.53(d), and is subject to the twenty year patent term provisions of 35 U.S.C. 154(a)(2).

Under 35 U.S.C. 154(b), the term of this

5,468,471	11/1995	Zecchino et al.	424/59
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5,693,329	12/1997	Marchi-Lemann et al.	424/401
5,700,451	12/1997	Yue et al.	424/59

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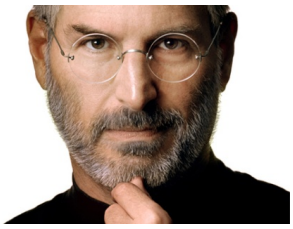
8-073316	3/1996	(JP)	A61K/7/02
8-073317	3/1996	(JP)	A61K/7/02
94/09756	5/1994	(WO)	A61K/7/48
96/07396 A2	3/1996	(WO)	A61K/7/48

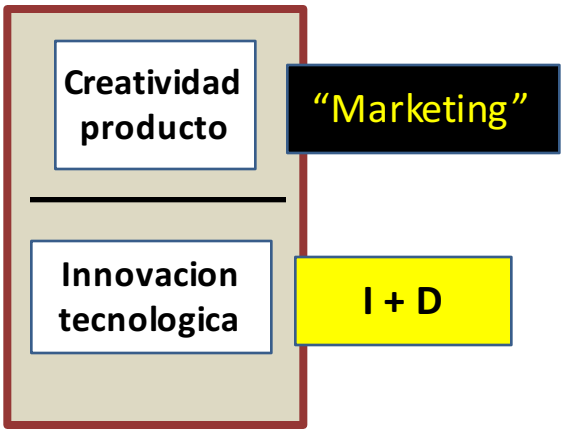
OTHER PUBLICATIONS

El 95% de los nuevos lanzamientos…..

Y la culpa es…..

… fracasan en el 1er ano…..




Creatividad producto
"Marketing"
Innovacion tecnologica
I + D

AGRAVANTES

Cosmeticos como objeto de moda

Posicionamiento NEGATIVO

Carencia VALOR REAL
y costo excesivo

Volvamos al 1er ejemplo

Contexto

“Insight”

"A case rich with lessons in **innovation** and brand building. By injecting a radical, **new, disruptive technology** and then masterfully exploiting the strategic opening thus created… P&G decisively altered this ambiguous competitive position..

P&G "would **no longer be a soap company**… it would become an **industrial corporation with its future based on technology.**

Harvard Business School Press.
David Dyer et al.

CONTEXTO

UNITED STATES PATENT OFFICE.

FRITZ HABER AND ROBERT LE ROSSIGNOL, OF KARLSRUHE, GERMANY, ASSIGNORS TO BADISCHE ANILIN & SODA FABRIK, OF LUDWIGSHAFEN-ON-THE-RHINE, GERMANY, A CORPORATION OF BADEN.

PRODUCTION OF AMMONIA.

971,501. Specification of Letters Patent. Patented Sept. 27, 1910.

No Drawing. Application filed August 13, 1909. Serial No. 512,978.

To all whom it may concern:

Be it known that we, FRITZ HABER, Ph. D., professor of chemistry, and ROBERT LE ROSSIGNOL, bachelor of science, subjects, respectively, of the King of Prussia and the King of England, residing at Karlsruhe, Germany, have invented new and useful Improvements in the Production of Ammonia, of which the following is a specification.

Several attempts have hitherto been made to produce ammonia on a large scale from its elements by passing them over a catalyst, but up to the present not much success has been met with.

In order that a process should be successful, it is advisable that the combination take place at as low a temperature and as quickly as possible, since when the temperature increases the concentration of the ammonia formed decreases.

We have now discovered that on passing gases containing nitrogen and hydrogen over osmium large quantities of ammonia can be obtained. This result is surprising, since it differs in this respect from the allied metal platinum (see *Zeitschrift für Elektrochemie*, vol. 14, p. 193).

In carrying out this invention, osmium can be used either in the form of the metal (preferably in a very finely divided condition) or in the form of a compound of the metal which upon being used becomes converted into metallic osmium, and the metal or its compound can be used either alone or in admixture with other substances or compounds. The osmium can be employed, for instance, in the form of metallic osmium, or it may be precipitated on a suitable carrier, such for instance as quartz, asbestos, clay, and the like. Asbestos containing ten per cent. of osmium is suitable for use. Further instead of metallic osmium, other suitable osmium compounds can be employed, such for instance as osmium oxid hydrate (prepared by the reaction of formaldehyde on an alcoholic solution of osmic acid, *cf. Berichte* 40, 1387), which under the action of the hydrogen used is converted into metallic osmium; or Fremy's salt can be used as the starting material, and either alone or mixed with an indifferent substance, or precipitated on a suitable carrier. Under the action of hydrogen it becomes converted into metallic osmium. The reaction can be carried out at ordinary pressure, but we prefer to carry it out under increased pressure, for instance at from 100 to 200 atmospheres.

As an example of the manner of carrying out the process of our invention, we give the following without in any way being confined to this example. Pass slowly a mixture of about three parts by volume of hydrogen and one part by volume of nitrogen over finely divided osmium at a pressure of one hundred and seventy-five atmospheres and at a temperature of about five hundred and fifty degrees centigrade. A yield of eight per cent. by volume of ammonia can easily be obtained.

Now what we claim is:

1. The process of producing ammonia by passing gases containing nitrogen and hydrogen over a catalyst containing osmium.

2. The process of producing ammonia by passing gases containing nitrogen and hydrogen over a heated catalyst containing osmium.

3. The process of producing ammonia by passing gases containing nitrogen and hydrogen under pressure over a heated catalyst containing osmium.

4. The process of producing ammonia by passing a mixture of nitrogen and hydrogen over a catalyst containing osmium at a pressure above 100 atmospheres.

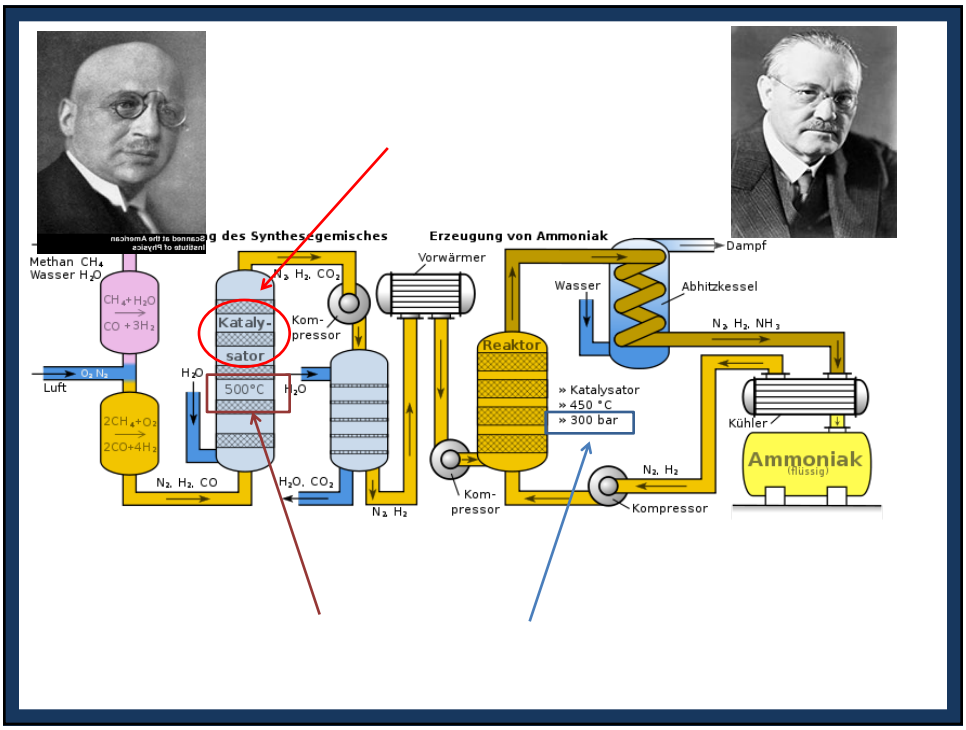
5. The process of producing ammonia by passing a mixture of nitrogen and hydrogen over a heated catalyst containing osmium at a pressure above 100 atmospheres.

6. The process of producing ammonia by passing a mixture of hydrogen and nitrogen over heated osmium at a pressure above 100 atmospheres.

In testimony whereof we have hereunto set our hands in the presence of two subscribing witnesses.

FRITZ HABER.
ROBERT LE ROSSIGNOL.

Witnesses:
J. ALEC. LLOYD,
A. RENSLINGER.



"They wore suits, ties, stiff collars under their lab coats"

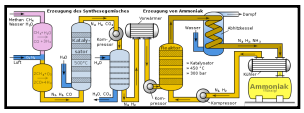
T. Hager, "The Alchemy of Air", 2008

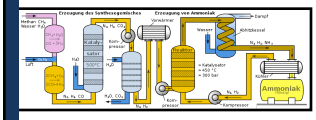
Problem with soap…

Soap was used to wash the fibers prior to the dying process

In hard water, soap will leave residue on fibers ("soap scum") affecting dying process

Soap residues, being alkaline, changed the color of some dyes





The Kings

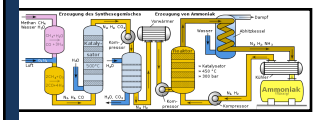
Fertilizers

First antibiotics

Gasoline from coal

Elastomers/polymers from coal

Dyes



The Kings

Fertilizers

First antibiotics

Gasoline from coal

Elastomers/polymers from coal

Dyes

Soap alternatives

CONTEXTO

Fertilizantes

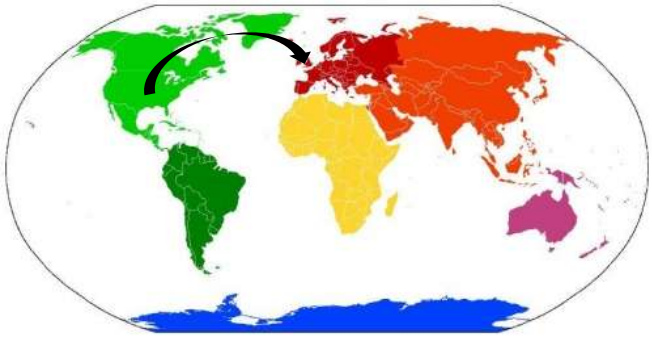
Primeros antibioticos

Gasolina sintetizada desde el carbon

Elastomeros y polimeros

Colorantes

In 1933 Robert Duncan viaja a BASF



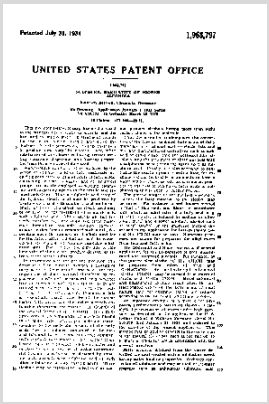
IG Farben, R&D , circa 1930

"There is one development which I believe you will find interesting from an academic point of view, **but I am sure it will be of no commercial interest to P&G"**

"INSIGHT"

MEDIANOCHE en Ludwigshafen (1931)

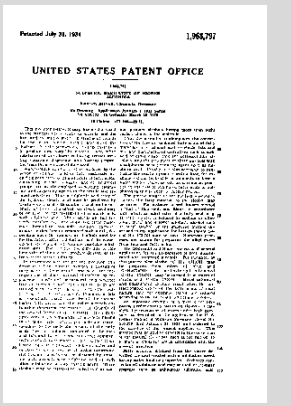
"I contacted Deutsche Hydrierwerke, purchased 100 kg of the material, which I express shipped to Cincinnati"



Patented July 31, 1934 1,968,797

UNITED STATES PATENT OFFICE

1930’



Patented July 31, 1934 1,968,797

UNITED STATES PATENT OFFICE

1930 → 2017

VIAJE: Nuevos conocimientos

VIAJE: Nuevos conocimientos

EXTRAPOLACION:

persing, and foaming properties, and may be employed for manifold textile purposes. In a general way, they resemble the ordinary commercial

VIAJE: Nuevos conocimientos

EXTRAPOLACION: de la industria textil a la cosmetica

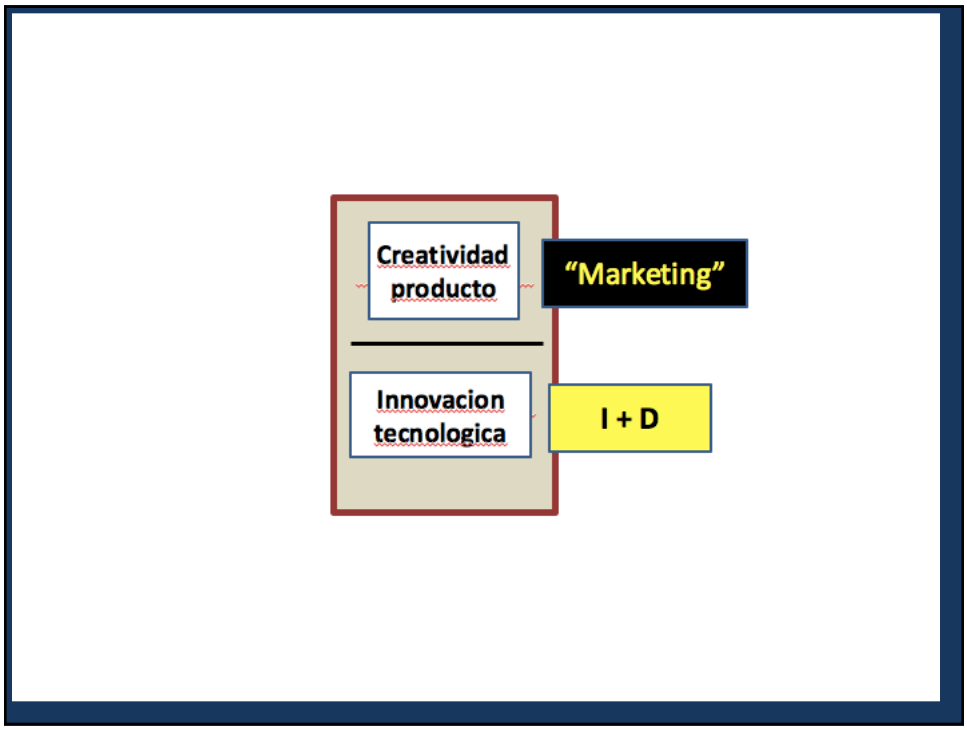
VIAJE: Nuevos conocimientos

EXTRAPOLACION: de la industria textil a la cosmetica

DECISION y CONTROL: 100Kg en el acto

VISION y LIDERAZGO

P&G "would **no longer be a soap company**... it would become an **industrial corporation with its future based on technology.**


Creatividad producto
"Marketing"
Innovacion tecnologica
I + D