

ARUN NANDAGIRI

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Research and Development- Hair Consultant

Thorough, exacting Manager/scientist with extensive experience in managing and directing development projects. A specialist in personal care products holding 29 U.S. patents. Known for his ability to effectively lead and collaborate with successful teams. Expert at identifying and developing and testing products and processes that significantly impact cost savings, increased revenue and market share.

PROFESSIONAL CAREER HISTORY

Founder- Bria Research Labs, Libertyville, IL 60048.

Bria Research Labs, located in Libertyville, IL, provides hair care product development and testing services to the personal care industry. Our mission is to partner with our clients to develop superior hair care products based on an in-depth understanding of consumer needs. Our focus is on hair and skin care products including complex formulations such as hair colors, permanent waves, hair straighteners, ethnic hair relaxers, hand and body lotions, and skin creams

Founder Arun Nandagiri has more than 30 years of domestic and international hands-on experience formulating, testing, and developing superior personal care products. He held senior-level positions at Fortune 500 companies such as Unilever, American Cyanamid and International Playtex. As the inventor or co-inventor of more than 29 U.S. patents, his expertise blends an understanding of consumer needs with in-depth knowledge of hair care/skin care formulation technologies and testing methodologies across the full spectrum of products including shampoos, conditioners, leave-on products, aerosol and pump hairsprays, mousses, gels, permanent waving, hair straighteners, ethnic hair relaxers, hair coloring and skin care products.

Scientists at Bria Research Labs are focused on bringing new products to the market. They interact with Salon owners, stylists and individual entrepreneurs to develop their ideas from concepts to products with real benefits. Salon quality products are created and manufactured on site in Libertyville. Innovations in raw material technologies are matched to stylists' new product ideas to maximize end benefits. All products are tested in our state of the art in house salon. Evaluations are done by Stylists who work at nearby salons, bring in their real life experiences to objectively judge the merits of these new ideas.

UNILEVER HOME AND PERSONAL CARE, Rolling Meadows, IL. 1989-2003

A \$50 billion global manufacturer and distributor of home, personal care & other products with over 500 subsidiaries worldwide.

Director of Hair Care Projects

Unilever de Argentina, Buenos Aires, Argentina (2000 – 2003)

- Successfully introduced Hair Colorants in Latin America, expanding to other countries and other products variants and growing revenues to \$10 million
- Delivered over \$2 million in cost savings for Latin American market through reduction in price of imported raw materials while maintaining profit margins.
- Managed all phases of a breakthrough color project.
- Developed a team of 10 scientists in Argentina that now function independently and manage all projects with high levels of competence.
- Collaborated with key members of Marketing and Supply Chain teams, Global Technical Centers in Chicago and Thailand, and Research in the UK to ensure that project objectives are clearly defined and delivered on time and within budget.
- Key member of internal global networks representing Latin America on Shampoos, Conditioners, Styling, Color and Ethnic hair.

***Director, Hair Care Research and Development
Unilever, Rolling Meadows, IL (1995 – 2000)***

Managed and directed all development projects in Hair Shampoos, Conditioners, Color, Permanent waves, Hair styling and Hair transformation. Coordinated research activities associated with this product range at research labs in the United Kingdom. Managed a staff of up to 40 scientists, stylists and administrators. Developed policies consistent with corporate guidelines.

- Interacted regularly with marketing, market research, supply chain, research personnel and other development directors to ensure long-term objectives were achieved.
- Established long-term strategic direction for North America as a member of the Management Hair Care Planning Group.
- Key member of the Management team that managed a budget of \$20 million.
- Selected technical training programs to ensure technical competencies for up to 20 scientists and stylists.

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Director, Professional Salon Division (aka:Helene Curtis, North Ave, Chicago Il 1989 - 1995)

Directed all hair care projects including Shampoos, Conditioners, Hair Styling and reactive products – Permanent Waves, Relaxers and Hair Color.

- Grew Helene Curtis to become number one manufacturer of permanent waves with 17 innovative patented technologies.
- Developed new permanent waving technology (based on Cysteamine) that significantly lowered hair damage.

Director, Research and Development

Created, planned, delegated and coordinated all research and development activities leading to the introduction of new products for the U.S. and Canadian markets. Managed a budget of \$2 million and a staff of 10 scientists and stylists.

- Increased market share by 25% through development of products with parity performance to major competitors allowing company to effectively compete with large corporations in Hair Care. Developed three unique patented technologies for future launches.
- Interfaced with marketing, manufacturing, purchasing, quality control, market research and Advertising agencies to provide orderly introduction of new products while maintaining current brands.
- Developed all types of hair care products including shampoos, conditioners, hair sprays (aerosol and non-aerosol), hair colors and permanent wave products.
- Established manufacturing operations in South Africa and Sweden.

Prior to 1982, held position of **Group Leader** – Hair Care and Antiperspirants for Shulton, Inc., **Senior Scientist** – Hair Care and Antiperspirants for Beecham, Inc., and **Aerosol Chemist** at Block Drug Company.

EDUCATION

Master's Degree – Pharmacy Administration
Brooklyn College of Pharmacy, Brooklyn, New York

Bachelor of Science and Masters – Pharmacy
AU Colleges, Andhra University, India

PATENTS

Awarded 29 U.S. Patents for Hair and Personal Care Products
(Patent list attached)

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PATENTS AWARDED

1. U.S. Patent 6,365,144- Hair Dressing Composition
 2. U.S. Patent 6,284,225- Propellant Compositions
 3. U.S. Patent 6,013,249- Hair Manageability and Styling Composition and Method
 4. U.S. Patent 5,985,256- Hair Dressing Composition
 5. U.S. Patent 5,935,560- Compositions and Methods of Imparting Durable Conditioning to Hair
 6. U.S. Patent 5,728,374- Hair Manageability and Styling Composition
 7. U.S. Patent 5,651,961- Hair Manageability and Styling Composition
 8. U.S. Patent 5,601,813- Cysteamine Permanent Wave Composition and Method
 9. U.S. Patent 5,589,163- Permanent Wave Composition and Method
 10. U.S. Patent 5,554,363- Reducing Malodors in Permanent Waving
 11. U.S. Patent 5,460,809- Cysteamine Permanent Wave Composition and Method
 12. U.S. Patent 5,456,907- Cysteamine Permanent Wave Composition and Method
 13. U.S. Patent 5,439,675- Cysteamine Permanent Wave Composition and Method
 14. U.S. Patent 5,382,426- Cysteamine Permanent Wave Composition and Method
 15. U.S. Patent 5,362,487- Cysteamine Permanent Wave Composition and Method
 16. U.S. Patent 5,362,486- In-situ Polymerization of Oligomers onto Hair
 17. U.S. Patent 5,260,054- Cysteamine Permanent Wave Composition
 18. U.S. Patent 5,223,252- Permanent Wave Composition & Method
 19. U.S. Patent 5,000,948- Film Release of Hair Treating Compositions
 20. U.S. Patent 4,897,262- Non-aerosol Hair Spray
 21. U.S. Patent 4,546,905- Aerosol Dispensing Systems
 22. U.S. Patent 4,530,450- Aerosol Dispensing Systems
 23. U.S. Patent 4,418,846- Aerosol Dispensing Systems
 24. U.S. Patent 4,398,654- Aerosol Dispensing Systems
 25. U.S. Patent 4,263,275- Corrosion Inhibitors
 26. U.S. Patent 4,261,972- Hydro alcoholic Hair Sprays
 27. U.S. Patent 4,164,562- Low Flammable Aerosol Hair Sprays
- Patents issued in 2013:
- 28 U.S. Patent 8,394,428- Formulations and methods for preventing eyebrow hair loss
 - 29 U.S. Patent 8,309,142- Formulations and methods for preventing eyebrow hair loss