



Bioataraxis: Accelerating Market Access for a Novel Sustainable Surfactant

Client: Bioataraxis Ltd, Imperial College London spin-out

Industry: Sustainable cosmetic and detergent ingredients

Project Duration: 12 months

The Challenge

Bioataraxis had developed a patented high-performance surfactant technology with significant potential in personal care and home care applications. However, commercialisation required:

- Market positioning and pricing strategy
- Regulatory guidance across UK, EU and USA markets
- INCI registration support
- Claims substantiation and skin compatibility testing
- Technical documentation for customer engagement

The Approach

Olalla Consulting worked with Bioataraxis to translate its patented surfactant technology into a commercially credible ingredient proposition. The support combined market evaluation, pricing and positioning input, regulatory pathway guidance, INCI registration support, claims and compatibility testing recommendations, and the development of technical documentation suitable for customer conversations.

Why it mattered

For Bioataraxis, regulatory readiness was not an administrative step, it was a commercial enabler. By combining market evaluation, regulatory strategy, formulation insight and technical communication, Olalla Consulting helped the company create the foundations needed to engage customers, support product evaluation and move closer to scalable commercial adoption.

Proof point: Bioataraxis has since publicly announced INCI registration for Sodium Lauryl Furoate Sulfonate, positioning the ingredient for personal care applications and supporting wider market evaluation of its sustainable surfactant technology.

Client testimonial

"Olalla Consulting has been an invaluable partner in helping Bioataraxis move from technical innovation towards commercial readiness. Carmen brought together a rare combination of regulatory knowledge, formulation understanding and market insight. Her support has helped us open important conversations with R&D teams and prepare the foundations for market entry in the UK, EU and beyond." Dr Amir Al Ghatta, Bioataraxis Ltd