

Press Release:  
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## **Ithos Global Released its new Formulation Management module, FORMUL8.**

**Troy, NY:** Ithos Global and Element Marketing joined forces to release FORMUL8 our new Formulation Management module to complement our current regulatory compliance solutions used by cosmetic companies around the world.

Ithos presently provides our clients with robust regulatory reporting automation for global Product Commercialization activities. The release of FORMUL8 adds another level of capability to a widely accepted platform used in new product development objectives.

Utilizing the Ithos Information Network (IIN) platform built to provide ingredient and product screening and compliance reporting, Ithos manages the regulatory content for clients and develops new reporting and data tracking features as needed. FORMUL8 screens entire product formulas and displays flags when ingredients are not permitted or have concentration restrictions while a product is in development. Ithos recent focus was to improve the user experience in using these data management solutions and FORMUL8 achieves that. By partnering with Element Marketing, we found experts in building efficient and intuitive user experiences, and this new partnership will transform the way our existing users enjoy using the IIN.

“By seeking a partner with expertise in building excellent user experiences in Web application, we allow our internal technical team to continue to focus on the Regulatory Knowledge features and details that brings so much value to our clients. FORMUL8 is our next step to assembling and integrating a truly compliant PLM system with deep regulatory knowledge and managed content”, shared Ken Bubeck, Founder and CEO of Ithos. “This addition to our compliance reporting platform (IIN) will change the competitive landscape of supplying commercialization platforms that can operate in the rapidly changing regulatory landscape. FORMUL8 will help companies achieve product launches much faster than using current approaches, since compliance checks can happen at the ideation stage”.

### **About Ithos Global:**

Based in Troy, NY, Ithos Global is a leader in regulatory compliance solutions that combine cloud-based software and up-to-date regulatory knowledge. Our solutions enable companies to meet their revenue and profitability goals by efficiently and rapidly managing the ever-growing and increasingly complex global regulatory environment. Ithos provides their clients with the tools needed to make regulatory compliance a strategic advantage.

### **About Element Marketing:**

Based in Myrtle Beach, SC, Element Marketing is a marketing company with a dedicated team of creative marketers, developers, and visual artists who are result-driven strategists who define and build digital identity, serving as a catalyst to company growth and development. Specializing in web design and development, content marketing, digital marketing, and visual marketing, they connect the dots between visual, design, content, and data to tell a company's best story.