



## Exclusive Interview

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# The Story Behind Our Technical Sales Engineer **ALLYSON MILLS**

*"Innovation isn't just about the next serum or moisturizer, it's about how we build, manage, and deliver those products efficiently, sustainably, and compliantly."*



# Where Science Meets Digital Innovation: The Journey of a Technical Sales Engineer at Coptis

With a newly-updated website and an industry-first AI solution for faster, cleaner cosmetic development in the pipeline, Coptis Software Solutions realized it needed to expand its team to explain its continually-improving offer to beauty industry clients. The global leader in PLM (Product Lifecycle Management) solutions for the cosmetics industry recently onboarded Quality Control (QC) and R&D expert Allyson Mills as Technical Sales Engineer to this end.

Now representing Coptis in the United States, Allyson began her beauty career in Quality Control at Beauty Manufacturing Solutions Corp, in a role that demanded precision, discipline, and an eye for detail. *"A contract manufacturer is really where you get to see everything," says Allyson. "I was deep in the day-to-day of raw material inspections, stability testing, and ensuring batches met the customer's specifications. It was my first glimpse into the real-world pressures of cosmetic manufacturing, where compliance isn't optional, and timelines are tight."*

She explains that a foundation in quality gave her a sharp

understanding of what makes, or breaks, a formula – both chemically and operationally, adding: *"I saw how formulas can fall apart on the production floor. So, by having that experience, it really made me a better formulator. It helped me to understand what it took to actually manufacture products."*

## R&D: understanding creativity in cosmetics

From there, Allyson moved into R&D for Beauty Manufacturing Solutions Corp, which enabled her to flex her natural curiosity in a more creative area of product development. Her next move was from contract manufacturing to the beauty brand side, joining Brock Beauty Inc as Director of Research & Development – a role she perfected over 10 years.

Working for a leading wellness brand, she *"had the opportunity to build a lab from the ground up and direct the creation of all of our cosmetic formulas in house, and then work with CMOs [Contract Manufacturing Organizations] to get the products made."*

That realization is what led Allyson to the Coptis team, where she serves as a Technical Sales Engineer, helping beauty and personal care brands modernize their R&D processes through specialized software.

## Time-saving software for formulators

While she notes the move from formulations to operations is not a typical career move for a chemist, Allyson believes her background makes her the ideal person to explain the benefits of Coptis' software solutions to those in similar roles to the ones she once occupied.

*"A lot of formulators love the act of writing things down on paper – it's very tactile – and I definitely understand that, but I also understand that it's not efficient. When you spill on your lab notebook, for instance, what are you going to do?! Or if you have to collaborate and you receive an email saying 'hey, what's going on with this formula?'," she explains. "It makes sense that you can input all of this information into a system and now you don't have to dedicate time to sending emails letting them know what's going*

*on with the formula – you can log in and see exactly where it's at in real time."*

Allyson adds: *"Regulations are changing by the minute and the name of the game in our industry is to come up with a cost-effective and compliant formula, which you can get to market as quickly as possible. But if you don't have the right tools in place – a software that alerts you when you're picking an ingredient that is on the no-no list for a retailer that you want to work with, for instance – you're going to waste time. And time is such a precious commodity. I can relate to formulators. I understand what they're going through personally – and if you don't have the right tools and systems in place, what you will lose is time at the end of the day."*

## Generative AI: the future of formulation

Allyson joins Coptis in time for the highly-anticipated launch of Purple AI – a generative AI solution integrated into Coptis' PLM software, which automatically generates tailored base formulas based on project specs and offers customizable guidance to align



with brands' goals, ingredients, and compliance needs. Purple AI's USP is its ability to go beyond pulling public data, also valorizing the R&D heritage of clients to help formulators in their own company.

In her position as Technical Sales Engineer, Allyson is eager to demystify generative AI for this community. *"People on the personal care side are seeing a lot of AI articles and, in some cases, they're not understanding it and they're a little fearful. We've seen a lot of 'AI is going to take our jobs' concerns. But the way that Coptis is planning on incorporating AI is truly to assist the formulator. We don't want to take away the fun part of formulating, which is putting things together and seeing what works! Purple AI is about opening up different avenues and creating other options, but not actually creating the formula itself. That responsibility still resides with the formulator."*

As someone whose beauty career has been shaped by constant evolution, Allyson believes the industry must evolve too. *"Innovation isn't just about the next serum or moisturizer,"* she explains. *"It's about how we build, manage, and deliver*

*those products efficiently, sustainably, and compliantly."*

Joining the Coptis team means Allyson gets to be part of that evolution every day, helping cosmetics companies work smarter, not harder.

With 26 years of experience, Coptis is trusted by global leaders to deliver structured, compliant, and scalable PLM solutions tailored to the real needs of beauty labs. Contact our teams to discover how Coptis PLM can help you and to [request a demo](#)



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