

From herbal oils to cosmetics, from hygiene products to pharmaceuticals, nutraceuticals, and medical devices, the personal care industry is a powerful driver of health, local innovation, and economic resilience. Our experts work with SMEs and institutions to build and grow businesses through tailored collaboration in product development, production, compliance, quality systems, equipment, branding, and training. PUM supports the valorisation of local resources, the reduction of import dependence, and the development of high-quality, sustainable products for local and global markets.



Personal Care

The Personal Care sector revolves around industries that shape health, beauty, and hygiene all essential to public wellbeing and quality of life. It includes pharmaceuticals, cosmetics, hygiene products, nutraceuticals, and natural extracts, and plays a strategic role in strengthening industrial class. By supporting the transformation of local resources into quality products and responding to regional demand, the sector offers a path toward self-reliance, value creation, and sustainable growth.

Sector vision

PUM's Personal Care sector is a key driver of inclusive, sustainable development, promoting health, economic opportunity, and environmental responsibility. The experts in this sector focus on enhancing product quality, business strategy, compliance, and market access. Through close collaboration with SMEs we enable purposeful and resilient growth. By connecting industries across the value chain and encouraging circular and responsible practices, we unlock economic independence, strengthen self-sufficiency, and open access to regional and global markets.

The Personal Care sector works alongside entrepreneurs, manufacturers, and institutions across the full lifecycle of product and business development. From small workshops to industrial plants, we partner with local teams to create high-quality, compliant, and competitive products.

Our experts provide hands-on guidance in formulation, process improvement, quality systems, facility design and scale-up. They also guide entrepreneurs through national and international compliance regulations, including GMP, certification, audits, and registration procedures.

Beyond production, we advise on management, branding, packaging, pricing, and sales strategies, enabling businesses to expand their presence and increase their impact. Capacity building remains at the heart of our approach, with a strong focus on strengthening skills, improving operations, and building long-term resilience.



Mercy Acquaye Owusu-Asante

Head Technical Support FDA

"We highly value the collaboration with PUM, which has led to significant progress in terms of GMP compliance for the pharmaceutical sector. It also strengthens our strong reputation across the West African region. We are looking forward to continuing our collaboration with PUM, also to reinforce other sectors."



Areas of expertise

Cosmetics & personal care

- Skin care
- Hair care
- Make-up
- Fragrances

Pharmaceuticals

- APIs
- Biologics
- Vaccines
- Human & veterinary

Medical devices

- Syringes
- Diagnostic kits
- Sterilisation equipment

Natural products

- Essential oils
- Plant extracts
- Supplements

Herbal medicine

- Medicinal plants proceed

Cleaning products

- Soaps
- Detergents
- Disinfectants

PUM experts offer practical, hands-on support across every step of your product and business development. Our expertise covers:

Product & Process

- Product development and formulation
- Process optimisation and scale-up
- Packaging design and functionality

Facilities & Equipment

- Facility layout and engineering
- Installation, qualification and maintenance of utilities and equipment
- HVAC, water systems, and cleanroom environments

Quality & Compliance

- Quality assurance and quality control systems
- GMP and regulatory compliance
- Validation, certification, and laboratory operations (e.g. HPLC)

Business & Market

- Marketing, branding, and pricing strategies
- Market access and digital sales channels
- Business strategy, exports, and supply chain logistics

Capacity Building

- Workforce training and coaching
- Operational management and team development
- Support for sustainable practices and local sourcing

Professional people for positive impact

PUM collaborates with businesses and organisations to grow sustainably and build a brighter future for their community. Check [PUM.nl](https://www.pum.nl) for more information and criteria, and apply for advice.