Pitman Comms Visibility Index Report

GEO in the Beauty Ingredients Supply Chain

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Beauty Ingredients 2026 First Edition

Discover which ingredient suppliers AI recommends, where visibility gaps emerge, and what your marketing team can do about them.



Turn visibility evidence into informed marketing decisions

ChatGPT discovery snapshot | UK sourcing | 18 October 2026

2 NOVEMBER 2026

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A guide to this first edition

The inaugural edition examines AI recommendations for sourcing beauty ingredients. Select a highlighted contents entry, or use the five-minute reading route below.

Five-minute route: Summary (page 3) · Category findings (page 12) · Team brief (page 18).

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Executive summary

From research evidence to marketing priorities

Evidence > | Insight > | Priorities > | Action >

Would a buyer discover your expertise if they asked AI about an ingredient need without naming your company? An AI answer can introduce a supplier before the buyer visits its website. This inaugural edition examines unbranded ChatGPT recommendations to inform GEO priorities, supported by selected media examples. Our diverse 26-company cohort illustrates sector variety rather than a competitive ranking or representative sample.

1. How we conducted the research

ChatGPT · UK-focused sourcing · 18 October 2026 · six questions · three runs each.
The 18 shortlists could include suppliers outside our cohort. This edition tests unbranded discovery; branded checks form part of the company diagnostic. Earlier platform tests remain separate.

2. What our research found

Select a figure to open the finding; evidence links appear below each explanation.

80%
FUNCTIONAL PLACES

Insight: Distributors occupied 12 of 15 functional ingredient recommendation places.
Action: Check whether partner listings identify the manufacturer.

View finding Response ledger

2 of 9
DISTINCT SUPPLIERS

Insight: Only Croda Beauty and Vytrus Biotech appeared in all three biotechnology runs.
Action: Check repeated discovery before acting.

View finding Response ledger

15 of 15
INGREDIENT LISTS

Insight: Croda appeared in all 15 ingredient shortlists.
Action: Test priority products and new launches against specific buyer needs.

View finding Count table

3. Insight | What this means for your GEO priorities

These observations show which suppliers the test responses returned, not observed buyer behaviour, supplier quality or overall performance. Recognition can vary by search and capability; distributor visibility may not identify the manufacturer. Media examples show ways to explain expertise, without establishing why AI selected a supplier.

Action summary

Already recognised? Test priority products and launches against specific buyer needs.
Missing or inconsistent? Confirm the question fits your offer, then investigate the gap.
Outside the cohort? Apply the same checks to your own commercial priorities.
Pages 17–18: choose one priority, assign an owner and track progress.
Full diagnostic: page 19.

Start here

Key terms and how to read this report

Use these definitions to read the findings and distinguish the main study from earlier exploratory work.

GEO

Generative Engine Optimisation: work to improve how a business and its expertise are represented in AI-generated answers.

AI discovery

Finding suppliers through AI-generated answers. Here, this means the suppliers returned by the recorded test questions in this study, rather than every supplier available in the wider market.

Branded and unbranded discovery

Branded questions name a supplier or product. Unbranded questions describe a buyer need without naming a supplier. This edition tests unbranded discovery.

Recommendation and citation

A recommendation names a supplier as a sourcing option. A citation identifies supporting material, such as a linked source. The two indicate different things about an AI-generated answer.

Zero-click discovery

Receiving information without visiting the source website. This edition does not measure clicks or zero-click reach.

Appearance counts

Three runs per question. Ingredient totals cover 15 responses across five questions, containing 75 recommendation places. The distributor question is separate.

The six pillars

Media Authority; Conventional Search Visibility; GEO Visibility & Authority; Executive & Expert Authority; Professional Network Visibility; Competitive Position & Share of Voice. See page 6.

Framework and services

The Visibility Diagnostic investigates the six pillars within an agreed company scope. Content packages support implementation. This report is not a full scored assessment.

Claude's exploratory role

Earlier Claude tests helped explore supplier discovery and frame the research. They used different conditions and are not combined with the main numerical findings: 18 ChatGPT answers collected on 18 October 2026.

Evidence >	Insight >	Priorities >	Action >
What the research recorded.	What the findings mean.	What matters first.	What to do next.

Select a coloured tag to jump to its corresponding section.

About the research

The Visibility Index and the database

The Pitman Comms Visibility Index (PC VI) examines how easily buyers discover beauty ingredient suppliers and recognise their expertise across six connected areas of visibility. PC VI draws on our growing proprietary database of suppliers, products, capabilities and research evidence. See the key terms.

We are starting with beauty ingredients, with the longer-term aim of covering the wider beauty supply chain. This first edition focuses on a practical question: which suppliers does AI recommend when buyers describe what they need?

Two ways buyers find suppliers

Branded discovery: searching for a supplier they already know by name.
Unbranded discovery: searching for an ingredient, application or solution without naming a supplier.
Our headline AI tests examine unbranded discovery: whether expertise gets recognised before the buyer knows the company name.

The database at a glance

224
supplier records

26
selected companies

242
product/product-group entries

At our 18 October 2026 checkpoint, the database contained manufacturers and distributors, alongside entries for individual products or product groups. We are continuing to expand and check the information; these totals describe the resource built so far, rather than a complete industry directory.

The 26-company cohort spans different sizes, specialisms and routes to market. **It illustrates routes to visibility; it does not rank suppliers or represent the industry statistically.** It includes actives, functional ingredients, botanicals, sensory solutions, biotechnology and technical distribution.

ChatGPT was free to recommend businesses beyond those 26. This reveals additional suppliers buyers might encounter and helps teams examine suppliers beyond their familiar competitor lists.

The six pillars of visibility

This edition focuses on AI discovery. The full Visibility Diagnostic examines six connected areas of visibility. This edition demonstrates unbranded AI discovery, comparisons within those searches and selected media examples. It does not assess all six pillars in depth. AI citation analysis remains an unscored pilot and is not part of this edition's findings.

Media Authority

How relevant industry coverage explains and attributes your expertise.

Competitive Position & Share of Voice

How your visibility compares with suppliers serving the same buyer needs.



Conventional Search Visibility

Whether buyers find useful pages by company name or ingredient need.

Professional Network Visibility

How your people and content communicate expertise and reach relevant audiences.

GEO Visibility & Authority

How AI describes, recommends and attributes your business and expertise.

Executive & Expert Authority

How buyers discover and assess your specialists' expertise.

Explore the full six-pillar diagnostic

The **Pitman Comms Visibility Diagnostic** offers companies an in-depth investigation across all six pillars, within an agreed business, division or capability scope. It connects supported findings with their commercial meaning and practical recommendations.
See Pitman Comms Services, page 19: Visibility Diagnostic.

How we carried out the research

The unbranded AI searches

18 ChatGPT shortlists, collected on 18 October 2026. Six UK sourcing needs; each search repeated three times, requesting five suppliers. We compared recommendations for the same need, keeping repeat appearances.

Human expertise at every stage

Simon Pitman, founder of Pitman Comms, draws on more than 30 years in beauty journalism, analysis and communications to select questions and interpret results. He checks category fit, distinguishes manufacturers from distributors and identifies practical next steps. AI tools helped organise the information.

How we kept the searches consistent

We used fresh ChatGPT conversations with personalisation switched off, so earlier conversations and saved preferences were less likely to influence results. Web search was active, allowing ChatGPT to consult online sources. These conditions were recorded by the researcher, rather than independently verified. Questions specified suppliers serving the UK, but location and platform effects remain possible. Earlier exploratory Claude tests helped frame the research. They used different conditions and are not pooled with the main ChatGPT numerical findings.

What we examined

The 26 companies span different sizes, business models and specialisms, rather than a matched competitor set. They are not a statistically representative sample. Different capabilities mean equal AI appearances are neither expected nor a fair performance measure. See the cohort clarification on page 9.

Pillar	Research presented in this edition
GEO Visibility & Authority	Main research: six unbranded AI searches, each repeated three times; supplier appearances and consistency. Not a full GEO audit. Citation analysis is a separate unscored pilot; no citation results are included.
Competitive Position	Comparisons within those AI searches, not wider market share of voice or a ranking of the selected companies.
Media Authority	Selected trade coverage and company-owned publishing examples; no comprehensive benchmark or measured audience impact.
Executive & Expert	Expert-content examples overlap with media coverage; no separate assessment.
Conventional Search	No systematic search-performance findings presented. ChatGPT web search is not a conventional search visibility audit.
Professional Network	No substantive profile or activity findings presented; no systematic network assessment.

The wider-pillar checks on page 17 are recommendations for investigation, not additional measured findings. A full company diagnostic investigates all six pillars in greater depth (page 19).

The 26 companies and their categories

Ingredient categories in this report

- **Actives:** ingredients for targeted cosmetic benefits.
- **Functional:** ingredients supporting formulation performance.
- **Botanical:** plant-derived extracts and selected oils.
- **Sensory:** feel, texture, flow and structure.
- **Biotech:** ingredients made using biotechnology.
- **Distribution:** supply with technical or formulation support.

Company	Actives	Funct.	Botan.	Sens.	Biotech	Distrib.
AAK Personal Care	☐	■	■	■	☐	☐
Active Concepts	■	☐	■	☐	■	☐
Ashland Personal Care	■	■	☐	■	☐	☐
BASF Personal Care	■	■	■	■	☐	☐
Clariant / Lucas Meyer Cosmetics	■	■	☐	■	☐	☐
CLR Berlin	■	☐	■	☐	■	☐
Cobiosa	■	☐	■	☐	■	☐
Croda Beauty	■	■	■	■	■	☐
Evonik Beauty and Personal Care	■	■	☐	☐	■	☐
Gattefossé	☐	■	■	■	☐	☐
Givaudan Active Beauty	■	☐	☐	☐	■	☐
Groupe Berkem	☐	☐	■	☐	☐	☐

Filled square = category link recorded; open square = not established here. Distrib. = technical distribution. These are company capabilities, not AI recommendation counts.

The 26 companies and their categories | continued

Category key: page 8

Company	Actives	Funct.	Botan.	Sens.	Biotech	Distrib.
IMCD Beauty & Personal Care	☐	■	☐	■	☐	■
INOLEX	☐	■	☐	■	☐	☐
Kobo Products	☐	■	☐	■	☐	☐
Lipoid Kosmetik	☐	☐	■	■	☐	☐
LipoTrue	■	☐	☐	☐	■	☐
Lubrizol Beauty	■	■	☐	■	☐	☐
Naolys	■	☐	■	☐	■	☐
Provital	■	☐	■	☐	■	☐
Seppic Beauty Care	■	■	☐	■	☐	☐
SILAB	■	☐	■	☐	■	☐
Solabia	■	■	☐	■	■	☐
SOPHIM	☐	■	■	■	☐	☐
Symrise Cosmetic Ingredients	■	■	☐	☐	■	☐
Vytrus Biotech	■	☐	☐	☐	■	☐

The review concerns the named beauty businesses. Clariant/Lucas Meyer are grouped; Mibelle appearances remain separate from Solabia. Croda's botanical result is additional to its original selection. IMCD's sensory link was confirmed on 25 October 2026 using its UK Beauty Studio and group product information. View source. An unmarked category does not establish an absent capability. See the distributor findings on page 10.

Who gets recognised: manufacturer or distributor?

Evidence > | Insight > | Priorities > | Action >

Each of the three recorded functional ingredient responses named four distributors and one manufacturer. Across those responses, distributors occupied 12 of 15 recommendation places: **80%**. Repeat appearances are included. The distributors named were outside the selected cohort.

Croda was the manufacturer named in every answer. Azelis, Brenntag and HARKE Chemlink also appeared every time; Surfachem twice and Infinity Ingredients once.

A distributor recommendation can help buyers reach your ingredients. But if your company is not named, buyers may remember the distributor without recognising your expertise. Partner listings should make the manufacturer and its capabilities clear.

IN EACH UNBRANDED FUNCTIONAL INGREDIENT SEARCH

Make the manufacturer visible too

Action | What to check

1. Manufacturer identity: can buyers see who makes the ingredient?
2. Application: can they understand where it could be useful?
3. Clear next step: can a UK buyer find whom to contact for samples, technical advice or a quotation?

Insight | Supply access and manufacturer recognition are different

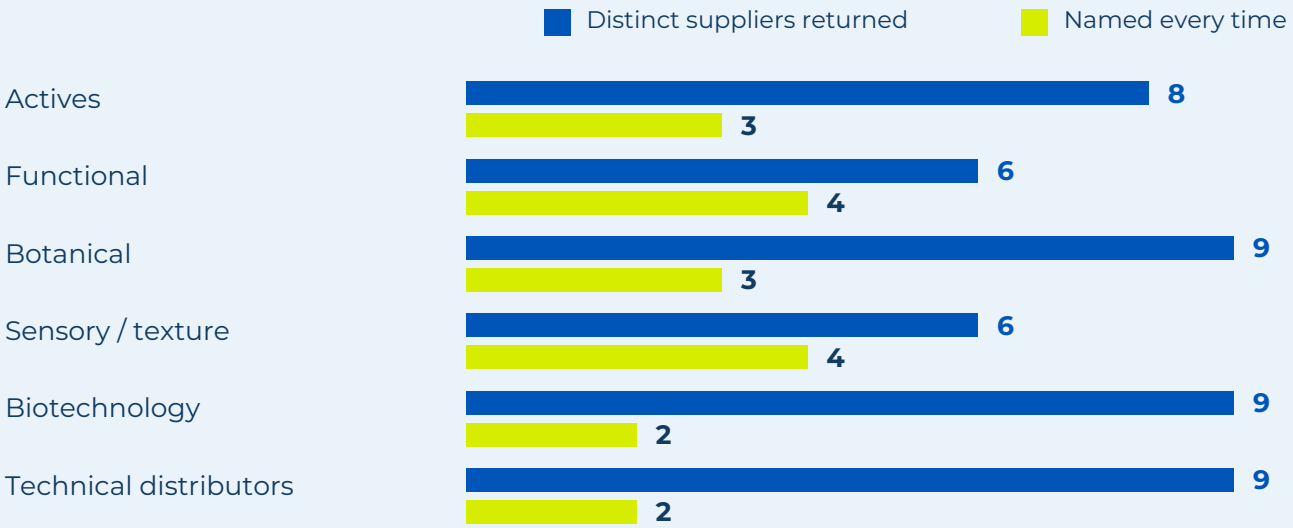
The distributor route stayed prominent even though the names varied: Azelis, Brenntag and HARKE appeared every time, Surfachem twice and Infinity once. Croda was the only manufacturer named. **This suggests a supply-route visibility issue worth checking, not evidence that manufacturers are losing enquiries.**
A distributor can help a buyer source your ingredient while receiving the recognition itself. For a manufacturer, check whether partner pages connect the application to your name and expertise. **Action: page 18, "Make the manufacturer clear".** Prioritise one commercially important range and agree attribution and contact corrections with the partner. The role ledger is on page 22.

Unbranded AI discovery: how consistent were the results?

These were unbranded searches: each question described a buyer need without naming a company. Each was run three times, requesting five suppliers per answer. For biotechnology-derived ingredients, nine distinct suppliers appeared across the resulting 15 recommendation places. **Only Croda and Vytrus appeared in all three runs.**

Thirteen of the 26 cohort companies have recorded biotechnology links. ChatGPT could also recommend suppliers beyond the cohort. The chart compares the number of distinct suppliers returned with the number named in all three runs: counts, not performance ratings. The supporting response lists appear on page 23.

Evidence | Recognition across the unbranded searches



Insight | Recurring recognition matters more than a single appearance

The biotechnology question returned nine distinct suppliers: five appeared once, two twice and two in every run. Functional and sensory questions each returned six suppliers, with four in every run. Recognition was more concentrated for those two needs in this collection.

For a marketing team, one favourable AI result can hide weaker repeat visibility. Retain the commercial goal, but check how consistently a supplier appears separately from how accurately it is described; neither a single omission nor a single mention settles the issue.

Action: page 18, "See which suppliers AI returns". Establish a baseline from repeated checks for one priority need before changing content or budgets.

Are you recognised for what you want to sell?

A supplier can be recognised in one category yet overlooked in another that matters to its growth plans. Being recommended for actives does not necessarily mean buyers will also encounter your business when looking for texture solutions or biotechnology-derived ingredients.

We repeated each unbranded sourcing search three times, requesting five suppliers each time. The table identifies businesses recommended on every occasion for that ingredient need.

Buyer need	Suppliers recommended every time the sourcing search was repeated
Innovative actives	Croda Beauty; Givaudan Active Beauty; Provital
Functional ingredients	Azelis; Brenntag; Croda Beauty; HARKE Chemlink
Natural or botanical ingredients	Croda Beauty; Naturallythinking; O&3
Sensory, texture and rheology	Croda Beauty; Elementis; Lubrizol; Seppic
Biotechnology-derived ingredients	Croda Beauty; Vytrus Biotech

Croda appeared consistently across all five ingredient needs. Givaudan Active Beauty and Provital appeared every time for actives, while Vytrus did so for biotechnology. Consistent recognition in a chosen field may matter more to a specialist than breadth.

Company recognition is only the starting point. Even suppliers named consistently should test priority products and launches against specific buyer needs. These results do not establish visibility for every ingredient, accurate benefit descriptions or discovery in other markets.

Insight | Recognition in one capability may hide a gap in another

Givaudan appeared in every actives shortlist but none of the biotechnology shortlists; Vytrus showed the reverse. This is a recognition difference, not proof of different scientific capabilities. Separate established strengths from the applications you want to grow.
Action: page 18, "Choose a business priority". Define the buyer need, then use page 17 to investigate discovery, explanation and attribution. Names in each row are alphabetical; Croda's botanical result is supplementary.

Supplier recognition by ingredient need

Read recognition by relevant ingredient need

Compare relevant capabilities: broad and specialist portfolios have different opportunities to appear. These are discovery counts, not supplier quality scores.

Five unbranded UK sourcing questions were each repeated three times. The table shows suppliers with **three or more appearances** across those 15 shortlists. Seventeen additional suppliers appeared once or twice. The separate technical-distributor question is excluded.

Supplier	Act.	Funct.	Bot.	Sens.	Bio.	Total /15
Azelis	0	3	0	0	0	3
Brenntag	0	3	0	0	0	3
Croda Beauty	3	3	3	3	3	15
Elementis	0	0	0	3	0	3
Givaudan Active Beauty	3	0	0	0	0	3
HARKE Chemlink	0	3	0	0	0	3
Lubrizol	1	0	0	3	0	4
Mibelle Biochemistry	1	0	0	0	2	3
Naturallythinking	0	0	3	0	0	3
O&3	0	0	3	0	0	3
Provital	3	0	0	0	1	4
Seppic	0	0	0	3	0	3
Vytrus Biotech	0	0	0	0	3	3

0: not returned | 1-2: some runs | 3: every run

Rows are alphabetical, not a ranking. Cells count appearances in three responses per question; Total /15 counts responses across five questions, not the 75 places. Counting method: page 21. Act. = actives; funct. = functional; bot. = botanical; sens. = sensory/texture; bio. = biotechnology.

Insight | A broad portfolio and a focused specialism need different targets

Lubrizol and Provital each appeared four times, mainly in sensory and actives respectively. Equal totals hide different strengths. Vytrus and Elementis appeared every time for one need despite lower totals.

Croda's breadth is not a universal target for specialists. Prioritise capabilities you want to sell; these counts do not explain AI's choices.

Action: page 18, "Check your wider presence". Compare application information and expert explanations for the relevant need. Address a demonstrated gap rather than copy another supplier's programme.

When relevant capabilities did not lead to discovery

Page 13 shows discovery frequency. This page considers the selected 26-company cohort: 15 appeared in at least one of the six sourcing questions, while 11 did not appear despite recorded category links. The sixth question concerned technical distributors and is excluded from page 13 totals.

11 suppliers absent from these searches

An omission identifies a question to investigate, not a supplier grade.

The eleven suppliers not returned: AAK Personal Care; Active Concepts; Cobiosa; Groupe Berkem; IMCD Beauty & Personal Care; INOLEX; Kobo Products; Lipoid Kosmetik; SILAB; SOPHIM; Symrise Cosmetic Ingredients.

Before interpreting an omission, check the exact buyer need, UK supply and business scope. A category link does not mean every question was equally relevant to each company.

Observation	Commercial meaning	Next investigation
Relevant capability recorded; no recommendation	Capability and discovery differed in this collection.	Confirm fit with the exact question; review clear applications, evidence and supply information.
Recognition concentrated in one category	Company familiarity may not extend to every growth capability.	Test the specific buyer need behind the growth priority.
Supplier appears inconsistently across repeats	One answer may give a misleading impression of repeat visibility.	Record results from repeated checks using consistent conditions.

Insight | Could buyers be overlooking your expertise?

An omission does not identify its cause or prove ineffective marketing. First establish whether the question fits the offer. Then check whether buyers can identify relevant ingredients, applications and supporting evidence.
Where existing information is clear, investigate other explanations. These observations do not establish supplier quality, buyer demand or sales impact.
Pages 17–18: choose a commercially important omission and define a supported next step, using the previous page as context.

Botanicals: an unbranded discovery worked example

This worked example examines natural or botanical ingredients. It shows how a capability-based buyer question can introduce suppliers beyond a familiar competitor list. It is illustrative, not a separate benchmark of the botanicals market.

The question and scope

Registered question (original wording): "Which five suppliers are recognised for natural or botanical cosmetic ingredients in United Kingdom?"
Protocol: unbranded; ChatGPT; 18 October 2026; three runs requesting five suppliers each. Conditions are detailed on page 7 and page 21.
Scope: the directory defines botanicals as plant-derived extracts and selected oils. Thirteen cohort companies have recorded botanical links, including Croda's supplementary link. The question's "natural or botanical" wording is broader, so this is not a like-for-like botanical capability coverage score.

THREE SUPPLIERS APPEARED IN EVERY RUN

Croda · Naturallythinking · O&3

Nine distinct suppliers overall; eight outside the selected cohort.

The other six suppliers appeared once each: Blue Sky Botanics, Aromantic, A&E Connock, Oleon, Infinity Ingredients and Adina. These results describe recommendations, not superior products, marketing or suitability for every botanical requirement. The three response lists appear on page 24.

Insight | What this means for your competitor brief

Check ingredient overlap, customer needs, business model and UK supply before treating a returned supplier as a direct competitor. The eight suppliers outside the cohort demonstrate its limits as well as the wider discovery set.
Action: page 17, "Competitive Position". Investigate relevant overlap before choosing an action on page 18.

Applying the method elsewhere

The same approach can examine other ingredient categories, using category-specific buyer questions and documented capability checks. Definitions must align before interpreting omissions. The botanicals results do not establish performance in other categories.

Media Authority: what coverage reveals

Evidence > | Insight > | Priorities > | Action >

AI discovery is the main focus of this edition. This supporting research sample demonstrates another part of Pitman Comms' six-pillar approach: **Media Authority**. Trade coverage is an important route for buyers to encounter and evaluate supplier expertise. These examples show what a media review can reveal and how it can inform marketing decisions; they are not a comprehensive media-performance assessment.

What the sample research found

BASF's examples cover formulation issues, sun-care access and production expansion. Givaudan's include a delivery-system interview and a launch story. These formats offer different depths of explanation. [2-6]

Kobo's podcasts are company-owned content, not independent editorial coverage. Their audience impact was not assessed; descriptions were reviewed, not the audio. [7-8]



Illustrative beauty trade titles; publications supporting the examples are identified in the sources.

What this means for marketing executives

For example, Givaudan's delivery-system coverage provides material to review for explanation of applications and supporting evidence [5-6]. Does it help a formulator understand where the technology fits and what to investigate next? Assess that usefulness separately from article count. This sample does not measure audience impact or a causal effect on AI recommendations.

Action | Turn media findings into a practical brief

- **Choose a buyer need:** a formulation challenge or application.
- **Offer substance:** evidence, useful examples and an accessible expert.
- **Choose the right title:** match the story to its readers.
- **Review the result:** does the coverage explain the capability you want to sell?

How Pitman Comms can help

The full Visibility Diagnostic investigates Media Authority alongside the other five pillars (page 19). We interpret relevant coverage and recommend priorities. Content and media support can then develop expert-led stories and targeted outreach (page 20).

Action: page 17, "Media Authority". Review coverage around one growth capability and identify a supported improvement.

Implications for marketing teams

Turn recognition into marketing priorities

Start with the capabilities you want to sell. These six-pillar checks extend the findings into recommended investigations; they are not measured weaknesses in every area. Distinguish **discovery** (can buyers find relevant information?), **explanation** (are applications and evidence clear?) and **attribution** (is the supplier correctly identified?).

Pillar	What to ask	What your marketing team can do
Media Authority	Does coverage explain and attribute expertise?	**Check applications, supporting evidence and manufacturer identity. Distinguish editorial, sponsored and owned content.**
Conventional Search	Can buyers reach a useful page?	**Search by formulation need, then by supplier and ingredient name. Check application information, evidence and a contact for samples or advice.**
GEO Visibility & Authority	Are discovery and descriptions reliable?	**Repeat relevant buyer questions; check recommendations and description accuracy separately. In citation pilots, distinguish text support from image credits.**
Executive & Expert	Can buyers understand the science?	**Use an article, interview or presentation to explain a buyer problem and supporting evidence. Verify specialist roles and attribution.**
Professional Network	Does content lead to useful information?	**Connect expert posts and profiles with relevant application material. Use native analytics for response; assess AI discovery separately.**
Competitive Position	Who appears for the same needs?	**Compare relevant suppliers using the same questions, market and period. Compare relevant capabilities before interpreting appearance counts or any share-of-voice measure.**

Action | Choose one priority and give someone responsibility

For a launch, translate the ingredient category into a specific buyer problem: for example, an emulsifier for a lightweight skin-care emulsion. Check that product pages, partner listings and expert material explain that application and its evidence.
Choose a supported improvement, name an owner and agree a deadline. If existing material already answers the need, investigate further before commissioning content. Choose the remedy from the evidence, rather than the omission alone.

Priorities for action

A focused brief for your team

Which customer needs should your business be recognised for? Start with one ingredient or application, whether your company appears in this report or not. An AI omission alone does not justify more content: confirm the question fits your offer and investigate the information buyers can already find.

Priority	What your team can do	What this gives you
Choose a business priority	Select a launch or application by commercial importance, timing and evidence of a discovery gap.	**A focused first investigation.**
See which suppliers AI returns	Repeat specific buyer questions before launch; retain wording, dates and conditions. Check named-product descriptions separately.	**A baseline for discovery and accuracy.**
Make the manufacturer clear	Check that partner listings name your company, explain the application and offer a useful contact.	**Clearer attribution and a route to samples or advice.**
Check your wider presence	Review product and application pages, partner listings, trade coverage and expert content against the same buyer need.	**A view of missing or unclear information.**
Choose the next action	Assign a supported improvement, an owner and a deadline. Repeat the baseline after launch under comparable conditions.	**A defined action and a subsequent check.**

Measure discovery and campaign response separately. Track repeated AI appearances and description accuracy alongside website engagement, enquiries and sample requests. AI changes alone do not establish sales impact or what caused a change.

Action | A 30-day team brief

Suggested owners and timing; adapt this plan to your team.
Days 1-5 | Marketing lead: agree one commercial priority and the buyer questions. **Output:** a focused brief.
Days 6-15 | Digital/insights lead, with technical input: record discovery results and check product and partner information. **Output:** findings to act on.
Days 16-30 | Content or channel owner: make one supported improvement and repeat the checks. **Output:** a documented change and follow-up results.
Measure campaign response separately; an AI recommendation is not guaranteed.

Pitman Comms Services:

Diagnostic Report

Identify your visibility priorities

Start with a priority ingredient launch, application, portfolio or division. **For larger businesses, a focused first assignment is scoped and priced separately.**

PITMAN COMMS VISIBILITY DIAGNOSTIC



Assess how buyers find your business and understand its expertise across all six pillars: conventional search, AI/GEO, media, expert authority, professional networks and competitive visibility.

Branded and unbranded discovery checks and relevant peer comparisons help identify strengths, supported gaps and questions for further investigation. AI citation analysis remains an unscored pilot.

Receive a six-pillar traffic-light scorecard, an explanation of the findings and three to five practical priorities. A 30-minute consultation and two follow-ups cover priorities and implementation questions, helping your team decide what to improve first.

Introductory price | book by 31 December 2026

US$475 / €425 / £350

Standard price

US$949 / €849 / £699

Published prices apply to the standard agreed scope; larger assignments are quoted separately.

Standard scope: report in 10-15 working days from the booked start, once the brief and required access are complete.

Discuss a Visibility Diagnostic

Simon Pitman, Founder, Pitman Comms
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Pitman Comms Services:

Content Packages

Put the findings to work

Turn company expertise into useful material for buyers, trade editors and professional networks. Choose a focused story or an ongoing programme around a clear commercial priority.

CONTENT AND EDITORIAL SUPPORT



STAY VISIBLE CONTENT SPRINT

Turn one important story into a focused package. An expert interview informs an article or press release, a LinkedIn carousel and supporting posts. Editorial support makes the application and evidence clear; targeted editor outreach and a 30-day report help assess reach.

US$1,700 / €1,500 / £1,250

One-off fixed fee. Scope and delivery dates agreed before work starts.

AUTHORITY & VISIBILITY PROGRAMME

Build a consistent presence around your priority capabilities. Monthly planning guides expert-led content, LinkedIn activity and targeted media outreach. Competitor monitoring, reporting and a three-month review help assess progress against an initial visibility baseline and guide the next editorial priorities.

US$3,400 / €3,000 / £2,500

Per month. Recommended initial term: three months.

Sprint first draft: 10 working days from the booked start and complete brief. Two revision rounds included. Monthly programme: an agreed delivery calendar.

Discuss a content brief

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Research design, questions and counting

Collection record

Date: 18 October 2026.

Platform: ChatGPT. The interface displayed Pro; the exact underlying model version was not exposed.

Design: six questions, three answers per question, five named suppliers per answer. This produced 18 answers and 90 recommendations including repeated names.

Geography: UK-focused wording; the collector was UK-based. This was not a controlled geolocation comparison.

Conditions: the operator confirmed fresh Temporary Chats, personalisation off and visible search activity. These are reported conditions, not an independently instrumented platform record.

Records: complete answers and registered question wording were retained. A screenshot of every question as entered was not retained, so exact executed wording was not independently verified.

Registered questions (original wording)

1. Identify five cosmetic ingredient suppliers that an R&D director should consider for innovative active ingredients in United Kingdom. Explain why each supplier is relevant.

2. Identify five suppliers of functional cosmetic ingredients serving United Kingdom. State the principal ingredient functions associated with each supplier.

3. Which five suppliers are recognised for natural or botanical cosmetic ingredients in United Kingdom?

4. Which five cosmetic ingredient suppliers are recognised for sensory, texture or rheology solutions in United Kingdom?

5. Which five suppliers specialise in biotechnology-derived cosmetic ingredients for United Kingdom?

6. Identify five cosmetic ingredient distributors serving United Kingdom that also provide technical or formulation support.

R&D = research and development.

How names were counted

Only names occupying the five requested supplier places were counted. Contextual mentions and names in citations did not create extra recommendations. Repeated appearances were compared within the same question. Suppliers outside the selected 26-company group were included. The order of names was not interpreted as a ranking. A distributor appearance did not automatically give credit to the manufacturers it represents. Mibelle was retained separately rather than credited to Solabia through ownership inference.

The 80% calculation is 12 distributor recommendations divided by 15 places across the functional responses. It is not a share of unique businesses or buyer demand. Page 13 lists appearance counts alphabetically, not company scores; category relevance differs. HARKE name variants are grouped as HARKE Chemlink, with original wording retained.

Earlier platform tests

Earlier ChatGPT and Claude collections remain separate from the 18 October collection. Claude web-search conditions were not consistently established in the retained record. Those tests do not establish a matched search-enabled platform comparison and are not pooled into the headline figures.

Evidence limits, count ledger and sources

Scope and interpretation

The database checkpoint is 18 October 2026: 224 company records and 242 product/product-group entries. Detail and verification vary. The 26-company group is selected, not representative.

Three repeats describe this collection, not a precise inclusion probability. Results vary with wording, platform, date and location. This is not a causal study or complete six-pillar benchmark. Visibility does not establish ingredient quality or sales.

Functional-answer ledger [1]

Answer 1: Azelis; Brenntag; Croda; HARKE; Surfachem.

Answer 2: Croda; Brenntag; Azelis; HARKE; Infinity Ingredients.

Answer 3: Croda; Brenntag; Azelis; Surfachem; HARKE.

Croda is counted as manufacturer; the other named suppliers as distributors in this UK sourcing context. Each answer: 4 distributor + 1 manufacturer places. Total: 12/15 = 80%. HARKE variants are grouped as HARKE Chemlink.

Role rule and review status

Classify the named supply route, not every group activity. Role pages [10] support the labels. Distributor mentions do not confer manufacturer credit. Simon Pitman checked the retained answers, counts and classifications. Editorial review does not verify the underlying records.

Images are illustrative. Scientific and sustainability claims are attributed unless independently checked.

Source register

[1] Pitman Comms. Retained question/answer records, 18 October 2026. Ledger at left; remaining count summaries internally reconciled on 23 October.

[2] Personal Care Insights, 16 June 2026. Clean beauty trades “free-from” labels for science-led standards. View source

[3] Personal Care Insights, 1 December 2025. Major sunscreen shakeup? WHO listing could transform prices and regulations. View source

[4] Personal Care Insights, 20 November 2025. BASF boosts biodegradable surfactant production to meet Asia demand. View source

[5] Personal Care Insights, 18 March 2026. PCHi 2026 live: Givaudan unveils delivery system for skin care, teases upcoming launch. View source

[6] Cosmetics & Toiletries, 17 March 2026. Givaudan Active Beauty Launches VectorHyal Delivery System. Company-release material. View source

[7] No Filter with Kobo, episode 74, 17 February 2026. Introducing Kobo’s 2026 Color Palette. Description reviewed; audio not reviewed. View source

[8] No Filter with Kobo, episode 73. Inside EcoVadis Gold. Retained description; live page/date not reverified in this pass. View source

[9] Retained search/network and company records, 17-20 October 2026. Selected examples, not complete comparable coverage.

[10] Company role sources, checked 24 October 2026: Azelis; Brenntag; HARKE; Surfachem; Infinity Ingredients; Croda.

Evidence at a glance | Functional ingredients test

Question: Identify five suppliers of functional cosmetic ingredients serving the United Kingdom, and state their principal ingredient functions.
Method: ChatGPT; 18 October 2026; three responses; five supplier places requested in each.
Result: Distributors occupied 12 of 15 places, counting repeated appearances.
Interpretation: One exploratory test, not a market-wide result or a measure of buyer behaviour.
Answer lists and classifications: see ledger above.

Supporting research evidence

Biotechnology: supporting answer ledger

Question and collection

Registered question (original wording): Which five suppliers specialise in biotechnology-derived cosmetic ingredients for United Kingdom?
Unbranded: no company named in the question. ChatGPT; UK-focused; 18 October 2026; three runs; five requested supplier places per response. Search conditions and limitations are on page 21.

Run	Suppliers occupying the five recommendation places
1	Croda Beauty; Solabia Group; Vytrus Biotech; Naolys; LipoTrue
2	Croda Beauty; Vytrus Biotech; Mibelle Biochemistry; Provital; CODIF Technologie Naturelle
3	Croda Beauty; CODIF Technologie Naturelle; CLR Berlin; Mibelle Biochemistry; Vytrus Biotech

Frequency across the three responses

Croda Beauty (3/3); Vytrus Biotech (3/3); CODIF Technologie Naturelle (2/3); Mibelle Biochemistry (2/3); CLR Berlin (1/3); LipoTrue (1/3); Naolys (1/3); Provital (1/3); Solabia Group (1/3)

Counting: 15 recommendation places; 9 distinct suppliers. Repeat appearances count once per response. Listing order is retained for traceability and is not interpreted as a quality ranking. Contextual mentions and citation names are excluded.

Evidence basis: these lists reproduce the retained answer reconciliation dated 23 October 2026. They are not a fresh collection or a substitute for the complete original answers. Corporate-name variants follow that ledger; no new recommendation credit is inferred.

Supporting research evidence

Natural or botanical: supporting answer ledger

Question and collection

Registered question (original wording): Which five suppliers are recognised for natural or botanical cosmetic ingredients in United Kingdom?
Unbranded: no company named in the question. ChatGPT; UK-focused; 18 October 2026; three runs; five requested supplier places per response. Search conditions and limitations are on page 21.

Run	Suppliers occupying the five recommendation places
1	Croda Beauty; Blue Sky Botanics; O&3; Aromantic; Naturallythinking
2	A&E Connock; Croda Beauty; O&3; Oleon; Naturallythinking
3	Croda Beauty; O&3; Infinity Ingredients; Adina Cosmetic Ingredients; Naturallythinking

Frequency across the three responses

Croda Beauty (3/3); Naturallythinking (3/3); O&3 (3/3); A&E Connock (1/3); Adina Cosmetic Ingredients (1/3); Aromantic (1/3); Blue Sky Botanics (1/3); Infinity Ingredients (1/3); Oleon (1/3)

Counting: 15 recommendation places; 9 distinct suppliers. Repeat appearances count once per response. Listing order is retained for traceability and is not interpreted as a quality ranking. Contextual mentions and citation names are excluded.

Evidence basis: these lists reproduce the retained answer reconciliation dated 23 October 2026. They are not a fresh collection or a substitute for the complete original answers. Corporate-name variants follow that ledger; no new recommendation credit is inferred.

Scope reminder: “natural or botanical” is broader than the directory’s botanical definition. These results cannot establish a like-for-like coverage rate for every botanical supplier.