



Ohio Valley Chapter of the Society of Cosmetic Chemists

February Meeting Information
 Wednesday February 17th, 2010

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This month's topic:

"Making Sense of the Personal Care Market"

Presented by: Nancy Mills, Kline & Company

Location: Montgomery Inn (Montgomery Location)
9440 MONTGOMERY RD.
Cincinnati, OH 45242
513-791-3482

Times: 5:15 – 6:00 pm Registration/Cocktail Hour
6:00 – 6:45 pm Dinner
6:45 – 8:00 pm Speaker

Registration Information

Please register by 02/15

Members	\$40/\$45 after 2/15
Non-members	\$50/\$55 after 2/15
Students	Free if registered by 2/15

*** **Easy registration & payment at www.ovscc.org** ***

Abstract: The personal care market is becoming increasingly complex and sophisticated, while challenged with dramatically lower growth rates. On one hand marketers are trying to create and quickly fill new niches by hyper-segmenting the target population. On the other hand, consumers are moving targets, with changing behavior and lifestyles shifting across traditional demographics. Formulators are called on to make sense of a wide range of factors to decide what products to develop, in alignment with what consumers really want. In order to do so, they can rely on a handful of methods – some old and some new – for understanding human behavior and decision making.

Along with key market data relating to Cosmetics & Toiletries, Professional Skin Care, and Salon Hair Care, this presentation will provide an overview of the contexts in which different methods will work best. The talk will draw on research from other fields including anthropology and knowledge management.

About the Speaker: Based in Houston, TX, Nancy Mills is the industry manager for the Consumer Products practice of Kline & Company. She oversees the Cosmetics & Toiletries and Household Cleaning Products reports and is the global project manager in charge of Natural Personal Care. Nancy also manages parts of the Professional Skin Care, Beauty Retailing and Salon Hair Care studies. She is launching the new program KlinePulse for consumer insight research.

Prior to joining Kline, Nancy lived in Europe, where she consulted in diverse projects in marketing, innovation, and knowledge management in both private and public sector organizations. Simultaneously, she taught cross-cultural management, negotiation, and corporate strategy in companies and at the European School of Economics. She was also a visiting lecturer at the Universita' di Venezia International Master of Nanotechnologies program.

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Ken's Korner

Guess who's back at the helm of the OVSCC? The Once and Future Chair has returned in 2010 for another year of what I hope will be a fun and educational experience for all of our members. Before I go any further, I'd like to take a moment to thank Brandon Lane for the great work he did as the 2009 Chair and the great work he continues to do as our Newsletter editor. The heart of any successful organization starts with communication and Brandon and Julie Moser, our website manager, do a fantastic job of keeping you informed about our chapter activities. In 2010, the OVSCC will also be expanding our online presence through the use of social networking sites like Twitter (managed by Kelly Dobos) and Facebook (managed by Stacey Strasser).

I've been working with the Board and some of our chapter volunteers to pull together a slate of speakers and programs that, hopefully, everyone will find enjoyable. During my first term as Chair back in 2008, you may recall that the speakers and programs we presented were focused on educating our members about tools and techniques, as well as about adjacent industries and thinking outside of the personal care box.

One of my goals for 2010 is to bring to life the idea that the work we do truly makes a difference in people's lives. There's an old saying that has existed within the personal care industry for as long as it's been around: "We're not curing cancer". It pretty much sums up the kind respect that people both inside and outside our community show the science we do. Case in point, I recently read an interview on the cosmeticsdesign-europe.com website from 2008 with our current SCC President, Dr. Bob Lochhead, about how cosmetic science isn't considered a real discipline by academia and other scientists in general.

While some people may look down upon our industry as being focused on the superficial and appealing to people's sense of vanity, I would argue that we can also be a powerful force for helping people to feel better about themselves, especially when they need it the most. For example:

- This year, the Personal Care Products Council (formerly CTFA) celebrates the 20th anniversary of a program called "Look Good, Feel Better", which provides wigs and make-up advice for people battling cancer.
- There are programs in cities all over the country that offer clothing and beauty counseling for low income people to help them find employment.
- Reality TV has spawned a number of shows like "What Not To Wear" that help people to transform their lives through the use of fashion, hair style and make-up.

You don't even have to look that far to find examples of where the personal care industry is having an impact on people's daily lives.

- Nurses who benefit from the work being done to understand how to mitigate the irritation they suffer from constantly washing their hands on the job.
- Firefighters and other people who work dangerous and dirty professions and who, at the end of the day, use our products to remove the grit and grime in order to feel "human" again.
- Even the wildlife who are rescued after a terrible oil spill and returned clean and healthy to the wild have benefitted from the knowledge and expertise that exists because of our industry.

These are just a scant few examples of how we make a difference in the lives of others and ourselves. So yes, we may not be curing cancer, but the science we do is important, relevant and beneficial nonetheless.

Ken Kyte

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ANNOUNCING THE MEMBERSHIP AMNESTY PROGRAM FOR 2010

To mark the Society's 65th Anniversary, the Board of Directors voted to grant amnesty to those former SCC members, who were dropped from the Society for non payment of dues. As you know, Society policy for dropped members requires that the individual pay dues for the year in which they were dropped, and the current year dues in order to be reinstated. For 2010 only, dropped members can be reinstated simply by paying 2010 dues.

IFSCC Magazine Is Going Digital - Action Required

The IFSCC will discontinue automatic distribution of paper copies of their magazine at the end of this year. IFSCC Magazine is now digital, with a complete archive of issues starting in 2000. Scientific and editorial content will be accessible faster, and news and announcements will be more timely by going digital. This journal is included with membership in IFSCC and SCC, but you must go online to provide your email address and sign up to continue receiving the journal as a digital copy. Registration is free to SCC members.

You must take action on which format you want! Either subscribe to the digital issue online (www.ifscm-magazine.com) or inform the publisher VCI (senicky@sofw.com) that you still want a paper copy, which you will then receive as usual. Don't miss out on IFSCC news in 2010!

SOCIETY OF COSMETIC CHEMISTS 2010 CHAPTER MEETING SCHEDULE FORM *Ohio Valley* CHAPTER

FEBRUARY

CHAPTER MEETING DATE: February 17, 2010

APRIL

CHAPTER MEETING DATE: April 21, 2010

SEPTEMBER

CHAPTER MEETING DATE: September 15, 2010

SPECIAL EVENT*: Technical Symposium

OCTOBER

SPECIAL EVENT DATE: October 5, 2010

SPECIAL EVENT*: OVSCC Annual Educational Fund Golf Outing

NOVEMBER

CHAPTER MEETING DATE: November 17, 2010

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NYSCC Spring Seminar Announcement ***Nanotechnology—The Good, The Frightful and The Mysterious***

April 21, 2010 • Pleasantdale Château, West Orange, NJ

The word *nano* comes to us from Greek and can be translated, literally, as dwarf or little old man. In more modern times, it has been utilized as a prefix for the International System of Units that indicates that something is 10⁻⁹ units in magnitude, e.g. one nanometer is one-billionth of a meter. In most recent history, *nano* has been defined as an entity having a size of 100 nm or smaller and gave birth to the field of nanotechnology. In our everyday lives, we are exposed to a variety of nano-sized particles, such as polymer-surfactant aggregates, microemulsions, hydrogels, liposomes, micellar structures, and tiny particles that are used as sunscreens. In fact, colloids fall under the umbrella of nanotechnology even though colloid science was born long ago—in the mid-18th century. In the past two decades, probably due to new research findings and improved instrumentation sensitivities, voices of controversy have been raised in regard to human exposure to nanotechnology. While this technology may bring forth great promise for novelty, it may also carry a potential risk...or does it?

Our Spring Seminar this year will provide an overview addressing the following topics:

- Do nano-scale particles penetrate the skin, and under which conditions?
- Are nano-particles toxic to living cells?
- Examples of great technologies that were developed and launched with the use of nanotechnology.
- What is the opinion and action taken by different regulatory authorities?
- Do nano-entities “obey” rules that are different from the rules in chemistry and physics that are more familiar to us?

SEMINAR SCHEDULE

- 8:00 – 8:45 a.m. Registration
- 8:45 – 9:00 a.m. Introduction — Nava Dayan
- 9:00 – 9:45 a.m. Jay Ansell – An update on Nanotechnology and Personal Care Products
- 9:45 – 10:30 a.m. Srikanth Nadadur – NIEHS Research Efforts in Health Implications of Nanotechnology
- 10:30 – 11:15 a.m. Coffee Break
- 11:15 a.m. – 12:00 p.m. Amy Madl – Considering Physicochemical Characteristics of Nanomaterials Under A Risk Assessment Paradigm
- 12:00 – 1:15 p.m. Lunch Break
- 1:15 – 2:00 p.m. Phil Wertz – Pathways Across the Stratum Corneum—Compositions and Dimensions
- 2:00 – 2:45 p.m. Tamara Minko – Nanotechnology Strategies to Overcome Limitations in Drug Delivery: Opportunities and Challenges
- 2:45 – 3:45 p.m. Keynote Speaker: John Crowley – Utilizing Nanotechnology in Drug Development—A Personal Story
- 3:45 – 4:00 p.m. Concluding remarks and book signing by John Crowley

COST (Breaks and Lunch Included):

• Members – \$50 • Non-members – \$100 • Faculty – \$25 • Students – \$10 • Unemployed – No charge

NYSCC SPRING SEMINAR REGISTRATION:

- Online: www.nyscc.org
- Mail: Kristen Presti, c/o Scent & Care Division, Symrise Inc., 300 North Street, Teterboro, NJ 07608

CO-CHAIRS of the NYSCC SPRING SEMINAR:

- Nava Dayan: (201) 206-7341 • Anna Gripp: (973) 628-3637

Lab Lorn – February 2010

"Advice to the Lab Lorn" is intended to offer advice, pertinent information or maybe just solace, for confusing, challenging or downright murderous issues facing SCC members in their labs. Send us your questions at lablorn@caliscc.org and we'll track down an authority or two and get back to you in the next offering of the Lab Lorn. We won't publish your name for all to see. Your secrets are safe with us.

John Garruto – President, Free Radical Technology – Editor

Note: My special thanks to Eric Abrutyn of TPC2 Advisors Ltd. for his contribution in handling this month's query. Eric's contact information appears at the end of the column.

Q. I have not previously formulated a cationic moisturizer. Can you describe the benefits and drawbacks of such systems and what are the preferred emulsifiers for these type products?

A. Prior to cationic and polymeric associative thickener emulsifiers, skin care formulations were primarily based on soap emulsions (e.g., triethanolamine-stearic acid). From there evolved nonionic emulsifiers from ICI®/Atlas®. Cationic and polymeric associative thickener systems were next—around since the 1980's. The Mennen Company with Baby Magic® and SC Johnson with Curél® were the first to develop and launch a cationic emulsion moisturizer. This was quickly followed by Eversoft® from The Andrew Jergens Company. Only Curél® exists today, and has been followed by other brands with similar characteristics.

Let's start off with the basics. To make a cationic moisturizer, one needs to choose the right cationic molecule. To-date, the preferred molecules are Distearyltrimonium Chloride, Behentrimonium Chloride, and alkylamidopropyltrimonium chloride (e.g., Palmitoylamidopropyltrimonium Chloride). See chart below ...

INCI Name	Type	Properties
Distearyltrimonium Chloride	Dialkyl	Good antistatic Non-whitening Effective emulsifier Matte finish Powdery
Behentrimonium Chloride	Monoalkyl	Effective conditioning agent Matte finish Nice after-feel
alkylamidopropyltrimonium chloride	Amidoquat	Thickening effect Matte finish Soluble in shampoo Powdery Excellent softener

Note: There are a novel class of naturally-based cationic emulsifiers based on Brassica Alcohol and Brassicyl Isoleucinate Esylate which may be a new approach for creating naturally-based cationic skin and hair care products.

There are two key components to cationic emulsifiers that differentiate them from other emulsion systems. First, cationic are more substantive to skin and hair, thus providing enhanced-prolonged moisturization/hair conditioning. Second, they provide a unique soft cushiony feel [more powdery, smoother, increased lubricity, anti-static] and help to reduce the tackiness from humectants like Glycerin. Varying which cationic is used and how much, addition of additional fatty alcohol and

which type, along with the type of emollient skin conditioning agent will have a distinct aesthetics and performance outcome that can be perceived by the consumer.

Making cationic emulsion moisturizers is not difficult, but does require following some key steps to improve the final outcome and produce a consumer acceptable product:

1. It is best to add the cationic emulsifier to the initial aqueous phase and heating to improve dissolution. Prior to adding the cationic emulsifier, it is best to add preservative to the aqueous phase—heating may be required to dissolve.
2. No need to adjust pH, since the cationic emulsifier will produce a pH around 4.5-5.5. This is good since the skin mantle is around 5-6.
3. Some people like to add a little salt (e.g., sodium chloride) to improve viscosity, but I have found this not necessary. Modification of the fatty alcohol system will produce a better viscosity control and allow for manipulation of the aesthetics and skin play during rubbing and afterwards
4. It is important to understand the quaternium active concentration in the cationic emulsifier. Most have no more than 80-85% active and come with other fatty alcohols or IPA, and can have a strong amine odor or apparent yellow color.

Generic Formula

Deionized water	q.s. to 100%
Glycerin	10-20%
Cationic emulsifier	2.0-5.0%
Petrolatum	1-4%%
Fatty Alcohol (C16-C22)	2-5%
Emollient (e.g., Dimethicone, Isopropyl Palmitate)	2-5%
Preservative	q.s.

If you have not tried a cationic emulsion system, it would worth trying and comparing to your existing formula. If you have additional questions on developing formulas with a cationic emulsifier, please contact Eric Abrutyn at TPC2Advisors@yahoo.com or TPC2Advisors@gmail.com.

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University of Cincinnati

Winkle College of Pharmacy Establishes the J. Leon Lichtin Endowed Fund

(Cincinnati, OH: February 2010)

In December of 2009, the James L. Winkle College of Pharmacy at the University of Cincinnati established the **J. Leon Lichtin Endowed Fund** in support of a Graduate Student Fellowship in Cosmetic Science. The establishment of this fund will play a central role in serving the continuing education needs of future generations of cosmetic scientists, as well as contributing to the fiscal well-being of the Graduate Cosmetic Science Program at UC's Winkle College of Pharmacy. The fundraising goal of \$500,000 will allow the College of Pharmacy to award a yearly stipend to a deserving graduate student in perpetuity.

Dr. J. Leon Lichtin was a dedicated faculty member and research scientist at the University of Cincinnati College of Pharmacy for 42 years. His pioneering vision of cooperative education in Cosmetic Science linked a challenging interdisciplinary program of coursework at the College with invaluable "real world" work experience in the private sector, trade associations, and government laboratories. His program attracted and trained generations of talented, highly productive cosmetic scientists and inspired the creation of many similar degree-granting programs in the U.S. and overseas.

The Lichtin Award will be given to a graduate student in cosmetic science demonstrating exceptional qualities in:

- scholarly activity
- interest and aptitude in teaching students, residents and colleagues
- research
- publication in the area of cosmetic science.

Once the Fund is fully endowed, one graduate student will be awarded a stipend for one year at the Winkle College of Pharmacy.

There are many ways of contributing to the Lichtin Fund including: an outright gift; a pledge that can be paid over a number of years; or a bequest through an estate. The gift planning experts at the University of Cincinnati Foundation can help donors develop a giving plan that works best for them.

Contact: Alan "Dean" Poole, University of Cincinnati Foundation, poollead@uc.edu (513)-558-4080.



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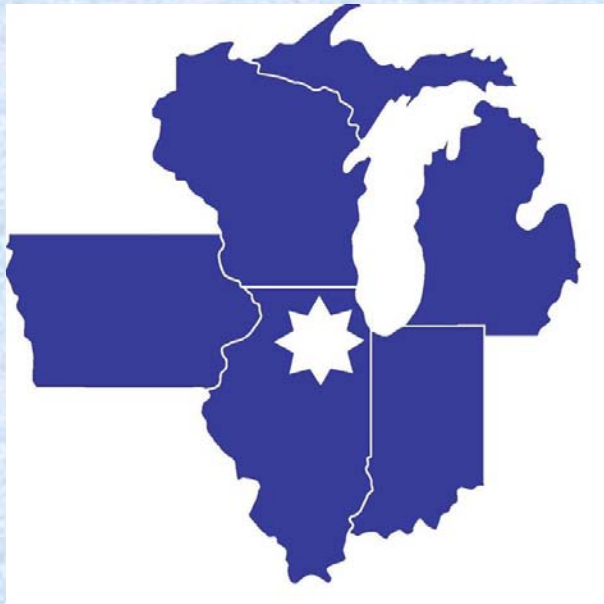
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NEW! Online Exhibitor Guide! Check out the exhibitors online. All exhibitors are listed alphabetically on the online exhibitor guide. Information is provided about the products and services they offer along with a link to each exhibitor's website. Check it out anytime and plan your trip through the exhibitor hall. <http://www.mytradeshows.us/MWSCC/index.php>

For further details regarding this event contact: Teamworks 2010, c/o IAMI, phone toll free (888) 411-4264, or email at: teamworks@midwestscc.org.

Midwest SCC Social Night 2010 Roarin' 20's Speakeasy and Casino Night

Calling all Flappers, Dappers, Bearcats, Sheiks, Hoofers and Dolls. No baloney, we'll enjoy a roaring 20's speakeasy with music and casino games plus food and drink for your piehole. So get a wiggle on, talk to your big cheese, throw on some glad rags, get ready for some hair of the dog and join us as we hit all sixes!

Hyatt Regency O'Hare

9300 Bryn Mawr Avenue, Rosemont IL

Tuesday, March 30th

6:00 – 10:00 pm

Cost: \$115/person, includes two drink tickets

Official invitation will be on the Midwest SCC website by February 1, 2010: www.midwestscc.org



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The Ohio Valley Chapter Newsletter is published in February, April, September and November prior to each chapter meeting. Questions concerning the newsletter content should be directed to the Newsletter Editor. For information on paid advertising please contact our Business Manager.

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