

NEW CONCEPTS IN HAIR TREATMENTS

INSTRUCTED BY COLLEEN ROCAFORT

Module # 1 – April 4, 2007, 7:30 – 10:30 p.m. EST*

Module # 2 – April 5, 2007, 7:30 – 10:30 p.m. EST*

*This module is being offered in the evening to encourage participation from individuals in Asian countries.

Objectives of Course:

Basic Webex based course for the entry level chemist/formulator/lab evaluator; experienced formulator now responsible for Hair Care Treatment Products, and Managers finding themselves in the new territory of developing and testing Hair Treatment products.

- Course is designed to give a basic in-depth overview of Hair Conditioner Treatment global market by reviewing the need for hair treatments, hair damage and its causes, and strategies to help repair damaged hair. The class will review basic hair treatment formulations, key ingredients used for hair treatment products, and review new concepts for hair treatments that have been developed that address the global trends in the marketplace.
- The course is set up to be conducted via a Web-Ex format. Participants may take one or both modules based on the module content and training need.

MODULE # 1 OUTLINE

- * Introduction
- * Hair Treatment Evolution
- * A Perspective on the Need for Hair treatments
 - * General Characterization of Hair
 - * Chemical & Physical Differences between Different Hair Types
 - * Hair Terminology
 - * Hair Physiology & Structure of Different Hair Types
 - * Impact of Hair Physiology to the Consumer
 - * Hair Damage & its causes
 - * Structure/Function Relationship to Conditioning
 - * Binding of Ingredients to Hair
 - * Strategies to Help Repair Damaged Hair

MODULE # 2 OUTLINE

- * Consumer Hair Treatment Products (Define by Type of Hair Treatment Product & Claims)
- * Cosmetic Formulations (Basic Properties of a Hair Treatment & typical example formulations)
- * Conditioning Treatment Ingredients & Actives Review
- * Marketing and Information
 - * Consumer Drivers
 - * Strategic Drivers
 - * Global Hair Treatment Market Trends
 - * New Global Product Introductions to Address Trends
 - * Review New Concepts for Hair Treatments

About The Instructor

Colleen Rocafort is currently the Global Business Head, Polymer Systems for the Home & Personal Care Business Line at Ciba Specialty Chemicals Corporation. In her current position she has overall responsibility to lead the global activities for New Polymer and Encapsulation technologies within the Home and Personal Care Business Line. Colleen received her BA – Chemistry from Montclair State University with certification from the American Chemical Society and was the 2nd graduate of the MA – Cosmetic Science Program at Fairleigh Dickinson University. Colleen has been an active member of the Society of Cosmetic Chemists for 25 years and was elected the Society's 57th President in 2003. She is author/co-author of 27 publications and 11 patents and co-wrote a book chapter on Hair Styling/Fixative Products. Colleen has been an instructor for the SCC Continuing Education Program for the past 11 years and teaches several courses.



REGISTRATION FORM

REGISTRATIONS CAN BE SENT TO SCC VIA:

MAIL:
Society of Cosmetic Chemists
120 Wall Street, Suite 2400
New York, NY 10005-4088

FAX:
(212) 668-1504

Each Module costs \$150. American Express, Visa and Master Cards are accepted for payment. All Checks should be made payable to Society of Cosmetic Chemists. Please clearly print your name and contact information including the email address that you wish the WebEx invitation to be sent. Confirmation emails are usually sent one week prior to the module date. You may reproduce this form for additional registrations. ***You must register at least 2 business days prior to the module date to be accepted. DO NOT ASSUME YOU ARE REGISTERED UNLESS YOU RECEIVE AN INVITATION VIA EMAIL.**

Course Title	Module #	Date	Course Fee
	TOTAL ENCLOSED		

Participant Name _____ PHONE _____

EMAIL _____

COMPANY _____

ADDRESS _____ ZIP _____

CIRCLE CHOICE: VISA MASTER CARD AMERICAN EXPRESS CHECK

Card No. _____ Exp. Date _____

Name on Card: _____ Signature _____

FOR SCC USE:

Rec'd _____ Amount _____ Check # _____ Charge Date _____ WebEx _____