Objective: This course will cover the basic process of generating ideas for new cosmetics, developing them into functional products, and scaling them up to be sold commercially.

Who should attend: This class would be useful for cosmetic formulators, quality control scientists, regulatory scientists, marketing and product development professionals and others who are interested in the process of taking an idea from a brainstorm session to a store shelf.

I. Ideation – discuss the tools and techniques used to generate product ideas.
   This section will cover
   a. Market research
   b. Consumer research
   c. Idea synthesis
   d. Open innovation
   e. Technology transfer
   f. Supplier partnering
   g. Filtering ideas

II. Development – Reviews the process by which ideas are refined and turned into final formulas.
   This section will cover
   a. Developing a product description
   b. Generating starting formulas
   c. Creating prototypes
   d. Testing and refining prototypes
   e. Establishing packaging
   f. Claims development

III. Commercialization – Covers the process of turning a lab scale batch into a full production product.
   This section will include
   a. Process engineering and scale up
   b. Production batching
   c. Regulatory issues and paperwork

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<th>Early Fee</th>
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<tr>
<td>SCC Member</td>
<td>$300.00</td>
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About The Instructor

Perry Romanowski is the Vice President of Brains Publishing specializing in the creation of information products including websites, traditional books, ebooks, audio and video focusing on science and its application to the real world. He has numerous publications to his credit including “Beginning Cosmetic Chemistry”. He has a Masters degree in Biochemistry from DePaul University and is an active member of the Society of Cosmetic Chemists.

- Course hours: 9:00 AM – 5:00 PM.
- Registration fee includes all course materials, lunch, coffee & beverage breaks.
- Parking fees not included.
- Registrants must make hotel accommodations on their own, if needed. Contact the Sheraton Newark Airport Hotel, 128 Frontage Road, Newark, NJ at (973) 849-3003. The SCC has blocked a limited number of guest rooms at a discounted rate. Indicate to reservation agent that you are attending this SCC function.

These rates are available for a limited time so please make your reservations by 01/24/11.

- Fees for the course are transferable but not refundable after 02/16/11. Applications who do not transfer to attend a different course will be subject to a $50.00 administration fee.

- ALL CHECKS ARE TO BE PAID IN U.S. DOLLARS DRAWN ON A BANK WITH AN ADDRESS IN THE UNITED STATES AND MADE PAYABLE TO SOCIETY OF COSMETIC CHEMISTS.

If five or more employees from the same company register for the same course, they may deduct $25.00 from each registration. If ten or more register they may deduct $50.00 for each registration.

NOTE: The SCC reserves the right to cancel any course for which there is insufficient registration. A full refund will be issued in this circumstance.
SCC
REGISTRATION FORM

REGISTRATIONS CAN BE SENT TO SCC VIA:

MAIL:            FAX:            
Society of Cosmetic Chemists            (212) 668-1504
120 Wall Street, Suite 2400
New York, NY 10005-4088

American Express, Visa and Master Cards are accepted for payment. All Checks should be made payable to Society of Cosmetic Chemists. Please type or print your name, as you want it to appear on your badge and certificate. Reproduce this form for additional registrations. *All courses must be paid in full before course date. **DO NOT ASSUME YOU ARE REGISTERED UNLESS YOU RECEIVE A PRINTED CONFIRMATION.**

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TOTAL ENCLOSED

NOTE: ALL CHECKS ARE TO BE PAID IN U.S. DOLLARS DRAWN ON A BANK WITH AN ADDRESS IN THE UNITED STATES AND MADE PAYABLE TO THE SOCIETY OF COSMETIC CHEMISTS.

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QUESTIONS? Phone Doreen Scelso at the SCC National Office at (212) 668-1500

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