INNOVATION IN PERSONAL CARE PRODUCTS

DECEMBER 7, 2011
NEW YORK HILTON, NEW YORK
INSTRUCTED BY TONY O’LENIICK AND NI’KITA WILSON

COURSE OUTLINE

I. Introduction
   a. What is innovation
   b. Why is it important – brief marketing overview
   c. Creativity vs. Innovation
   d. Importance of R&D/Marketing Interaction

II. Innovation Milestones
    A review of important innovations in the personal care industry. A group of inventors who had a significant record of personal care innovations

III. Tools to Enhance Innovation
    a. Define the problem that you are trying to solve
    b. Borrow ideas from places with a similar problem
    c. Connect and combine those borrowed ideas
    d. Allow the combinations to incubate into a solution
    e. Identify the strength and weakness of the solution
    f. Eliminate the weak points while enhancing the strong ones
    g. Role of subconscious to enhance innovation

IV. Innovative Roadmap

FEES

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About The Instructors

Tony O’Lenick is President of Siltech Inc., in Dacula, Ga. Siltech Inc., is a silicone and surfactant specialty company. Prior to that he held technical and executive positions at Lambert Technologies, Alkaril Chemicals Inc, Henkel Corporation and Mona Industries. He has bee involved in the personal care market for over 25 years. Tony has published over 25 technical articles in trade journals, contributed chapters to three books, and is the inventor on over 200 patents. He received a number of awards for work in silicone chemistry including the 1996 Samuel Rosen Award given by the American Oil Chemists’ Society, the 1997 Innovative Use of Fatty Acids Award given by the Soap and Detergents Association, and the Partnership to The Personal Care Award given by the Advanced Technology Group. Tony has been a member of the Committee on Scientific Affairs of the Society of Cosmetic Chemists.

Ni’Kita Wilson is Vice President of Research and Innovation at Englewood Labs. She is has been formulating for over a decade and is behind several of top trends in skin care. Because of her passion for and knowledge of ingredients and trends and her ability to easily translate it to those who are not technical, Ni’Kita is regarded as an expert in the field and is frequently used as a source for beauty editors and can be found quoted in major beauty magazines. She holds several patents, authored a chapter on anti-aging, and speaks at industry conferences around the country.

-Course hours: 9:00 A.M. – 5:00 P.M.  
-Registration fee includes all course materials, lunch, coffee & beverage breaks  
*Parking fees are not included
-Registration must make hotel accommodations on their own, if needed. Contact the Society of Cosmetic Chemists at (212) 668-1500. The SCC has blocked a limited number of guest rooms at a discounted rate.

-Theses rates are available for a limited time so please make your reservations by 11/16/11.
-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.

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.