



# Ohio Valley Chapter of the Society of Cosmetic Chemists

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## **April Meeting Information**

Wednesday April 13<sup>th</sup>, 2011

**Subject:** Cosmetician: the *really* oldest profession;  
 • From kohl to kojic acid, from ceruse to ceramides: 6000 years of beautification

**Presented by:** **Karl Lintner,**  
President, KAL'IDEES S.A.S.

**Location:** **Cincinnati Museum Center**  
1301 Western Avenue  
Cincinnati, OH 45203  
(800) 733-2077 (toll free)

**Times:** **5:00 – 6:00 pm** **Social Hour**  
**6:00 – 7:30 pm** **Dinner/Talk**

### **Registration Information**

Please Register by: 4/11/2011

Members	\$40
Non-members	\$55
Students	Free

\*\*\* **Easy registration & payment at [www.ovscc.org](http://www.ovscc.org)** \*\*\*

**Meeting Notes:** Parking for the event will be free. Please inform the gate attendant that you are there for the OVSCC event and they will let you in. The dinner will be a buffet with meat, fish and vegetarian options. For those arriving ahead of time there is an exhibition on Cleopatra going on at the Museum Center that ties in nicely with this event. Full meeting details are on the following page.

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# April Meeting Details

**About the Meeting:** Improving and/or maintaining attractiveness has forever been and will forever be an important part of our lives. And yet, how much has changed since Cleopatra used lead and other toxic chemicals along with ewe's (or donkey's?) milk to take a beauty bath? Like everything else, progress in cosmetic development occurred exponentially over the last 100 (or was it 1000?) years. From snake oil (literally and figuratively speaking) to ceramides and peptides screened with RT-PCR (genomic) techniques, cosmetic research has come a long way. More than ever in the past, questions of safety and tolerance dominate the selection criteria of formulas and ingredients, even though the desire to bring efficacy and well-being to the consumer is of increasing importance, raising the definition of a cosmetic product from the level of purely "decorative" to "health-related", some outdated regulatory texts notwithstanding.

**About the Speaker:** Karl LINTNER, PhD, obtained a Degree in Chemical Engineering from Vienna University (Austria) and a PhD in Biochemistry from the same University. After 10 years of Research on Biological Peptides at the Nuclear Research Centre in Saclay, France where he published more than 30 papers in biochemistry and biophysics, he became Laboratory Manager and later Marketing Manager of product development and worldwide technical support with the HENKEL Company in Düsseldorf, Germany. He later joined SEDERMA in 1990 as Technical Director eventually heading the company for ten years as Managing Director.



Presently Karl is an independent consultant to the Cosmetic Industry as President of KAL'IDEES S.A.S.

He has filed dozens of patents, published numerous articles and book chapters on cosmetic ingredients, edited a book on Regulatory Issues and Active Ingredients, sits on the board of the SFC (Société Française de Cosmétologie) and is currently Chairman of COSA. He also teaches classes on cosmetic topics at engineering schools, has won a number of innovation awards for Sederma and was a finalist for the In-Cosmetics Life Time Achievement Award 2010.

It is with great pleasure that we will be hosting Karl at our next event!

# The Chemists Corner

The following article is presented by [www.chemistscorner.com](http://www.chemistscorner.com) and our friend, Perry Romanowski.

## Market Research Basics for Cosmetic Chemists

In any big company there will be a group known as Marketing Research which every cosmetic formulator will have to interact with eventually. In this post, we'll go through the most basic information about what the group tries to accomplish, how it will affect you and how you can use them to become a better cosmetic chemist.

### What is Market Research

If you spent all your time in science classes you may never have had the chance to learn about market research. Essentially, it is the process by which companies find out useful information about their consumers, potential customers, and the marketplace. It is done using standard questionnaires, home use tests, or moderated focus groups.

**Focus group** – During the early phases of a new project, the market research group will organize focus groups of expected customers. These are round table discussions where a moderator talks to the customers and finds out what they think. In the meantime, you, your marketing group, and anyone else from the company who might be interested sit behind a two-way mirror, observing and taking notes about what is being said. Ideally, you'll get a good sense about what people like, don't like, and want.

Often these groups are convened after the consumer has tried one of your prototypes so this discussion can help you see exactly what is working and not. Focus groups can be extremely useful for finding new product ideas and helpful for figuring out what is good and bad about your formula. However, they can also be misleading as they represent only a small fraction of your customer base. Don't put too much stock in the impressions you get from focus groups.

**Home use test** – These are formal tests where you create prototypes, send them home with consumers, and get feedback after they have used them for a few weeks. Home use tests can give you an excellent idea about how your new formula stacks up against competition or previous prototypes. Of all the types of market research you might encounter, home use tests are the most useful to cosmetic chemists.

But be cautious when analyzing the data generated from home use tests. The more detailed the question, the less accurate the answers.

People often do not know why they like a formula or not and they are easily swayed by the halo effect. The



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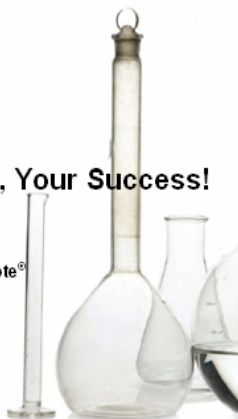


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most significant question asked in a home use test is whether or not the consumer liked the product. All other detailed questions should be taken less serious. For example, if your home use test demonstrates that your product doesn't foam enough, be sure to see whether they liked the fragrance. Often if people don't like the fragrance, they find other things wrong. It's also important to run a control when doing a home use test but unfortunately, this costs extra money that companies don't always want to spend.

### **Why use market research?**

There are a wide variety of reasons that a cosmetic chemist would want to use market research. Here are just a few examples.

1. To figure out what your customers want – When you are trying to come up with a new product idea, asking consumers what they want is often a good strategy. Of course, consumers don't really know what they want so you have to ask the right questions to get good ideas. The best things to focus on are the problems that consumers are experiencing. Once you know the problem, then you can come up with a solution that people might want.
2. To figure out what customers like – Market research is a great way to learn what people like. When you are formulating, you'll generally create products that you like using. This is fine but you should remember that you are not making products for yourself. You are making them for consumers. Once you get a product you like, ask consumers whether they like it too. If they don't, change it.
3. To make yourself feel better about a launch – Research studies are often done so late in the process that the information they provide can't be used to modify the formula. This is an unfortunate reality. On the plus side, if your formula does well on the home use test, you can feel confident that your boss, their boss, and your marketing group will feel happy. And if the product doesn't happen to be successful in the marketplace, no one will blame the formula.
4. To find potential problems – One of the best things about giving consumers your product to try before it gets launched is that you'll quickly find any potential problems that you didn't notice. Perhaps, there is an off-odor in the fragrance you didn't detect or the packaging is too difficult to open. Consumer studies are great for finding problems like these.

### **What are the limitations?**

While it is known as 'market research' the quality of the research is not the same as scientific research. The biggest problem with this type of research is that it is incredibly subjective and there is a wide range of variability. In fact, I've personally done tests where we tested the exact same formula among two different groups of 100 consumers and got opposite results. If you can't reproduce a result, the conclusions from the result can't be relied upon.

However, your market research group (and the rest of your company) will not likely see it from a scientific minded view. They will look at data obtained from market research as equivalent to that obtained from laboratory instruments. It's not, of course, but you will have a hard time changing their mind. Just glean what you can from the data, ignore things that don't make sense, and never rely on specific market research data to make drastic changes to your formulas.

**For more information please visit [www.chemistscorner.com](http://www.chemistscorner.com)**



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OHIO VALLEY CHAPTER  
IMPORTANT DATES**

**April**  
**CHAPTER MEETING**  
**April 13, 2010**

**June**  
**SCC Annual Scientific Seminar**  
**June 2-3**

**September**  
**CHAPTER MEETING**  
**September 21, 2011**

**October**  
**SPECIAL EVENT:**  
**OVSCC Annual Educational**  
**Fund Golf Outing**  
**October 4, 2011**

**NOVEMBER**  
**CHAPTER MEETING**  
**November 16, 2010**

**DECEMBER**  
**SCC Annual Scientific Meeting &**  
**Technology Showcase**  
**December 8-9, 2011**  
**New York Hilton Hotel**  
**New York City**



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## PRESS RELEASE

### Henry Maso Award for Young Cosmetic Scientists

The IFSCC is pleased to announce the opening of the competition for the new Henry Maso Award for Young Cosmetic Scientists. The Award is given at IFSCC Conferences to the best scientific paper given by an author, normally under the age of 40, who has submitted a full paper for consideration for the Award. The winner will be awarded a trip to the next IFSCC Congress with the cost of travel, accommodation and registration fees up to, but not exceeding, 6000 Swiss Francs, being paid by the IFSCC. For example, the winner at the IFSCC Conference in Bangkok in November 2011 will attend the IFSCC Congress in Johannesburg, South Africa in 2012.

The applicant must:

- be a member of an IFSCC affiliated Society
- normally be under the age of 40
- not have submitted a paper for the IFSCC Conference
- not enter the Maison G de Navarre Award in the same year

The applicant enters the competition by submitting a full scientific paper on cosmetic or cosmetic related disciplines, in line with the theme of the 2011 IFSCC Conference, to the IFSCC, and indicating that they wish to be considered for the Henry Maso Award. The winning paper will be presented at the Conference which the winner must attend at their own cost. The paper must be submitted in English accompanied by the details requested on the official Entry Form which is available from your local Society. The paper and form should be sent electronically to the IFSCC Secretary General Lorna Weston at [lorna.weston@ifsc.org](mailto:lorna.weston@ifsc.org) by no later than **1 JUNE 2011**.

Applicants must be members of good standing in their Society, which in turn must be current in its Federation subscription. Applicants must submit proof that they are actively employed in a technical capacity in the Cosmetic Industry or related Academia and that they meet the relevant requirements.

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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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