



OHIO VALLEY CHAPTER OF THE
SOCIETY OF COSMETIC CHEMISTS

Ohio Valley Chapter of the Society of Cosmetic Chemists

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September Meeting Information Wednesday September 18, 2013

Subject 1: Preclearance of TV Ads for a Hair Lightening Product – an Example of Instrumental Measurement, Visual, and Consumer Data in Claims Substantiation

Presented by: Karen Lammers, M.S., Kao USA

Subject 2: Foundation of Instrumental Measurements in Formulation Development & Claims Substantiation of Skin Care Products

Presented by: Ward L. Billhimer, M.S., Kao USA

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

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

IN THIS ISSUE	PAGE
FEBRUARY MEETING INFO	1
KEN'S KORNER	2
SEPTEMBER MEETING ABSTRACTS AND BIOS	3-4
NOTE FROM KELLY DOBOS	5
CHEMISTS CORNER	6
SAVE THE DATES	7
SUPPLIER ADS	8
SUPPLIER ADS	9
NEWSLETTER INFO	10

Registration Information

Please Register by: 09/16/2013

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

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

Abstract: The abstracts and speaker bios can be found on pages 3 and 4.

Ken's Korner

Welcome to the second half of the OVSCC 2013 season! As usual, we have a lot of things happening this Fall that I think will be fun and educational for our members. It kicks off with our September 18th chapter meeting at the Montgomery Inn with two great speakers from Kao, Karen Lammers and Ward Billhimer. Their Bios and presentation abstracts can be found in this newsletter.

Less than two weeks later on October 1st, we will be having our annual golf outing at the Twin Oaks Golf and Plantation Club in Northern Kentucky. It's always a good time come rain or shine and it's a great chance to spend some time with your fellow OVSCC members and some of our supplier partners. There are always suppliers in need of people to fill out their foursomes and the more people that play, the more money we can raise for the chapter.

Then on November 19th, we are planning to have a full day technical symposium followed by our regular chapter meeting that evening. Instead of our usual Student Night presentations, we are using this meeting to honor one of the OVSCCs founding members, Dr. J. Leon Lichtin. As some of you may know, Dr. Lichtin is a retired faculty member from the University of Cincinnati and, among other things, was responsible for the establishment of the Cosmetic Sciences degree program at UC. This discipline has since been replicated by several other universities both in the US and internationally. In his honor, UC has established an endowment to help students in the Cosmetic Sciences program to pay for their education. The OVSCC will be donating the proceeds from the symposium and the chapter meeting to this endowment fund. Not to worry, the current crop of UC Grad students will still be presenting their work in poster format during the cocktail hour. Stay tuned for more details as we finalize the content and speakers for both the symposium and the chapter meeting.

Now for some housekeeping items. We are currently looking for members to run for chapter office and other roles important to the OVSCC. We need to find people to fill the Chair-Elect, Treasurer and Newsletter Editor positions at a minimum, although there are always other jobs in the chapter that we can use help with. If interested, please contact any of our current Board members (see page 1) no later than the September chapter meeting.

You should have all received your membership renewal notices from the National office by now. Although I haven't heard officially that National will be conducting their Membership Retention contest this year, I presume that we will once again be competing with the other 18 chapters for the top prize. The chapter with the highest percentage of members paying their 2014 dues by December 31st will take the top prize, which in the past was \$1000. You can submit your dues either in the enclosed envelope contained in the renewal notice you received, or you can go to the website and renew your membership online at: http://206.130.116.190/mm5/merchant.mvc?Screen=OINF&Store_Code=SR&Product_Code=MEM-DUE&Attributes=Yes&Quantity=1&Action=ADPR

This year, SCC National has renewed their bylaws and they have asked all of the chapters to do the same. To this end, we will be holding special sessions at P&G, Kao and at the September chapter meeting to go over the changes with our OVSCC members. We will also be incorporating the chapter into a LLC in order to create a legal entity for conducting OVSCC business.

I hope to see all of you at the chapter meetings and the symposium. If you have any suggestions for meeting venues, topics or speakers, contact any of the above Board members.

Ken Kyte

September Meeting Abstracts and Bios – Topic #1

TITLE: Preclearance of TV Ads for a Hair Lightening Product – an Example of Instrumental Measurement, Visual, and Consumer Data in Claims Substantiation

Author: Karen Lammers, M.S., Kao USA Inc.

Abstract: This presentation will focus on a specific example of how method development, colorimetric, and consumer measurements were used to support the development of hair lightening product claims. Various instrumental, physical, and color measurements were made using relatively affordable and easy to operate instrumentation. The application of technical measurements for claim support range from basic research, to technology/methods development, to optimization of treatments or products. These unique methods and results of consumer questionnaires may lead to novel product performance claims.

A summary of the data used to substantiate television claims in the U.S. and United Kingdom will be presented for the hair lightening product. The process used to design a readily defensible protocol leading to reproducible, scientifically valid instrumental data and other methods used to successfully support claims will be discussed. The preclearance submissions for US television and UK television advertising will be compared and contrasted in this case. Specifically, scripts will be discussed including the claims, submissions to each agency (ABC Network in the U.S. and Clearcast in the UK), and final commercials will be included.

Speaker Bio: Karen Lammers received a Master of Science degree from the University of Cincinnati. She joined Procter & Gamble's Beauty Care Hair and Skin Department in 1985. She began her career as a lab associate and left as a senior scientist. She worked in the P&G R&D in the upstream technology group for 26 years. As part of her role she identified new *in vivo* and bio-active identification assays. These methods were used to characterize and understand hair and skin changes over a consumer's life time. From the technical understanding, new mechanisms of action were identified for hair growth, skin lightening, moisturization, and barrier properties. This led to the identification of twelve new bio-actives in P&G products. Several patents are pending.

Karen currently works at Kao USA as Senior Global Claims Project Manager in the Global Technical Claims Group. In this role, she supports the following product benefits: color, cleansing, conditioning, and styling. She develops methods and manages clinical studies to support technical claims for hair products. The brands supported include: Frizz Ease, Sheer Blonde, Brilliant Brunette, Radiant Red, and Precision Foam Color.

Over her 27 years in the industry, Karen has developed extensive experience and knowledge of hair and skin *in vitro* and *in vivo* testing. This includes bioactive identification, data analysis, methods, and study design to establish robust approaches for product evaluation and substantial claims. She has several scientific publications and posters and has presented internationally on the preclearance of TV ads for a hair lightening product – an example of instrumental measurement, visual, and consumer data in claims substantiation.

September Meeting Abstracts and Bios – Topic #1

TITLE: Foundation of Instrumental Measurements in Formulation Development & Claims Substantiation of Skin Care Products

Author: Ward L. Billhimer, M.S, Kao USA Inc

Co-authors: Judy Woodford, Ph.D., Karen Lammers, M.S. & Stacy Sherman, B.S.

ABSTRACT: Measurements of various biological and physical facets of skin can now be achieved using relatively affordable and easy to operate instrumentation. The application of biophysical measurements ranges from basic research to technology/methods development to optimization of treatments or products, often leading to product performance claims.

The focus of this presentation is not detailed methodology, but rather the process to design a readily defensible protocol leading to reproducible, scientifically valid instrumental data to qualify methods/formulations or to support claims believed to be key to the commercial success of a personal care product.

A distinction between research and substantiation will be developed relative to instrumental measures. In each case, it is imperative to understand the specific objective of the testing. While basic research/formulation development seeks to discover *if* something is true, claims support testing is intended to demonstrate to a relevant authority that a specific claim *is* true and adequately supported. A foundation will be provided for the appropriate use of biophysical instrumentation across the range of testing emphasizing fundamental building blocks such as instrument knowledge, validation, and study design.

For claims substantiation, details of product application, measurement, timing and control must be based on the advertised claims, consumer use instructions, and practical considerations of the measurement method. Failure to properly design the substantiation study can lead to rejection of a study and loss of a desirable, compelling claim. This is particularly critical since external reviewing authorities range in their expectations and in how deeply the study details will be scrutinized.

Speaker Bio: Ward Billhimer received a Master of Science degree from the University of Akron in 1976. He worked in the contract testing industry for nearly 16 years as a Technical Director and Business Development Director serving the Personal Care and OTC drug areas. He joined Procter & Gamble's Beauty Care Clinical Operations Group in 1990 and worked for 16 years as a Principal Scientist supporting the AP/DO, Head & Shoulders, and Safeguard groups on development of clinical data to support product claims and provide fundamental understanding of personal care technologies. Ward currently works at Kao USA Inc as Senior Global Claims Project Manager in the Global Technical Claims Group. In this role, he supports the Skin Care, Face Care and Ban formulation and marketing groups to develop methods and clinical data to support technical claims for brands such as Curel, Jergens, Jergens Natural Glow, Biore and Ban.

Over his 37 years in the industry, Ward has developed extensive experience and knowledge of clinical testing, study design, data analysis and application of methods and data to establish robust approaches to product evaluation and substantial product claims which can be used globally. He has numerous scientific publications and has presented internationally on the technical evaluation of consumer and personal care products.

A Message from our Area II Director

The SCC's 2013 Scientific Seminar in St. Louis kicked off with a social event at the Missouri Botanical Gardens hosted by the chapters of Area II (Lake Erie, Michigan, Midwest, Ohio Valley, Ontario, and St. Louis Chapters). Despite a little rain, the event was at capacity. Attendees were treated to hand crafted beverages designed by the event's Diamond Sponsor, Chemia Corp, to highlight trends in fragrance and flavor.



Two days of scientific presentations followed, covering topics from ethnic and emerging markets to microbiology. Known for his energetic presentation style, Gary Agism of Pfizer closed out the meeting with his talk about lip balm entitled, "Stick It To the Stick." He wowed the crowd with his anecdotes and sense of humor.

The student poster session was filled with cutting edge research from students at Jones County Junior College, St. Louis University, The University of Cincinnati, the University of Southern Mississippi, and the University of Guelph in Ontario, Canada. The Shona Burkes, an active student member of the Ohio Valley Chapter, took home the top prize in the poster judging contest for her work, titled "Determination of infantile Hemangioma Progression Using Non-Invasive Imaging Modalities."

The SCC is now focusing on its role as host of the 29th IFSCC Congress on Oct. 23–26, 2016, in Orlando, Florida. The theme of the meeting is "Beyond Dreams into New Frontiers—Inspire, Imagine, Innovate," and will be held at the Walt Disney World Resort. There will be general sessions, a poster session, an exhibition and three social events. The Committee on Scientific Affairs is responsible for the scientific program including both podium and poster presentations. The 2016 congress organizing committee is currently soliciting sponsorships. Please contact Doreen Scelso at the national office if your company is interested in sponsorship.

Kelly A. Dobos
SCC Area II Senior Director

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How to get the most out of a cosmetic industry meeting or trade show

by Perry Romanowski

As a cosmetic chemist you are presented with ample opportunities to go to trade shows. It seems there is some kind of meeting going on every month. Trade shows and industry meetings are a great chance to meet lots of people, learn during excellent talks, socialize and even meet cosmetic science celebrities. When done right they are a lot of fun.

As a cosmetic chemist you are presented with ample opportunities to go to trade shows. It seems there is some kind of meeting going on every month. Trade shows and industry meetings are a great chance to meet lots of people, learn during excellent talks, socialize and even meet cosmetic science celebrities. When done right they are a lot of fun.

While industry meetings can be fun, they are even better when you make them productive. Remember your time is valuable and these meetings can help you solve problems at work, come up with new ideas, and even advance your career. Follow these steps to make your next cosmetic industry trade show productive.

1. Figure out what you need. Sure, a cosmetic science meeting is an excellent place to learn new things but you can do that by reading books, watching videos, and taking courses. If you are going to attend a trade show or scientific seminar you should strive to get more out of it. Make a list of things you want to accomplish. People you want to meet, questions you want answers to, or connections to people who can help you. Basically, go into the event with a plan.

2. Do research. While you're figuring out what you need, take a look at who is going to be there. Who are the speakers, which companies will be there, who will be exhibiting. This will help you determine who you will meet and where you will spend your time. Typically, meetings have a website which lists the program, speakers, and companies. Go online to help with your research.

3. Plan what you're going to do. Next plan how you will spend your time. If you can, list the names of people you want to talk to and figure out 1 key thing that you want to get answered from them. Begin with one thing but note that the conversation might expand to cover more questions that you have. Just make sure you know the one thing you're looking to get answered.

4. Connect with people. Once you've got your list of people / companies you want to talk to, go seek them out. Do not get distracted by talking with your friends (you can see them later). Go meet the people you are at the meeting to meet. Invite them out for a drink (or coffee). Or just talk to them whenever you get a chance. Remember your time is valuable as is their's.

5. Learn to leave conversations. Steer the conversation to your main topic. Don't be afraid to interrupt and get right to your point, politely of course. Using the excuse that you have another meeting is effective.

6. Meet with people after the main meetings. Since most people are busy during the meetings, it's often useful to connect with them after the main meetings. Meeting at a bar is particularly helpful. People who have a few drinks are a lot more open with information. If you don't drink or like to attend night events you are at a massive disadvantage.

Bottom line - Trade shows and scientific meetings are great events to attend for cosmetic chemists. They can be lots of fun and you can meet people who can help solve problems and advance your career. But be sure to plan your trip and figure out exactly what you want to get out of it. It will be much more productive if you do.

Read more at: <http://chemistscorner.com/how-to-get-the-most-out-of-a-cosmetic-industry-meeting-or-trade-show/#23dbzGQ1Cclhtg9d.99>

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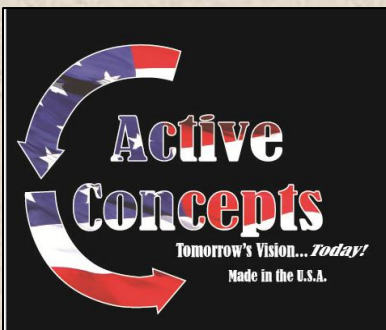
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SCC OHIO VALLEY CHAPTER IMPORTANT DATES

SEPTEMBER
CHAPTER MEETING
September 18, 2013

October
Annual OVSCC Golf
Outing
October 1, 2013

November
Fall Symposium and
Chapter Meeting
November 19, 2013

DECEMBER
SCC Annual Scientific
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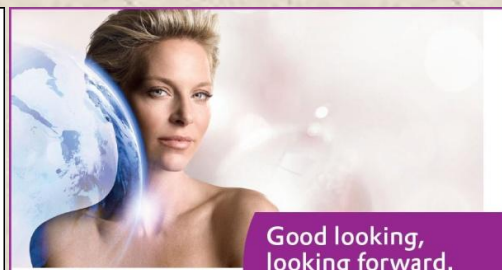
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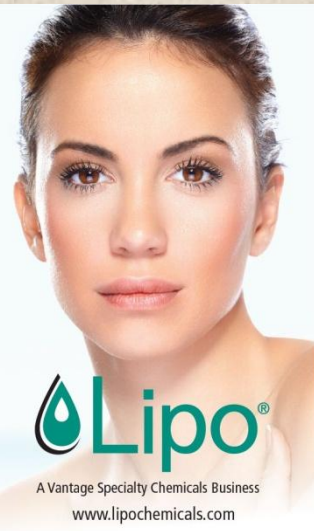


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The Ohio Valley Chapter Newsletter is published in February, April, September and November prior to each chapter meeting. Questions concerning the newsletter content should be directed to the Newsletter Editor. For information on paid advertising please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

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