

# Society of Cosmetic Chemists

Carolina Chapter



Society of Cosmetic Chemists  
Carolina Chapter

December 2017  
Volume 113



## 2018 Meeting Dates

February 15	Durham NC
April 19	Asheville NC
August 16	TBA
November 15	Charlotte NC

## Welcome 2018 Officers!

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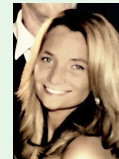
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## LETTER FROM THE CHAIR: SHARI CLEMENTE

Dear Members,

Thank you for all the support this year! To summarize the Carolina Chapter this year we kicked off the year with our first meeting in Kannapolis NC at EnDev Laboratories. Jean-Philippe Therrien, Ph.D spoke about; The Use of In Vitro Human Skin Models to Evaluate Safety and Efficacy of Cosmetic Ingredients/ Products and Giuseppe Valacchi PhD spoke about; Exposome skin damage: can atmospheric aging be prevented? We had a wonderful summer kick off meeting hosted by Burt's Bee's on April 20th accompanied by great topics. Kevin Reiner and Ester Tristani teamed up to speak about Self-Regulation and Ethical Marketing. Hemali Gunt also had a great presentation on Pollution and Skin Integrity. The meeting was followed by a meal at the Tobacco Road Sports Café. In the fall, we had an exciting meeting on Thursday September 21st in Columbia South Carolina at the Twisted Spur Brewery we enjoyed presentations on Fermentation: Traditional Art, Modern Science as well as a tour of the brewery and presentation on the Twisted Spur's beer making process'. Our year end event was held at Top Golf in Charlotte. Paolo Marchesi spoke about; The Impressive Epigenetic Key to Protect and Repair DNA and Fight Skin Inflammation followed by our 2018 Officer Installation led by former National President Peter Tsois.

In SCC National news, the 71st Annual Scientific Meeting & Technology Showcase had an attendance of 1,100 people – as a National organization we have 5,013 SCC Members!

Again, thank you so much for your support in 2017 - we look forward to seeing everyone in 2018!

Happy Holidays,  
Shari

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## Naturally Kiawah Symposium

Kiawah Island, SC

October 3-5, 2018

### Special Events

October 3- CEP Courses

October 3&4 – 5 - 6:30pm Cocktail Reception & Supplier Showcase at East Beach Conference Center

October 4 - Full Day Technical Seminar

October 5- Annual Golf Outing at Cougar Point  
Spa Treatment at the Sanctuary

### FOR ADDITIONAL INFORMATION

Michelle Linscott - michelle@xytrus.com

Shari Clemente - sclemente@Hatchbeauty.com

## CALLING ALL PAPERS

Submit Abstracts to [scarolinas@gmail.com](mailto:scarolinas@gmail.com) using the Abstract Cover Sheet found on our website by March 1, 2018.



### PRESENTATION TOPICS

- How Are Advances in Science Effecting the Development of New Natural /Green Raw Materials and Products
- Eco Friendly Manufacturing (carbon footprints, alternate forms of energy, waste management techniques)
- Effect of Natural/Green Products on Skin Biology
- Fair Trade Opportunities in Personal Care
- Preservation and Stabilization of Natural Products
- Marketing and Consumer Trends
- Regulatory Updates
- Sustainable Sourcing and Manufacturing
- Novel Delivery Systems for Natural Products
- Green/Natural Packaging

FOR NATURALLY KIAWAH SPONSORSHIP INFORMATION

CONTACT MICHELLE LINSCOTT

[michelle@xytrus.com](mailto:michelle@xytrus.com)

# Society of Cosmetic Chemists

Carolina Chapter



## Interested in Advertising with the Carolina Chapter?

Dear Supporters of the SCC Carolina Chapter,

Thank you for support of the Carolina Chapter in 2017. I am writing to let you know we have begun our 2018 advertising campaign and would love to have your continued support.

This year we will have a minimum of 4 technical newsletters in addition to a special edition newsletter concerning our Kiawah event, and as a bonus, all advertisers will be listed on our SCC Carolina Chapter website.

We will host our 6th technical seminar and golf event at Kiawah Island Resort, October 3-5 2018. Once again we will continue our natural theme for this year's Kiawah event. We are looking for companies who are interested in sponsoring the event.

We are pleased to announce that advertising costs for 2018 will remain unchanged for the 7th year in a row. Outlined below is the cost of advertising for 2018:

- 2 x 2 Ad is \$300
- 2 x 3 Ad is \$350
- 2 x 4 Ad is \$400
- 3 x 4 Ad is \$450
- 4 x 4 Ad is \$525

*Note: We can accept both color and black and white ads*

We are asking for your commitment and payment by December 31, 2017.

If you would like to submit a short technical paper for publication in the newsletter, please contact [sclemente@hatchbeauty.com](mailto:sclemente@hatchbeauty.com).

Please mail your check to our chapter treasurer, Michelle Linscott c/o Xytrus, 9200 Stockport Place, Charlotte, NC 28273. Please forward your ad to Michele at [michelle@xytrus.com](mailto:michelle@xytrus.com).

Thank you for your continued support of the Society of Cosmetic Chemist - Carolina Chapter.

Sincerely,

MICHELLE LINSKOTT  
ADVERTISING CHAIR OF THE SCC CAROLINA CHAPTER  
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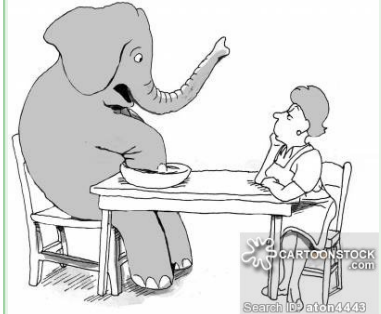
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### WHEN TO REFORMULATE YOUR PRODUCTS

BY: PERRY ROMANOWSKI

As a formulator, the best projects are those for which you get to create a whole new formula. It's exciting to start from scratch and create a formula that provides some new, measurable benefits.

Unfortunately, these are few and far between. Most of the time you'll be working on projects where you have to formulate without changing the consumer's perception of how the product works. Here are the most common times when you have to reformulate.



#### **Consumer complaints**

If a consumer doesn't like your product or it is causing some type of damage, they'll let you know – often through social media or in some cases, through a class action lawsuit. When enough consumers complain, you'll have no choice but to reformulate.

#### **Regulatory requirements**

Sometimes the local, state or federal government will pass a regulation which impacts your formula and your ability to sell the product. This is particularly true of preservatives, since countries often institute new bans. When this happens, you'll need to create something that complies but isn't noticeably different. It can be a tough challenge.

#### **Cost savings**

Perhaps the most common voluntary reason for reformulating is that you are trying to reduce the cost of your cosmetic formula. Since most formulas are not optimized, there are almost always ways to reformulate and make them less expensive. But be sure to check your reduced cost formula against both the current formula and the original formula. You can reduce the quality too far.

#### **Discontinued Raw Material**

Sometimes you are forced to reformulate because a supplier stops producing a raw material. This can be very annoying and demonstrates why you should always have a qualified second supplier for every raw material you use.

#### **Company Acquisitions**

Acquisitions in the cosmetic industry are quite common. Whenever you acquire a company, you'll have to work on integrating the new company into yours. Since the acquired company usually has different raw material suppliers or follows different protocols, you'll have to reformulate all of the purchased products in some way. This can take years to complete.

#### **Marketing reasons**

Another time to reformulate is when your marketing group wants to sell products in a different way. Suppose they want to relaunch and add the phrase, "new and improved formula." You'll have to change something about the formula to make that happen. There are other marketing reasons such as adding an ingredient to be consistent throughout the line or claiming your products are all-natural. All will require some reformulation.

#### **Production Improvement**

Sometimes your production people find a faster way to do things, such as moving from a batch process to an inline, continuous process. Whenever something like this happens, you'll have to reformulate to ensure that you can make a product that matches the new process.

#### **Stability Issues**

On occasion your formula will start to exhibit stability problems. This can happen if there is a subtle ingredient change that you didn't know about. In these situations, reformulation is typically the fastest way to solve the problem.

These represent the top reasons for cosmetic reformulation. While reformulating can be annoying, overall it is a good thing. It allows you to learn more about the formulas you work on and become an expert in formulation problem solving. These skills will be useful when you get those rare projects requiring you to create a new formula from scratch.

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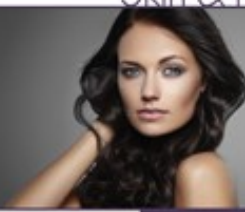
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### Personalized Retail: Friend or Freaky?

*Consumers crave smart, personalized service, but they have some concerns, according to Accenture.*

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US consumers are locked in a vicious circle with brands over customer experience, according to new research from Accenture. While 44% are frustrated when companies fail to deliver relevant, personalized shopping experiences, nearly half (49%) are concerned about personal data privacy as they subscribe to intelligent services designed to understand and anticipate their needs.

In fact, some say it can give them the heebie-jeebies.

Accenture found nearly half (48%) of US consumers would use "smart-reordering" services where intelligent sensors in the home pre-empt when a product, such as laundry detergent, is running low and automatically re-orders it on their behalf. Another 36% use digital assistants.

And while the vast majority (89%) are satisfied with the experience, 40% say it can feel slightly creepy when technology starts to correctly interpret and anticipate their needs.

Accenture finds poor personalization and lack of trust cost US organizations \$756 billion last year, as 41% of consumers switched companies. Without deeper customer insight, companies cannot deliver the experiences they crave, said the New York-based firm.



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### That Naturally Fresh Feeling: The Concept of 'Natural' as applied to Oral Care By: Priscilla Taylor



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Could it be that the consumer appetite for all things natural is beginning to influence the marketing and formulations in the Oral Care category? This thought entered my mind recently as I saw the following natural oral care claim on a popular brand of mouthwash:

"...with three of its four active ingredients being derived from plant sources (Eucalyptus, Cornmint and Oil of Wintergreen)"

The parent compounds Eucalyptol, Menthol, and Methyl Salicylate are essential oils or derivatives of essential oils which meet the monograph requirements for oral antiseptic drug products for over-the-counter use. Since these are all plant-derived, the manufacturer embraced the opportunity to make the 'naturals' connection and aims to assure the consumer that efficacy has not been affected, by the asserting that the product is an "equally effective, 99% natural formula".

Further research into this trend revealed ingredients listed on Prospector that are both described as 'natural' and appropriate for oral care applications. Consider for example, the following entries:

Myrica Cerifera (Bayberry) Bark extract (in various solvents) – "commonly used in mouthwashes and toothpastes"

Erylite<sup>®</sup> (Erythritol) – "humectant properties are especially revealed in oral care products such as toothpaste"

Natural oral care through the ages

While this appears to be an emerging trend in the modern world, natural approaches to oral care have been employed by various cultures for centuries. The use of chewing sticks is a natural oral hygiene practice that was recorded as far back as 7000 BC by the Babylonians and is still being practiced today in some parts of Africa, South America, the Middle East and Asia<sup>1</sup>.

Chewing sticks are known by different names depending on the region, but are very commonly referred to as Miswak. Chewing sticks are twigs from various trees that are used as herbal brushes to clean and protect the teeth. Plants endemic to a particular region have traditionally been used as the source by those populations. For example, in India the stem and branches of the Neem tree are used to provide chewing sticks, while in West Africa parts of the lime tree and citrus tree are used for this purpose<sup>1</sup>.

Several studies have indicated that Miswak contain substances that inhibit plaque and gingivitis, have an anti-fungal effect and are also effective against periodontal pathogenic bacteria, cariogenic bacteria and endodontic pathogens<sup>3</sup>. Based on the results these studies, one can understand why the use of chewing sticks has endured through the years.

Effective oral care is a universal consumer priority, and the technologies that deliver healthy teeth and gums and fresh breath will always be in demand. Given the current interest in all things natural, there is a high likelihood that we will begin to see a proliferation of oral care products in the marketplace that are based on natural ingredients.