

Society of Cosmetic Chemists
Carolina Chapter

October, 2016
Volume 108

CCSCC Announces FINAL meeting of 2016 November 17, 2016

PLACE:

PALISADES COUNTRY CLUB
13704 GRAND PALISADES PARKWAY
CHARLOTTE NC 28278

COST:

STUDENTS: FREE
MEMBERS: \$40
NON-MEMBERS: \$50

PROGRAM:

3:30-4:00 REGISTRATION
4:00-5:00 COCKTAIL HOUR
5:00-5:15 NEW OFFICER INSTALLATION
5:15-6:00 PRESENTATION BY SPECIAL GUEST
6:00-7:00 DINNER IS SERVED

TOPIC & SPEAKER

MIKE MOLLMAN
EVONIK GOLDSCHMIDT CORPORATION

TATTOO CARE CONCEPTS

2016 OFFICERS

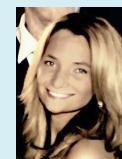
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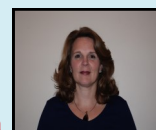
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MEET THE SPEAKER

Mike Mollman, Evonik Goldschmidt Corporation

Mike graduated from the University of Kentucky with a B.S. in Chemistry and worked for 10 years as a synthetic organic chemist for multiple companies. In 2002 Mike joined Evonik and in 2005 he joined the Personal Care team. He has worked in the Rinse Off, PDSU (Product Development and Scale Up), and Product Management groups. In 2014 he started in Leave On group, having worked in all the lab groups available.



Mike has been an active member of the Mid-Atlantic SCC as a member of the Executive Committee since 2010 and a past Chair of the MASCC in 2012.

Tattoo Care Concept

Mike will be presenting on how tattoos work and fade over time, tattoo after-care, products in the market, and the skin-care formulations that align with them.





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29TH IFSCC CONGRESS

8 KEYNOTES

74 PODIUM PRESENTATIONS

350 POSTER PRESENTATIONS

2-DAY EXHIBITION

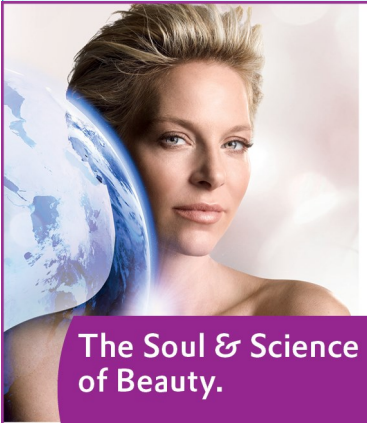
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New Category Between Fine Fragrance And Deodorant

Fragrance is one of the most important purchase drivers in APD. In Europe, depending on the country, scent is as important, or nearly as important, as the branding.

In Germany for instance, nearly half of consumers choose an APD because they like the scent. In the UK, the brand factor is more important with 44% of users chose an ADP because it is a brand they trust and up to 45% of French choose the same product as they always buy.

This highlights the key role that fragrance has in this category, alongside functionality and long lasting protection.

Fine fragrance deodorants create new opportunities

In Europe, consumers show significant interest in deodorants that cross-over into fine fragrances. In Europe's top five markets, Germans are the most interested in deodorants with fine fragrance quality. Over a quarter of Germans are interested and willing to pay more for deodorants with fragrances designed to complement their perfume/eau de toilette and nearly three in 10 are interested and willing to pay more for deodorants that feature fine fragrance. Similar level of interest is also observed in France, Italy, Spain and the UK.

This suggests more space for a hybrid category between deodorants and fragrances that is more premium than body spray. Consumers either do not want their personal fragrance to clash with the scent of their deodorant, or they would be interested in trying less expensive and fresher versions of their fine fragrance.

While fine fragrance deodorants have long existed as line extensions, their availability is limited to the fine fragrance perfumery stores and they often have price points that are prohibitive to a broader crowd. In the US, brands have taken this opportunity to launch copycats of bestselling fine fragrances in deodorant/ body spray format sold in supermarkets, such as the brand Designer Imposters by Parfums de Coeur available in the US.

Creating a new category between deodorant and fine fragrance

The success of body spray brands with strong olfactory profiles, such as Old Spice and Axe/Lynx, should be a source of inspiration for fine fragrance brands as this format could help to broaden the appeal of fragrances.

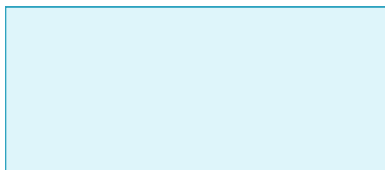
Men and young fragrance users would be the perfect audience for fine fragrance deodorants. Mintel's report Deodorant UK 2015 shows that men tend to place more importance on scent compared to their female counterparts when buying deodorants and younger consumers aged 16-34 have highest interest in fine fragrance deodorant formats.

For fragrance brands, there is an opportunity to get away from the traditional alcoholic support and offer new format in body spray or deodorants.

Therefore, these new formats could be positioned as a more affordable version of the EdT and EdP while still bearing a prestige image, through the branding and the quality of the perfume.

However, there is also opportunity to get away from the traditional line extension, offering new product formats standalone either in the deodorant aisle or in the perfumery aisle.

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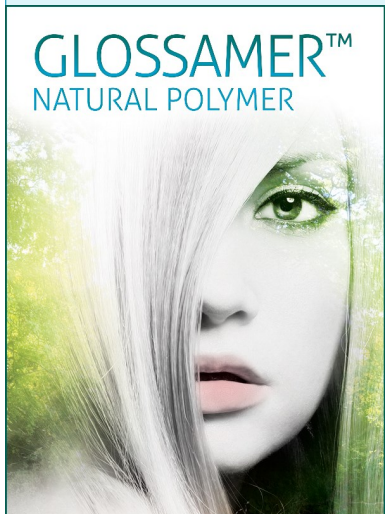
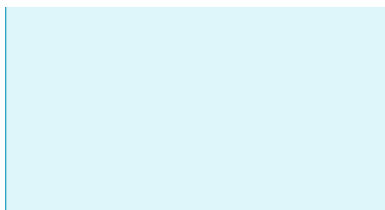


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New Category Between Fine Fragrance And Deodorant

Copycat body spray

Parfums de Coeur Designer Imposters Primo! Fragrance Deodorant Body Spray is enriched with rare and costly essential oils and offers a soft-all-over fragrance that is gentle and will deodorize.

Fine fragrance deodorant

Calvin Klein Eternity Now for Men Deodorant Stick is said to glide on smoothly, dry quickly and to provide effective protection while leaving skin with the exhilarating scent of Eternity Now for Men.

Body spray and deodorant brands with strong olfactory profile

Axe Black

Axe Black Deodorant Bodyspray is claimed to enhance the aura of the user. Its fragrance combines subtle aromatic and masculine spicy nuances, featuring top notes of fresh watermelon, warm bergamot, sparkling mandarin and frozen pears; heart notes of spicy-sweet cardamom and freesia; and base notes of cedar wood, patchouli and musk.

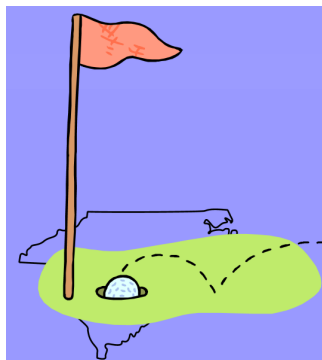
Old Spice After Party

Old Spice After Party Deodorant Spray is said to offer a manly scent, and to transform men into legends of confidence.

<http://www.personalcaremagazine.com/story/15832/new-category-between-fine-fragrance-and-deodorant>

Upcoming Meeting
Information:

November 17th – Technical Meeting/Officer Installation in Charlotte, NC (The Palisades Country Club). We plan to have multiple speakers at this event to wrap-up the year, including Mike Mollman, Nutrition & Care Chemist at Chemist Evonik Goldschmidt Corporation who will be presenting on Tattoo Care. This meeting is actually on his birthday so celebrations will certainly be in order! More information to come.



SAVE THE DATES:

2016 Meeting Dates

November 17th – Technical Meeting/Officer Installation in Charlotte, NC

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WHY DO WOMEN PAY MORE FOR BEAUTY PRODUCTS?

BY: RANDY SCHUELLER

You know how women have to pay more money for their clothes than men? Well, it turns out they also have to pay more money for their cosmetic products. According to a US study done by the New York City Department of Consumer Affairs, women pay an average of 13% more for female-specific personal care products.

According to the people who ran the study, they looked at five sectors of personal care products like hair care products, shaving products, body wash and deodorant. They got price information by doing observational studies at retailers like CVS, Walgreens, and Rite Aid.

You know which category had the greatest discrepancy?

Hair care. They found that women focused hair care products were 48% more expensive than male versions. Shaving products were the next biggest discrepancy with women's products being 11% more expensive. The best deal were female deodorants which were only 3% more expensive.

I think the important thing for people to know is that there is practically zero difference between men & women's focused personal care products. Seriously, the only significant difference would be the fragrance and packaging. If you are concerned about saving money and don't care much about scent or packaging, just buy the male versions of products. There are literally no significant differences.

I do wonder why there would be this difference in pricing though. Perhaps it's because men just don't care?

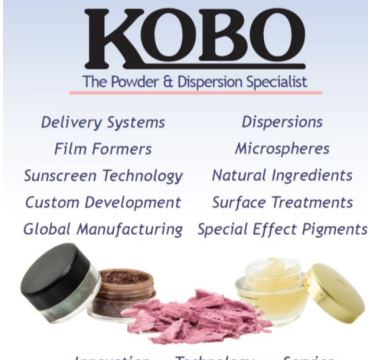


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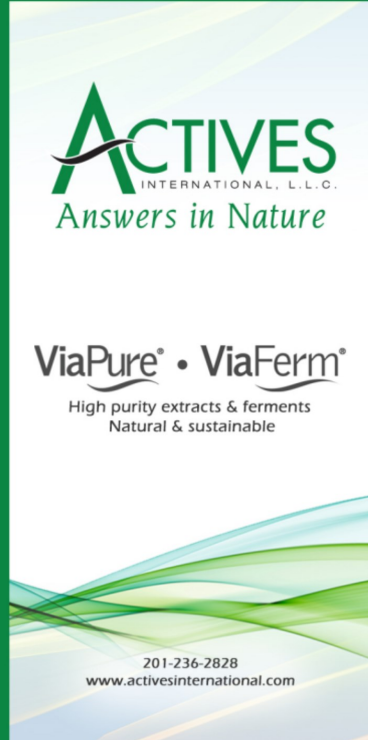


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Clinical & Instrumental Testing of
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Instructed by Randall Wickett, Ph.D.
www.etches.com/clinical-instrumentaltesting16

December 8, 2016 (9am-5pm)

Fragrance in Personal Care
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