



**For Immediate Release**

Contact:

Peyton Kolovani

[pkolovani@scconline.org](mailto:pkolovani@scconline.org); 212-668-1502

## **Society of Cosmetic Chemists Announces 2024 Green Star™ Award Winner**

**October 4, 2024 - New York, NY** — The Society of Cosmetic Chemists (SCC) is pleased to announce the winner of the **2024 Green Star™ Award** being presented during the Society's 78th Annual Scientific Meeting, December 11-13, 2024, at the JW Marriott LA Live in Los Angeles, CA.

The **SCC Green Star™ Award**, sponsored by [Colonial Chemical](#), recognizes a formulator who has done outstanding work in green formulation during the previous 12-month period. This year's award will be presented to:

- **Tyler Jensen** for the formulation ***Invati Ultra Advanced™ Fortifying Leave-In Treatment*** by Aveda.

"The SCC is proud to recognize the efforts of formulators who design green, natural products while maintaining safety and efficacy with sustainability in mind," said Erica L. O'Grady, CAE, Chief Executive Officer of SCC.

Submissions were reviewed by the Green Star™ Award Selection Committee, comprised of formulation and ingredient experts, which made the determination based on Green Star™ rating. The Green Star™ rating is a classification system developed by industry professionals designed to allow the formulation chemist the ability to maximize the natural component in products. Also considered in the assessment of the winning product are novelty; level of innovation in formulation; creativity in fulfillment of marketing claims; efficacy using "green" ingredients; and packaging sustainability.

**HONORABLE MENTIONS** for this year's award include:

- **Cassandra Maddocks** for the formulation ***Twinflower Cleansing Balm*** by Imogen Farm to Face; and
- **Kseniya Popova** for the formulation ***Strengthen Concentrated Shampoo*** by The Rootist.

**Join over 1,000 of your peers to see the Green Star™ Award presentation live – register for the SCC 78th Annual Meeting today at <http://www.scconline.org/SCC78>.**

### **About SCC**

Founded in 1945, the SCC is the oldest and largest non-profit membership organization serving the needs of the cosmetics and personal care industry. Dedicated to the advancement of cosmetic science education, SCC headquarters provides unparalleled education, resources, and networking for more than 5,000 members globally and via 19 chapters across Greater North America. Visit [www.scconline.org](http://www.scconline.org) for more information.

###