



**For Immediate Release**

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## **Society of Cosmetic Chemists Opens Registration & Room Block for SCC78**

**June 20, 2024 - New York, NY** — The Society of Cosmetic Chemists (SCC) is now accepting registration and room block reservations for its [78<sup>th</sup> Annual Scientific Meeting & Showcase](#) December 11-13, 2024, in Los Angeles, CA at the JW Marriott L.A. Live. The event in LA two years ago drew more than 850 cosmetics and personal care industry attendees for 2½ days of education, exhibits, awards, and networking. SCC expects to surpass this number in 2024.

"We are thrilled to be back in Los Angeles for SCC78 this year. Our Committee on Scientific Affairs has planned an outstanding education program featuring topics like AI and Sci-Comm in addition to our usual keynotes, plus skin, hair, and photoprotection sessions," said Erica L. O'Grady, CAE, SCC's Chief Executive Officer. "These technical programs delivered by industry experts, coupled with the exhibitor showcase, continue to educate, inform, and inspire attendees with the innovations at the forefront of cosmetic science," she added.

[SCC78](#) will feature 3 outstanding keynotes and 8 technical sessions with more than 40 speakers covering a variety of the hottest topic areas in cosmetic science such as artificial intelligence, biodiversity and sustainability, hair and scalp health, inclusive beauty, advancements in photoprotection, science communication, skin health science and technologies, and addressing "down there" care.

In addition to the cutting-edge education program, the [SCC78 showcase](#) will feature 125 of the industry's leading companies highlighting their latest ingredients, research, technologies, and services to key decision-makers and influencers. And, as always, the event will offer plenty of opportunities for networking and engaging with industry peers!

[Scholarships and various industry awards](#) recognizing scientific contributions and research will also be presented throughout the event to acknowledge peer achievements.

The SCC78 official conference hotel, the JW Marriott Los Angeles L.A. LIVE, puts attendees just steps away from all the conference events. When you [book your hotel through SCC's room block](#) before November 18, 2024, you get SCC's exclusive \$259/nt rate and won't pay the \$30 nightly destination fee versus other booking methods.

### **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 5,400 members globally and via 19 chapters across Greater North America. Visit [www.scconline.org](http://www.scconline.org) for more information.

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