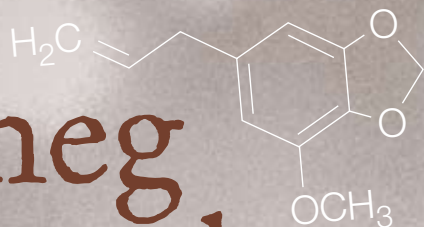


Nutmeg Newsletter



connecticut | Society of
Cosmetic Chemists

April 2009

Volume XXV, No. 3

Global Skin Care Trends: How skin care brands are growing the skin care category

Presented by Fernando Machado

Regardless of the relatively high degree of market development or even the current economic crisis, skin care seems to be a market in continuous expansion. It is true that the skin care market growth rates are usually higher than many/most other product categories.

Even some that have lower penetration and consumption, which might seem a bit counter intuitive at first. And, despite recent turbulent times, skin care growth seems to hold healthy levels that surpass most other product categories. So, what is the secret for this success?

One of the things that definitely helps skin care is the constant and robust stream of innovation in the category. Of course, every single innovation brings a new wave of investment, which helps to continuously sustain the demand. However, in my view, the key for successful innovation that leads to category growth is the clear identification of consumer and market trends which translate into compelling product mixes or services.

This presentation intends to share some of the trends that are influencing the skin care market today. The intention is not to try to create an encapsulation of all global skin care trends today. Instead, it aims to provide food for thought on how brands can continue to grow the category and gain market share by having a broader view of trends that affect their market.

Fernando Machado is Global Brand Development Director for Vaseline at Unilever (based in USA).

Fernando has worked for Unilever since 1996, where he started out at the bottom rungs of the corporate ladder as an intern in the packaging lines of a laundry detergent factory in Sao Paulo (Brazil). Fer (that's what most people call him) has an eclectic background: BS in mechanical engineering (hard to believe), post-grad in marketing in Sao Paulo, MBA from Insead, and past residence in Sao Paulo, Rio de Janeiro, Amazonas, Bahia, Cuernavaca (Mexico), Ljubljana (Slovenia), Pamplona (Spain), Fontainebleau (France), Singapore, etc. No, Fer was never a travel agent.

Continued on page 3



Meeting Agenda

Tuesday April 21, 2009

The Norwalk Inn
99 East Avenue,
Norwalk, Connecticut 06851
1.800.303.0808
www.norwalkinn.com

Registration/Cocktails: 5:30 PM
Dinner: 6:30 PM
Speaker: 7:00 PM

Please Register by Friday, April 17th, 2009

SCC Members
with reservations \$40
Non-Members & Members
without reservations \$45
Non-Employed Members
& Students \$25

Reservations:

Cynthia Valovich
203.656.7841
cvalovich@zotosintl.com

www.ctscc.org



Message from the Chairperson

Dear CT SCC Members,

I am not an overly religious individual but I do enjoy a good sermon that provokes thoughts. This week the reverend started off with a joke, "What makes God Laugh"? There was a pause to give everyone some time to ponder an answer and then the reverend replied "When humans make plans". Immediately I thought of all the well hatched ideas that went nowhere because of ill conceived notions, flavor of the month or the winds changed! I am sure that all of us have stories of plans that have been disrupted, for whatever reasons that must have cracked God up. But after all the obvious follies that went through my mind, I became focused on how many plans produced the desired outcome. I often use the expression "Just like in the movies", because I plan, knowing if you make good sound decisions during the process, the outcome is as though it has been scripted. As a scientist, this process of implementation of a plan is part of our essence.

One of the reasons I was interested in becoming an SCC Chair; was my desire to get greater involvement from organizations that would make this chapter stronger through new memberships and new ideas. So the board hatched a plan at our second meeting. We then clarified this plan at our third board meeting and implemented the plan last week. We called it "Unilever Membership Drive". We set up an SCC information deck in their facility, equipped with all sorts of documentation and human assistance to get scientists involved.

The outcome of this plan was success. We signed up members, had meaningful discussions, and determined that the company personnel want to be involved in the SCC process. By understanding their requirement, we can help this chapter unite the needs of its members to insure its success. The plan worked. This goes out to the CT SCC Board members that have taken the giggles away from God. This is all just a metaphor from the thoughts I have taken from a sermon.

Have a Great Month. See you soon.

Steven

ELECTED OFFICERS:

Chairperson

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860.945.3333
puleo@kosterkeunen.com

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Directions

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Merritt Parkway (Rt. 15)

FROM NEW YORK

Take Exit 39A. Take Route 7 south to I-95 north (towards New Haven). Take Exit 16. Take a left at the traffic light. Go straight for 1/4 mile. The Inn is on the right.

FROM NEW HAVEN

Take Exit 41. Take a left at end of the ramp to first traffic light. Take a left on Newtown Avenue (which becomes East Avenue). Continue for approximately 3 miles. The Inn is on the left, just past the Norwalk Green.

Connecticut State Thruway, Interstate I-95

FROM NEW YORK

Take East Norwalk Exit 16. Take a left at the traffic light. Go straight for 1/4 mile. The Inn is on the right.

FROM NEW HAVEN

Take East Norwalk Exit 16. Take a right at the traffic light. Go straight for 1/4 mile. The Inn is on the right.



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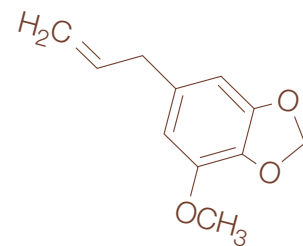
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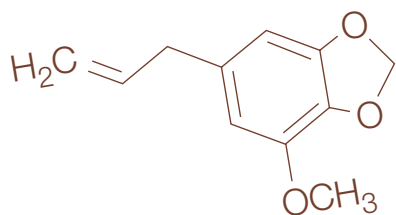


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Continued from front

Fer is most proud of the work he developed for Pond's in Latin America and Vaseline Globally. In LatAm, he lead the team that brought Pond's back to sustainable growth via new variant, communication, and countries' strategies – achieving the highest share ever in Mexico (main country) and record turnover and profit for the region during 2005.

Most recently, Fer has been working on the Global Vaseline Team. He was one of the key people responsible for the brand turnaround, which started in 2006. Vaseline was a brand in decline at the end of 2005 (down for several years in a row, soft brand attributes, and weak innovation plan). After a complete re-launch, the brand achieved double digit growth for the second year in a row in 2007. In 2008, brand Vaseline achieved its highest market share in history on a handful of markets, USA included. The brand re-launch also has proven to be successful in D&E markets, showing strong growth in India, South Africa, and Saudi Arabia – just to name some. The new campaigns won several advertising awards: a Cannes Bronze Lion, a Gold Clio, a Yellow Pencil, a Bronze Arrow, two USA Silver Effies, a Gold Global Effie, and it are now officially part of the MoMA collection via AICP.

Fer is married, has no kids (just a black French poodle named Fido; very original). His wife (Hellen) can't stand when he watches the same ad more than 1,000 times in a row. But she likes him anyway.

1st Annual Connecticut Society of Cosmetic Chemists Golf Outing

Monday, April 27th, 2009

**Great River Golf Club
130 Coram Lane, Milford, CT 06461
Phone: 203.876.8051**

SCHEDULE OF EVENTS

- 11:00 A.M. Registration
Putting Green-Driving Range
- 12:00 P.M. Box Lunch
- 12:30 P.M. Shotgun Start-Scramble Format
- 5:00 P.M. Cocktail Hour
- 6:30 P.M. Dinner Prizes/Raffles

The cost for this event will be \$195/golfer including all of the above. Individuals and foursomes welcome! The format will be a scramble so anyone can have fun and participate. Please register as soon as possible so we can make this the first of many successful CTSCC golf events.

This is an excellent opportunity to play one of the Premier Courses in Connecticut. Great River is ranked among the country's Top 50 Most Popular Golf Courses, Top 50 Facilities, and Top 50 in Service by the ZagatSurvey, 2004 America's Top Golf Courses. Quotes include, "Spectacular layout along the Housatonic River," "Top-notch practice facilities," "Outstanding food and service," and "A track that's superior to most private clubs."

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**Connecticut Society of Cosmetic Chemists
Meeting Schedule 2009**

April

21st
CTSCC Monthly Meeting
Fernando Machado
Global Brand Development
Director Vaseline – Unilever
Norwalk Inn
Norwalk, CT

27th
1st Annual CTSCC
Golf Outing
Great River Golf Club
Milford, CT

May

12 – 13th
NYSCC Suppliers' Day
Raritan Center
Edison, NJ

June

3 – 4th
SCC Scientific Seminar
Chicago, IL

July
29th
NYSCC Golf Outing
Crystal Springs-Hamburg, NJ

September

15th
CTSCC Monthly Meeting
Vazzy's, Fairfield, CT

October

20th
CTSCC Annual,
Educational Seminar
The Far East Explosion
UCONN
Stamford Campus, CT

22 – 23rd
CASCC Supplier's Day
Long Beach, CA

November

17th
CTSCC Monthly Meeting
Norwalk Inn
Norwalk, CT

December

10 – 11th
SCC Scientific Meeting
New York Hilton
New York, NY