

nutmeg newsletter



March 2020

C T S C C M o n t h l y C h a p t e r M e e t i n g

Formulating Sustainably

March 17, 2020

Norwalk Inn & Conference Center
99 East Avenue
Norwalk, CT 06851

Registration: 5:30 – 6:00 pm
Dinner: 6:30 pm
Speaker: 7:00 pm



Registration

Online at www.ctscc.org
Email Cynthia at cvalovich@zotos.com

Chapter Meeting Cost

SCC members: \$45
Non-members: \$50
Students & Unemployed: \$35

Overview

To understand our path towards a more sustainable future there is a need to first understand the causes of unsustainability. Overuse of the term, sustainability, and degradation of its meaning is one of the problems. Failure to think in systems is an important other. Cosmetic industry can and is adapting to social, economic and environmental changes but can we do better than simply adapt? Can we formulate for real and meaningful change?



Speaker Kseniya Popova
FARMACY BEAUTY™
FARMACY

Kseniya Popova is a lover of outdoors and all living creatures. She holds a Bachelor's Degree in Biochemistry and a Master's Degree in Chemistry from Montclair State University. She has been working as a formulator in the cosmetic industry since 2007 and is currently developing products for the Farmacy Beauty brand. She is passionate about advancing genuine sustainability efforts in the cosmetic industry.

Thank you to our
meeting sponsor!



Inside this issue:

- Letter from the chair
- Technology Corner:
Designing Clinical
Studies
- Photos from Jan
meeting
- Member Spotlight:
Yingxia Wang
- Upcoming events
- SCC Call for Papers

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Letter from the Chair

Dear CTSCC Members and Friends,

Our choice of speaker topic this month was inspired by the focus on nature that the changing of the seasons brings. In our industry all about beauty, creativity and positivity, it is just as important to focus on improving the beauty of the world as it is on improving the beauty of our consumers. We need to be able to create products that consumers desire, but that are also going to help give the next generation a more beautiful planet. With this in mind, Formulating Sustainably is a topic that should be important to every person in our industry. Join us on St. Patrick's Day to learn from Kseniya Popova, associate director of innovation at Farmacy Beauty. Farmacy is a powerhouse in the clean beauty movement, producing thoughtful formulas utilizing both nature and science. Kseniya will speak to the problems we need to overcome to be truly sustainable and able to formulate for real and meaningful change.

Thank you to Susan Pungitore for speaking at our January meeting about the ever-changing world of preservation. Clearly preservation is an integral part of our industry, and keeping on top of trends while keeping our products safe is a complicated effort. We very much enjoyed the discussion that followed, and all considered moving towards a hurdle approach for preservation in order to reduce our use levels of newer preservation ingredients.

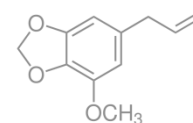
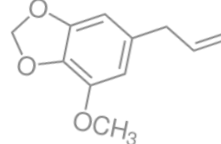
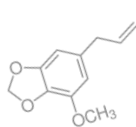
We are immensely grateful for the support of our Suppliers that allow us to host such wonderful speakers at our monthly dinner meetings. Thank you for Symrise for sponsoring our January meeting and Koster Keunen for sponsoring our upcoming March meeting. If you are interested in sponsoring a monthly meeting, please don't hesitate to contact me or any board member for more information!

Finally, thank you so much to our board who work so hard to put on these great events for our local chemists. The CTSCC is a great opportunity to expand your knowledge and create meaningful connections in our industry. I am very appreciative of the opportunity to work with a fantastic group of people, and encourage everyone to attend our dinner meetings and become more involved.

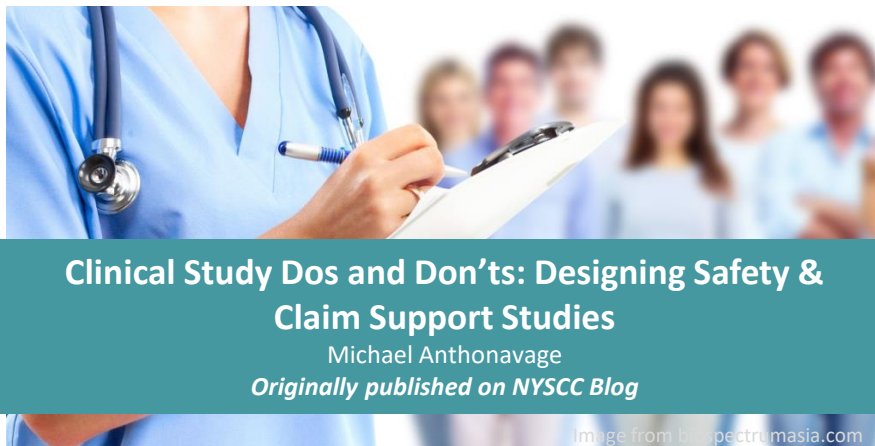
Sláinte!



Jen Macary
2020 Chair, Connecticut Chapter
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Technical Corner



Clinical Study Dos and Don'ts: Designing Safety & Claim Support Studies

Michael Anthonavage

Originally published on NYSCC Blog

Image from [spectrumasia.com](https://www.spectrumasia.com)

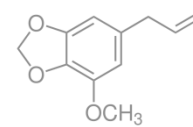
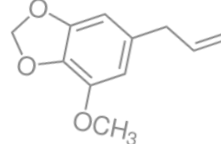
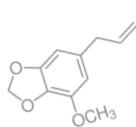
Nothing makes an R&D director happier than providing a validated sound scientific dossier to his/her marketing team on a technology or formulation that has gone through months, if not years, of development. From inception to market, there are endless meetings about progress, budgets, resource allocation and most of all, data generation. When you think about all of the time and energy you have spent on this one aspect of your pipeline, validating your work becomes paramount so that it is universally accepted by not only the market place but by your management and investors as well. Ironically, this is the most crucial and usually the most expensive point of the project as a whole. What can you do to ensure that you are efficient in your success?

In order to properly validate your mechanism of action and support your claims, an outside lab is usually brought into the fray for good reason: you want an objective 3rd party verification of all you have done to this point. This will entail having all of your project management skills ready to go. This is akin to getting to the championship game in your favorite sport. The whole season now rides on how well you do in the next game or series. How do you position yourself for success? Below you will find some do's and don'ts that I have been faced with, both as a client and as a provider of clinical testing for personal care and cosmetic products.

Are you Ready to Test?

From the service side of the industry, I find that many clients come to the table thinking they are ready to test with a 3rd party laboratory. However, after the first meeting is over, they are usually going home with a to-do list longer than the questions they had for me. So, ask yourself, are we ready to test? No matter your title or level of responsibility, you must build a team to answer this question. Having a team in place that represents all facets of the project, including where you have been and where you are going is the first step. Understanding how you landed on the functional claims, category and target consumer/customer are going to lay the foundation of what type of 3rd party lab you will need and what type of study design is warranted, as not all testing labs are created equal. All of your team members must bring their information and needs to the table to answer that question before you pick up the phone and ask for 3rd party commitment. Have a timeline built and map out the approval process commensurate with your company's policies. There are some companies that inherently have more red tape than others. Know and understand your internal process before bringing in outside counsel. This will certainly convey confidence and keep you in the driver's seat.

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Technical Corner

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Represent your Stake Holders

Having a good mix of representation on your team of R&D, marketing, operations, regulatory and sales personnel, especially in the initial meetings with a 3rd party laboratory, will ensure that everyone's needs are accounted for and visible. This will also make for a much smoother utilization of data when it comes time to launch. Some of the best launches are the result of this synergy alone.

Communication

Gathering, moving and analyzing information is the norm in today's market place and is critical for success. It is imperative that the team you build have an open channel of communication within its team members and the lab when necessary. As the team leader/project champion, you must know who your go-to people are. There are often cases of misplaced assumptions regarding who knows what, and who is responsible for deliverables and decisions. Many times I work with a project team looking to perform validation studies only to find that delays are imposed from executing as planned because the test materials are not available or not delivered on time to the testing facility. There are many reasons for this. Some examples include delays in release from QA, test materials that have not passed physical or chemical stability, last minute changes to the formulation design and for our international clients, test materials getting stuck in customs at the border. All of these issues can be mitigated with proper channels of information being open. If one person is the gate keeper of all the information, that person needs to have access to all facets of the project and to includes information that the team members possess. Establishing portals for information sharing especially when collaborations exist over multiple time zones is something to also consider. At the end of the day, proper, concise and efficient communication is paramount to keeping all stakeholders informed and abreast of the status of your project.

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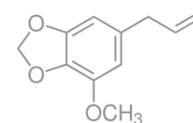
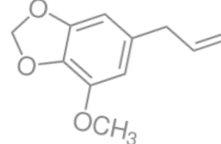
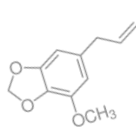
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Understand your Goals

Have a holistic view of the expectations and goals. I always say to prospective clients, “work your project backwards”. Assuming that you get the best data possible, what will you say about it? Understanding the end game allows everyone to see the goal in the detail that is needed. Having a vague undefined goal is grounds for confusion, uncertainty and delays to market. Having the goal in mind is also crucial for developing the protocol to get you to the desired objective. One of the most common delays and unpredicted expenses companies incur are due to last minute protocol changes. These cause delays in final approvals, delays in recruiting the required subjects, and ultimately delays in study execution at the 3rd party lab. There is a high risk for decisions being made before final protocols are signed by not having your team review the protocols early on. This can lead to re-works, delays and loss of access to resources, equipment and personnel needed to perform the study.

Know your Financial Limitations

Budget, budget, budget, how many times have we all heard, “we can’t do that, it’s too expensive”? Have a deliberate budget in mind when you are ready to validate claims. You can start off shooting for the stars but inevitably, you land back on earth holding your budget in hand saying, “we need a new plan”. Match your needs within your budget. So many clients come to me with a beautiful study design only to realize that it is light years beyond what they budgeted for. Factors that drive price in any clinical study are of course the time and resources allocated by the lab; however, there are study design oversights that drive up study costs significantly. Having time points that can be managed Monday through Friday and within a regular work day reduces overtime commitment by the lab. Choosing technicians (or expert graders) to perform evaluations rather than MD’s (where appropriate) is another way to save money.

IRB cost, interim data requests, expedited reports and last minute changes to the schedule once protocols are signed are huge drivers of cost, and many of these can be avoided with proper planning and good team building.

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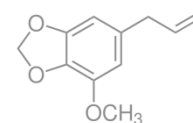
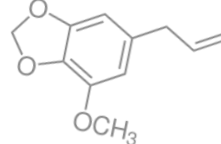
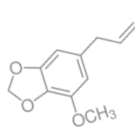
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Technical Corner

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Focus on what you want to Achieve

Validation of claims or target mechanism of action is in the eyes of the beholder. Keep in mind, in the personal care industry, consumer perception trumps all. If your technology/finished product does not deliver on consumer perceivable results, you most likely will not get a return customer and the market will quickly lose interest in your product. The good news is, consumer use studies are not that expensive. Know your consumer base, ask the right questions and provide the best use instructions possible. Many clients like to marry consumer use data with objective instrumental measures and/or expert grading. This is the trifecta of clinical study success. If you can show agreement with consumer perception, instrumental measures and expert assessment, you have a solid foundation for a bullet proof marketing campaign.

Understand your Consumer

Consider the consumer experience when designing your study. Have you prepared use instructions that best represent how the product will be used? Do you have a mechanism in place to understand off indication use of your product? Factoring in these questions is critical to reduce the variation in consumer generated data. People in general are variable in their recollection of experiences. Having a way to reduce this through easy to read, easy to understand, and simple use instructions makes for a happy experience. Consumers/subjects evaluating a product will, when asked, provide valuable negative feedback as well. Ask for it, don't wait for it. It's better to understand the short comings of using your product before it hits the market. Is your product providing comfort and ease of use? If so, it will be viewed in a better light. Ask for diary comments, proof of use, have a hot line into the testing company for adverse event reporting. All of these provide subjects on your study with a positive experience which will ultimately be reflected in your data on product performance.

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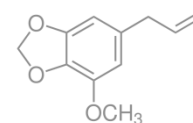
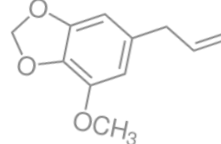
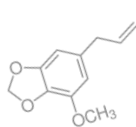
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Technical Corner

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Translate your Science and Check Regulatory Requirements

Marketing should play an integral role as a co-champion of the validation process. They should be able to translate the science to consumer language which in turn should be converted to questions used for consumer perception studies. Marketing should also understand what the competition in their particular category is saying about similar products. 3rd party labs do not make marketing claims; they provide data to support them. Your marketing team should also have a hot line to a regulatory expert in the geographic regions of where you plan to sell your product. So much for world harmonization, the individual regulatory requirements worldwide are ever growing further apart and complex. Don't spend your valuable time and resources developing a technology only to find out you can't sell it in your target region because of regulatory hurdles, restrictions on trade, and/or miss alignment with what is culturally acceptable.

Know your Data

Finally, what to do with your data? Chances are, you may be in charge of getting a 3rd party laboratory to perform some validation or claim support studies but you don't remember the first thing about statistics. Your report comes back from the lab with P values and Z scores. Paragraphs about significant and non-significant data along with ANOVA analysis...YIKES!, what does all of this mean?

Did you set up the study to have the data be understandable or are you counting on one of your science team members to make sense of it all? Is the data audited? So many times as a client, I have asked for the raw data to review and "crunch" myself to better understand the relationships. On the flip side, as a testing lab, I have had clients spend significant time and money on a study and not know what their data means or how to apply it back to the original objective of the study.

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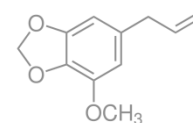
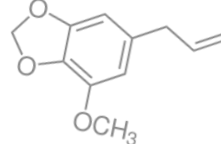
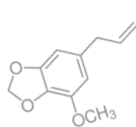
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Visit nyscc.org/suppliers-day for more information.



Technical Corner

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Final Remarks

No matter how you get to your goal, always keep in mind the fundamentals. They are so easy to take for granted and in retrospect, the lack of attention to the fundamentals is the very reason why projects don't go as planned. So, build an effective and comprehensive team, know your budget limitation upfront, manage information in and out of the team efficiently, understand the expectations and stick to the plan. Understand the needs of your customers and translate the data in a way they understand. Last but not least, know your market and consumer front to back and translate data so that they both understand it to the point at which they come back for more.



Author Biography

Michael Anthonavage is the current VP of Operations and Technology at Eurofins CRL Cosmetic Testing. Michael has 20+ years of experience in personal care product development and a career spanning background in skin biology and models and methods development. He specializes in R&D to marketing translation and claims validation, both *in vitro* and *in vivo*. Michael is an engaging public speaker and product technology advocate with an ability to marry complex ideas and concepts to various consumer needs; he is also an educator in the area of herbal studies, instructing students in the study of plant chemistry and their impact on human physiology. Michael has a number publications and patents to his name and continues to be an influential speaker in personal care, bioinstrumentation and skin testing.



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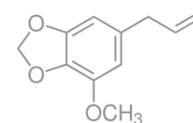
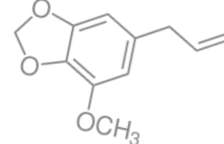
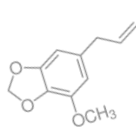


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Become more involved with our chapter by volunteering!

As a member of the board, you can gain exposure to the national SCC organization, experience in a trade organization (suitable for adding to a resume), excellent networking opportunities, and a voice in future speakers.

Please contact any board or committee member with questions or for additional details.

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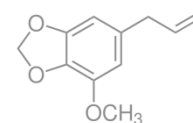
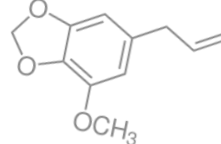
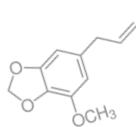
Mark Your Calendars

CTSCC 2020 Meetings

March 17
April 21
Summer – Golf Outing
September 22
October 20 (Educational Seminar)
November 17

Manchester Pipe Band
(Manchester, CT)





Member Spotlight



Yingxia Wang

Senior Scientist, Unilever
CTSCC Newsletter Editor

Membership with CTSCC since: 2018

Member of SCC since: 2012

How did you get into the industry? During my last semester of college, I had the opportunity to intern at Living Proof, an MIT hair care start-up just down the street from campus. I did rotations in Discovery, Product Development, and Analytical Chemistry. Formulation and product development really stood out to me, and I ended up working full-time at the company after graduation. Now I work at Unilever as a formulator in skin care.

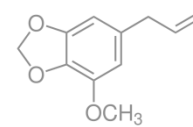
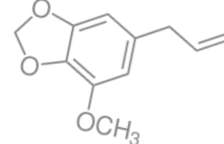
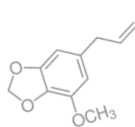
What's the best part about your job? I love that formulation is a mixture of science and art. Having a firm grasp of the technologies behind each component of the formula is crucial, but sometimes you get to go with your gut and come out with something amazing too. Seeing your products on-shelf at Sephora or Target isn't bad either.

What's your favorite event that CTSCC hosts? The day-long educational seminars, usually held in October, are my favorite. They're a great chance to get out of the office for a day and get a deep-dive or refresher on a relevant topic to our jobs. Since joining CTSCC, I've attended a session on Polymers and another on Formulation, both of which were excellent.

What advice would you give to someone just starting out in the industry? I would say seek out as many education opportunities as you can early on. This can be through networking with industry professionals, working toward a graduate degree, or asking questions of the people around you. There's lots of ways you can apply your skills in this industry – through formulation, consumer science, analytical chemistry, technical sales, to name a few. I felt that I had a great start in the industry from working at a small company, where I got to wear a lot of different hats and learned so much in the process.

Favorite restaurant in Connecticut? I still consider myself new to Connecticut so I am still searching for my favorite! I recently celebrated a birthday at OKO in Westport and it's a stand-out so far.





Snapshots from January Meeting

Talk: Modern Preservation by Susan Pungitore, Symrise

Photographer: Rana Zaki



We look forward to seeing you at our March meeting!

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Extended wear resins
D5 alternatives
Pigment dispersants
Gloss additives

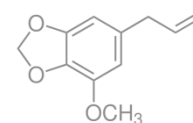
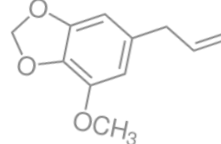
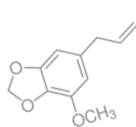


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Sponsorship Opportunities

Looking for a way to gain more exposure to CTSCC members and contribute to the chapter? Consider sponsoring a monthly meeting! Sponsorship opportunities are still available for the fall. Contact any board member for more details.



April Meeting Details

CTSCC Monthly Chapter Meeting

Challenges of Developing Natural Cosmetic Products

April 21, 2019

Unilever Conference Center
45 Commerce Drive
Trumbull, CT 06611

Registration: 5:30 – 6:00 pm

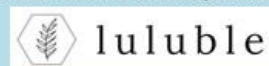
Dinner: 6:30 pm

Speaker: 7:00 pm



Speaker:

Luciana Coutinho
Chief Product Officer, Luluble



Abstract

Natural cosmetic products are in an uprising trend in the past decade and cosmetic companies around the globe are seeking to develop and launch their own “natural” version to either align with their brand essence or to draw the attention of green-seeking consumers who are looking for this type of offering. Yet, developing natural cosmetics is filled with complexities due to the simple fact that cosmetic products do not exist in nature. This talk will address some of the major challenges in developing cosmetics that are claimed “natural”. It includes defining what is natural and the challenges around creating products that are functional, safe and beautiful.

Biography

The passion for cosmetics is what led Luciana Coutinho to successfully develop and launch over 1,000 cosmetics, OTC, and medical device products all over the world.

Luciana has over 20 years of experience in the CPG industry, holding several positions at Avon Products, Reckitt Benckiser and Prestige Consumer Healthcare. She led R&D product development laboratories, mentored scientists, earned awards and recognition for her work. She managed and expanded numerous brands including Summer’s Eve, Nix, Little Remedies, Clearasil, Dettol, Avon Sun, Skin So Soft, Moisture Therapy, and AvonMen.

She is the Founder and Chief Product Officer at luluble, currently consulting in the natural and organic skin care, personal care, feminine hygiene, and pet care sectors. Her focus is on technical product development and brand strategy for the cosmetic, OTC, and medical device industry.

Luciana is an active member of the New York Society of Cosmetic Chemists, chairing programs and participating as guest educational speaker. She holds a B.S. in Chemical Engineering, a Certification in Cosmetic Technology, an M.S. in Analytical Chemistry.



CTSCC Monthly Meeting Registration

Online at www.ctscc.org

Email Cynthia at cvalovich@zotos.com

Chapter Meeting Cost

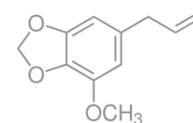
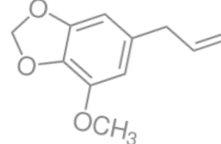
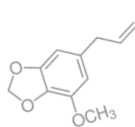
SCC members: \$45

Non-members: \$50

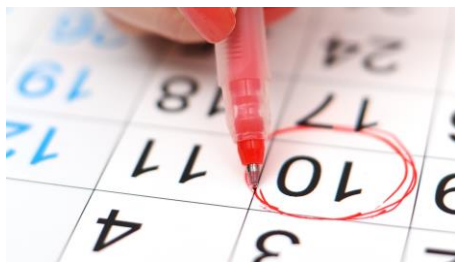
Students and Unemployed: \$35



Thank you to our April meeting
Sponsor!!



Upcoming Events



March

12 – NYSCC: Skin Microbiome

- ★ 17 – CTSCC: Formulating Sustainably (Norwalk, CT)

April

8 – NYSCC: Digital Algorithms

- ★ 21 – CTSCC: Natural Cosmetics Products (Trumbull, CT)

May

5-6 – NYSCC Supplier's Day

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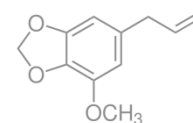
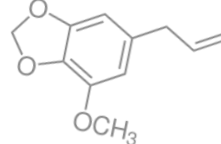
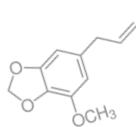
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January meeting photos cont.

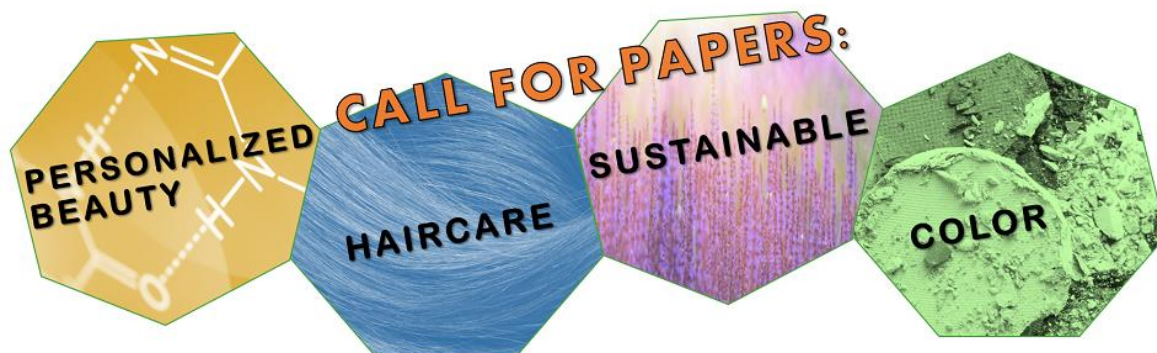


Attendees enjoyed preservation (and Super Bowl!) trivia, along with dinner at The Water's Edge.





From SCC Headquarters



The SCC Headquarters has begun planning the **74th Annual Scientific Meeting & Showcase (SCC74)**, convening December 15-16, 2020 in NYC at the Sheraton NY Times Square. **All scientists, academicians, policy makers and other stakeholders in the cosmetic and personal care community are invited to submit an abstract** of original work, lab demonstration or case study for consideration to present as a podium lecturer.

PODIUM ABSTRACTS | DEADLINE MARCH 31, 2020

All accepted Podium Presenters will receive a complimentary One Day Access Registration to the Annual Scientific Meeting.

The SCC is looking for submissions covering new or novel ingredient, process, and formulation technologies; sustainability; regulatory; safety; and/or testing and claims, covering both basic and advanced knowledge levels within the following topic areas:

Beauty Personalization & Technology

Color & Optical Effects

Cosmetic Dermatology: Skin Microbiome & Epigenetics

Hair Care Innovation & Market Trends

Natural/Sustainable in Cosmetics & Personal Care

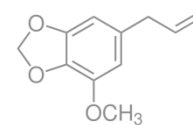
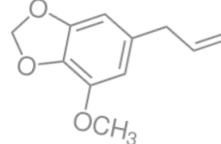
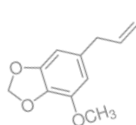
Sun Care and Beyond

Technologies & Trends in Ingredients

and other cutting-edge topics

PLEASE NOTE: Any abstract not selected for a podium presentation will be eligible as a poster/tabletop in the exciting and ever-growing Exhibitor Showcase.

Visit <https://www.scconline.org/call4papers> to learn more!



Connect with area professionals through the newsletter!

Do you have an **employment opportunity** in the Connecticut area or beyond?

Is there a **technical article**, raw material insight, relevant writing, or other piece you'd like to share with the community?

Have you captured **photos** at CTSCC events?

Please contact Yingxia Wang to be featured in the newsletter (yingxia.wang@unilever.com).

Are you interested in supporting CTSCC with a newsletter **sponsorship**? Please contact Michele Margherita for more information (mmargherita@brenntag.com) or visit ctsc.org/advertising.

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Photo of Hartford by Ilirjan rrumbullaku (Flickr)

We are a chapter of the National Society of Cosmetic Chemists. The National Organization is dedicated to the advancement of cosmetic science. The Society strives to increase and disseminate scientific information through meetings, continuing education courses and publications. For more information please make sure to visit our website: www.ctsc.org