

nutmeg newsletter



November 2021

C T S C C C o n t i n u i n g E d u c a t i o n C o u r s e

Sustainable Cosmetic Product Development

**Tuesday, Nov. 30 &
Wednesday, Dec. 1, 2021**

Course Cost

SCC members: \$75

Nonmembers: \$100

Students: \$25

Registration

Online Link

<https://www.sconline.org/Education/Courses/2021/CT-Sustainable-Cosmetic-Product-Development>

This course will be a rebroadcast from April 2021 and is open to all CTSCC members, and any non-members that are CT residents. It will run Tuesday, November 30th and Wednesday, December 1st from 11am-2:30pm (with a 30 min lunch break every day). Access to the recorded course will also be available on-demand for 2 weeks after the event.

Course Description The consumer market has evolved over time along with the global green movement. Today's consumers are conscientious buyers who do not simply buy into a green image; they want to see proof that the manufacturers are engaged in business practices that would ensure a common, sustainable future for all, in both economic and ecological sense. In short, they demand reassurance and actual substantiation of sustainability. This course will provide an overview of this socio-economic trending and how it is shaping the behavior and practices of both consumers and manufacturers alike in cosmetic/personal care product development.

Instructor Wen Schroeder is the founder and president of SEKI Cosmetics. She is key expert for the ASEAN-EU Programme for Regional Integration Support in cosmetic & pharmaceutical GMP and testing. Ms. Schroeder is scientific advisor to Taiwan External Trade Development Council and had served for the Personal Care Products Council. She is active in the Society of Cosmetic Chemists and the Regulatory Affairs Professional Society. With 20+ years of industrial experience, 30 US patents and numerous publications, Ms. Schroeder is an internationally recognized lecturer on cosmetic science & regulatory affairs. Her lecture topics cover a wide range of areas from chemical management, biocide regulations to food, drug and cosmetic law. Ms. Schroeder is the editor of Sustainable Cosmetic Product Development by Allured Books, as the first comprehensive technical reference work in this field for the cosmetic and personal care industry.

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Letter from the Chair

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Dear CTSCC members and friends,

Happy November! It seems like overnight the cooler weather has rolled in, and holiday plans are being finalized. While our board has made the difficult decision to close out our 2021 year without an in-person celebration, there are several other SCC events to look forward to! The NYSCC is hosting Suppliers Day November 10-11 at the Javits center in New York, with a virtual day on November 12. In New York December 13-15, the 75th annual SCC Scientific Meeting and Showcase will be hosted both onsite and online. These are amazing events celebrating not only the scientific knowledge and evolution of our industry, but also the comradery and friendship that makes this industry so fun to be a part of.

In lieu of our normal in-person educational seminar this year, we are excited to provide our members the opportunity to attend a SCC CEP course virtually. *Sustainable Cosmetic Product Development* by Wen Schroeder is a course covering topics which are very top of mind to every formulator today. We will be hosting this course over 2 days, and anyone who registers will have access to the recorded course on demand. This is a great opportunity to expand your knowledge from the comfort of your own desk, and we hope you'll join us on November 30th. Check out our website for more information!

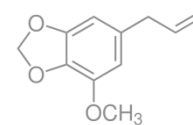
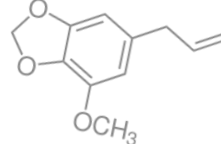
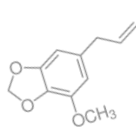
Finally, I would like to thank our CTSCC board and members for supporting our chapter (and me!) through the last two years. It has been tricky navigating all the changes coming our way, but it has been much easier with our tremendous board members. If you would like to join our board, we are looking for a newsletter editor and website chair for next year. This is a great entry way into joining our team, and I promise it is a great team! The experience I've gained and connections I've made being a part of this group in unparalleled and I would recommend it to anyone who is interested! Please reach out to any board member for more information.

I have thoroughly enjoyed my time as chair and am very excited to hand over the reins to Faith Corbo, our 2022 chair, and Nina Miotto, our 2022 chair elect. Thank you both for your encouragement and friendship during my time as chair! We're already looking into our 2022 schedule and can't wait to see everyone again. Have a great rest of the year and hope to see you all at our CEP course this month!



Jen Macary

2021 Chair, Connecticut Chapter
Society of Cosmetic Chemists



Technical Corner

This article was originally published on the NYSCC blog.



Beauty Tech in Hair Care

Dr. Amber Evans

Technology touches every aspect of our lives, and the influence of technology in beauty and cosmetics has grown in recent times globally, becoming a quite interesting playground of opportunity for consumers, big multinational brands, and entrepreneurs. There have been increasingly more examples of beauty tech advancements in skin care; however, offerings for beauty tech in hair care have been limited in comparison. This blog provides an overview of beauty tech and examples of how technology has advanced the consumer beauty care experience, specifically within the hair care space.

Exploration of Beauty Tech

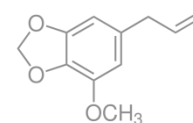
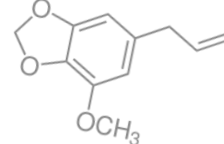
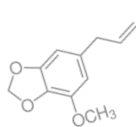
From a global perspective, beauty tech and innovation has been popular in Asia, with advancements making their way west as consumers become more advanced, engaged, and open to new things. At the core, all consumers desire the same thing – efficacy. I think of beauty tech as an opportunity to empower consumers to have a more meaningful, convenient & effective beauty care experience. This can be achieved through multiple channels: devices, artificial intelligence (AI) and augmented reality (AR) to name a few.

Devices

A beauty device is any electrically powered hardware that is used for a specific purpose within the beauty or grooming experience. Consumers are most familiar with devices given their use of styling implements such as blow dryers, flat irons, hot rollers, etc. The global beauty devices market is expected to grow from roughly \$39 billion in 2018 to \$107 billion by 2024 (1). A highlight of interesting devices for hair care follows.

Independent beauty tech company, THE MOST, offers two innovative devices that address convenience and care in the styling of textured hair. **The Mint** is a tool that allows the user to insert prefilled cartridges, “Mint Minis,” of hair products, into The Mint, which then heats the product and dispenses it from the device’s bristles (2, 3). The result is a quicker grooming experience due to simultaneous product application and detangling, a step that can generally take a while depending on the curl pattern, length, and density of the hair. From an automated mechanical perspective, the company has developed the **Knot Your Average Sonic Detangler Brush**, a brush with comb-like bristles that oscillate to efficiently detangle curly and coily hair.

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Technical Corner

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Devices that address hair concerns such as growth and scalp health are penetrating the market due to increased consumer focus in these areas. Cosmetics Design-Europe recently reported on one such example – the Verdure **LED Hair Regrowth Scalp Activator**, a device that uses light stimulation and ionic vibration to help stimulate hair growth (4). Another example is the **BeautyBio GloPro Scalp Attachment**, a tool that reportedly supports the appearance of hair growth through the microneedling action of the device. This scalp stimulation helps to reawaken the scalp, promote blood and nutrient circulation, and reduce buildup. Additionally, there is considerable patent activity for upcoming hair growth devices (5).

As sustainability is a key driver for innovation, some companies have leveraged technology to impact areas such as water usage and waste (6). L'Oréal has collaborated with Gjosa to devise a water-saving showerhead and dispensing system for salons and future home use. The **L'Oréal Water Saver** works by a water micronization technology; micronized product is mixed into the high-pressure, small droplet water stream of the showerhead, thereby resulting in up to 80% reduction in water usage vs. a standard showerhead (7). The **Réduit One** hair and skin care device addresses waste reduction by utilizing pods containing concentrated ingredients, and a dispensing mechanism that delivers the product in a mist of tiny droplets. The benefit is improved efficacy and 20 times less waste vs. standard products (6). The 5 mL Hairpods (and Skinpods), which are equivalent 200 mL or 50 mL of standard hair or skin care products, respectively, can be returned for recycling when they are empty.

Artificial Intelligence (AI)

Artificial intelligence (AI) and automated data processing has enabled beauty tech to do remarkable new things. AI works by mining data to offer personalized solutions. A relatable example of this is Lancôme's make-up mixing station which works as follows: a customer's skin is evaluated by a colorimeter, the color data is processed using an algorithm that then outputs the best combination of pigments to produce the consumer's perfectly matched shade of foundation.

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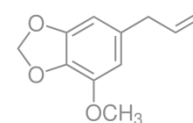
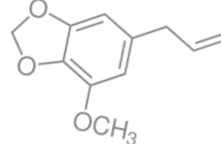
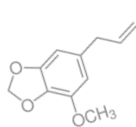
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Technical Corner

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For hair care, AI has been particularly useful for diagnostic tools and product recommendations. **Hair AI** by John Paul Mitchell Systems consists of a scanner/zoom lens that can be attached to a smartphone camera and an app that then analyzes the image of the hair and scalp to provide insight such as condition and relevant products. This diagnostic tool is specifically for use by hair care professionals. **Myavana** is a platform and app that provides personalized hair care product recommendations and guidance to subscribers with textured hair using a combination of AI, technical analyses of the subscribers' hair and one-on-one stylist consultations. Additionally, the latest offering from Myavana is an app that utilizes image recognition technology and AI to analyze an image of the consumer's hair for the purpose of recommending suitable products (8).

Augmented Reality (AR)

Augmented reality (AR) is a technology in which a new experience is simulated based on the overlay of information and virtual objects on real-world scenes in real-time (9). That new experience could be as simple as a new appearance (think applying a filter that adds features such as eyelashes to your favorite selfie) or as complex as interacting with products in a store. A useful example of AR in hair care is virtual hair color apps such as **Clairol MyShade** and the **Milton Reed "Try On" Tool**. These tools provide consumers with the valuable and convenient experience of "trying on" different hair colors before committing to a coloring treatment with potentially long-lasting effects. Simply upload a picture or live stream from your smartphone! The key opportunity for AR in the future will be in creating fully immersive shopping and wellness experiences (10).

Conclusion

Beauty tech centers on leveraging advanced technical capabilities to address a need and introduce convenience and personalization to the beauty care experience. I hope this blog inspires readers to think of the untapped opportunities that exist in hair care, for which the use of technology such as devices, AI and AR can offer advancement. The cosmetic industry has done a great job of delivering chemistries and formulations to address consumer needs, and the compliment of technology will propel us even further in our quest to deliver next level hair care benefits and experiences. Beauty tech can offer viable solutions for improved care and efficacy, inclusivity / personalization, and sustainability in the beauty industry.

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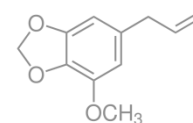
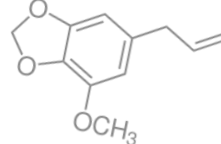
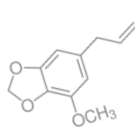
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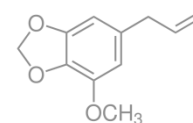
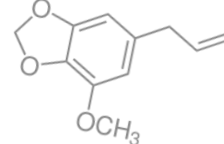
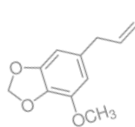
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Technical Corner

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Dr. Amber Evans is a cosmetic industry professional with over a decade of experience in research and innovation. In her current position as Senior Manager of Product Development at Moroccanoil, she leverages her technical expertise to help drive the global launch of prestige hair & body care products. Prior to Moroccanoil, she worked as a development scientist at ingredient supplier BASF Corporation, where her contributions spanned multiple market segments, including hair, body, and oral care. She also previously supported initiatives such as upstream research for hair colorants and clinical testing for skin/shave care applications at Procter & Gamble.

Dr. Evans holds a Ph.D. in Pharmaceutical Sciences (Cosmetic Science focus) from University of Cincinnati and a B.S. in Chemistry from North Carolina Agricultural & Technical State University. She has authored hair care research publications, contributed content to *NaturallyCurly.com*, the leading resource for textured hair care, and featured on multiple platforms that support aspiring scientists and early career professionals. As a mentor, active member of the Society of Cosmetic Chemists (SCC), peer reviewer for the *Journal of Cosmetic Science* and editorial advisory board member for *Global Cosmetic Industry (GCI) Magazine*, Dr. Evans is dedicated to influencing the progression of the cosmetic field.

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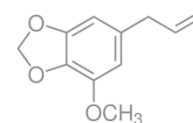
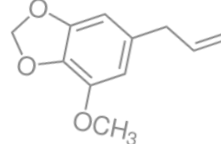
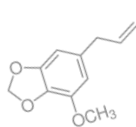
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Member Spotlight

This month, we learn more about Dan, who tirelessly plans the CTSCC golf outing every year (outside of pandemic times).

Dan O'Neill

**Sales Group Vice President, Personal Care
Charkit Chemical Company**

Member of CTSCC since: 2000?

Member of SCC since: 1997?

How did you get into the industry? What's the best part about your job?

I was looking for a sales job after graduating with a degree in Marketing and ended up in the PC industry after a quick search. I like working with and developing relationships with people. Obviously Sales is a great space to be in and this industry is one of the best!

What's your favorite event that SCC (typically) hosts?

There are a few: Supplier's Day (both NY and California) and the various golf outings put on by the chapters. I look forward to getting back out there after the last 19 month.

What advice would you give to someone just starting out in the industry?

Take advantage of all that is offered to you. You can start with your local chapter of the SCC obviously. Some of the most innovative products are being formulated and marketed in the Personal Care/Cosmetics industry right now. There have been so many times over the years when people ask me what I do. I tell them that I supply the ingredients that are on the back labels of their favorite skin care/cosmetic products, and they are like "WOW, how did you ever get into that?" It's a very interesting industry to say the least.

How do you see the pandemic impacting our industry for the long term?

I think the biggest impact will be the supply chain issues we are currently experiencing. They are going to be in place for the foreseeable future unfortunately. This is not exclusive to our industry, but the world-over. So it will be a challenge to get the materials, ingredients, packaging, etc... to everyone on a timely basis in the quantities that they require. We will get through it though!!!

Fun fact about you?

I have a Black Lab named Stanley who has literally not left my side while working out of my home office since March 2020.



Favorite restaurant in Connecticut?

I can't say I have one favorite. I have a few locals (in the Wilton/Norwalk area) that have grown on me during the pandemic with take out and now full service.

What are you most looking forward to in the next year?

This is an EASY one-Getting out and seeing everyone again!

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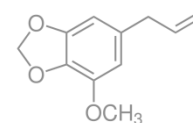
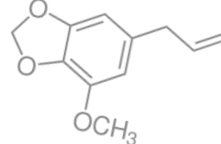
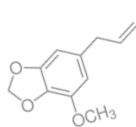
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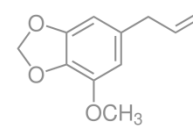
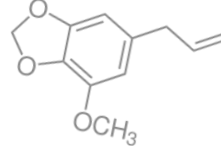
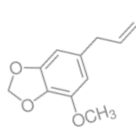
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