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Based on nearly 30 years of Personal Care industry experience spent in Research & Development, Marketing, Strategy/Market Research/Acquisitions, and Technical Sales – focusing on:

- >Formulating for Efficacy™
- >Emulsion Science Solutions
- >Adaptive Aesthetic Design™

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- (1) **Formulating for Efficacy™**
 - Many formulations contain 'active' ingredients, but are the formulations truly efficacious? This course provides a look into the science of active delivery and how to tailor a formulation for maximum efficacy based on the physico/chemical properties of the active; introducing and demonstrating exciting new software which can be used to enhance and accelerate the process (1 day)
- (2) **Emulsion Theory and Practice (keeping it all together with style and grace)**
 - Much is to be gained in taking a step back and looking into the science of emulsification, and broadening the horizons as to the types of emulsifying systems that are available; The course will group emulsifiers based on stabilization mechanism and enlighten as to the formulation process used for each and elucidate the benefits and weaknesses associated with the various types; this course can include a very useful interactive laboratory session (1 or 2 days)
- (3) **Accelerated Aesthetic Design Experience**
 - The aesthetics of a skin care product are critical to its long-term success and profitability; in two short days a group can go from market brief (defined ahead of time by customer) to market ready base, especially if Marketing and Formulation can be involved in the exciting *Accelerated Aesthetic Design Experience* (2 days)
- (4) **Formulating (Creatively) using only Monographed Ingredients**
 - Formulating topical products is a challenge – formulating topical drug products is a greater challenge – formulating topical drug products using only monographed ingredients is quite a more difficult task – formulating creatively under these restrictions may seem too much to ask – not really; this exercise will go over methods whereby a wide range of aesthetics can be developed, all with the stability and drug efficacy (maybe greater) that is expected and demanded; in the end, a topical product that does not offend, but rather, excites aesthetically will have much greater patient compliance and thus opportunity for effectiveness – includes lab exercises (3 days)
- (5) **Sunscreen Technology and Formulation**
 - Sun protection is not just for the beach anymore; This course goes into the science of sun filters and shows the many ways in which sun protection can be enhanced through the use of innovative ingredients and formulation techniques (1 day)
- (6) **Cleanser Formulation**
 - It is easy to formulate a cleanser that cleans – it is more difficult to formulate a cleanser that excites and does not irritate the consumer; this course will outline the materials used in cleansing systems and show the formulator techniques necessary to create cleansers that look nice, smell nice, feel nice, foam nice(ly) , flow nice(ly)...and clean (1 day)
- (7) **Skin Care Product Formulation**
 - Our skin is the largest and one of the most important organs of our bodies; This module will review the basics of formulating leave-on and rinse-off products designed specifically for the skin (1 day)

(8) Surfactant Science and Application

- One cannot formulate an emulsion or cleanser (well) without an understanding of the function and chemistry of surface active materials; this course will review the classes of surfactants based on charge, and outline the formulation basics concerning the use of these vital materials (1 day)

(9) Cosmetic Raw Materials

- Sorting out the vast world of ingredients that are used in cosmetic formulations can be a daunting challenge; this course will bring out the major ingredients and suppliers in over 15 different effect categories (1 day)

(10) Skin Care Product Design Process Experience

- Designing a topical skin care product and bringing it to market can be an arduous, time consuming process, often resulting in limited satisfaction for all parties involved (Formulators, Marketing, Manufacturing, others); this workshop will offer a method which should streamline the process, encourage better communication, and result in the formulation and manufacture of skin care products that excite the consumer (1 day)

(11) The Personal Care Market

- Though we use these products every day, the personal care market can be daunting to the outsider; this presentation will focus on the various personal care product categories, routes to market, and, most importantly, the companies that compete in this fascinating marketplace (1 day)

(12) The Personal Care Ingredient Market

- Entering the personal care ingredient market is not for the faint of heart; this discussion will outline the ingredient categories by effect, and identify the major and minor players currently involved in this dynamic, high-value market (1 day)

(13) Increasing Corporate Creativity Experience

- In any industry, what sets companies (and individuals) apart is not merely technical proficiency, but the ability to creatively solve problems and come up with new ideas; this course will propose concepts and methods for changing the way we think and act, as organizations and individuals – based in part on the bestselling book by Jonah Lehrer “Imagine: How Creativity Works” (1 day)