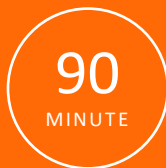


Four Key Elements of Moisturization

Optimizing for Maximum Moisturization Performance

DIRECTED BY

Eric Abrutyn — Founder TPC2 Advisors Ltd., Inc., consultants to the personal care industry



ACCREDITED
COURSE

Course Topics Include:

- Ingredient Combinations
- Do's and Don'ts
- Tests for the Best Data

about the course

The market is flooded with hundreds of new ingredients claiming to have moisturizing properties each year. Sorting through these options and finding the right ingredients to meet consumer expectations (such as long-lasting hydration, reduced blemishes, and no cracked skin) can be a daunting task.

Participating in our 90-minute accredited webinar can alleviate this struggle by:

1. Providing clear guidance on selecting the right ingredient combination (including humectants, emollients, and moisturizers) based on their functional performance.
2. Offering expert advice on formulating Do's and Don'ts to enhance skin conditioning, based on real-world formulations.
3. Teaching participants how to objectively assess topical hydration, skin elasticity, and degree of flaking (scaling).

who should attend

This course will be especially beneficial for Formulators, R&D Managers, Technicians, Sales & Marketing personnel in charge of skin care products and working with ingredients like moisturizers, humectant, and emollients actives.

learning objectives

Upon completion of this course, you will be able to:

- Use key moisturizer ingredient combinations to enhance performance and extract out their full-value added-benefits ... how to use them now for current applications as well as future projects
- Formulate combinations of ingredients to create a synergistic improvement on clinical and consumer observable moisturization ... so attendees will be able to sort through all the noise of supplier claims
- Explain how to performance test benefits to demonstrate they are being delivered from the product ... so attendees will know which tests provide the best data to demonstrate targeted moisturization

course outline

Review of Learning Objectives

Module 1: Definitions, Background, Moisturization Elements

- Skin Physiology – Understanding what works where

Important Definitions:

- Moisturization-Natural Moisturizing Factor
- Humectant, Occlusivity, Keratolytic, Emolliency
- Real-life formulation examples
- Practical tips & tricks

Module 2: Skin Moisturization Performance Testing

- Trans-epidermal Water Loss (TEWL)
- Conductance (Galvanic skin response)
- Observer Dryness
- Desquamatory
- Review examples of moisturizers utilizing skin care moisturizer commercial product

Question and Answer Session

Assessment Opportunity

course instructor

Eric Abrutyn is a 1980 graduate of New York University-New Paltz with a Masters in Chemistry and 1970 graduate from C.W. Post College/Long Island University with a B.S. in Chemistry. He has over 51 years of experience in the personal care cosmetics industry. Over that last 12 plus years, Eric has used his consulting firm, TPC2Advisor's Ltd., Inc., to focus on utilizing his extensive and diverse experience to support clientele in the areas of: (1) antiperspirant technology and application, (2) siloxane polymer technology and application, (3) skin and hair care ingredient selection, formulation and applications, (4) Personal Care Cosmetic labeling and global regulations, and, (5) Technology Strategic planning and Ideation.

Prior to starting his own consulting firm – TPC2Advisor's Ltd., Inc. – Mr. Abrutyn was involved in innovation for over 40 years. Starting out as R&D Director at Wickhen Products Inc., he developed new classification of emollient esters, antiperspirant actives, and controlled release polymer entrapment technology. He then moved on to be Senior Technical Scientist for Dow Corning, focused on technology and application of functional siloxanes. He later moved to consumer goods innovative development at Kao Brands where he was involved in reinventing the Curel® and Ban® brands before working on innovative technology for the John Frieda brands. He is currently a consulting member of the International Nomenclature Ingredient committee (membership for over 27 years).

Accreditations



International Accreditors for Continuing Education and Training (IACET)

Cobblestone has been approved as a CEU Accreditor by IACET and awards CEUs for participation in qualified courses. Cobblestone has demonstrated that it complies with the ANSI/IACET Standards and is authorized to offer IACET CEUs for its programs. CEUs will be awarded for participation in Cobblestone's courses at the rate of .1 CEU per contact hour upon successful completion of the entire course and 70% accuracy in the required Learners' Assessment. A minimum score of 80% is required for all courses within a Cobblestone Certification Program. This course offers a total of 1.5 contact hours, or .2 CEUs. For further information, visit www.iacet.org