

Antiperspirant and Deodorant

Green Technology for Wetness and Odor Control

DIRECTED BY

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ACCREDITED
COURSE

Course Topics Include:

- Physiology of the Axillae
- Underarm Odor Control Key Requirements
- Regulatory Challenges
- Chemical, Physiological, and Formulatory Aspects
- Evaluating Products for Market Acceptance
- Stability Protocol and Claim Support

about the course

Underarm actives for wetness (antiperspirants) and odor control (Deodorants and Deo-Cologne's) continue to evolve as consumer grooming habits change, global regulations impact what can be sold to consumers, and changing emotive perceptions of safety and acceptable actives tie in with new scientific information about safety. This was demonstrated in the 1970's with the banning of fluorocarbons, perception about absorption of aluminum into the blood stream in the 1980- 1990's morphed underarm grooming from antiperspirants to deodorants, global restrictions being placed upon Volatile Cyclosiloxanes such as D4 and D5, and now with the push for more natural products (specifically not containing aluminum). The current trend in the marketplace is to remove ingredients that are perceived as unhealthy, potentially unsafe for long term use on the body, or not environmentally sound, or plant-based resource renewable.

This 2-hour accredited course will focus strictly on the trend toward to more natural green technology for Deodorant odor control. There is a need to develop truly odor fighting control in the axillae that meets all consumer needs looking for a more natural plant base green technology. Most products on the market still utilize older technologies in very classical antiperspirant and deodorant delivery systems. By taking this course you will learn more about what alternative approaches can be used to enhance 24-48-hour odor fighting properties in elegant cosmetic formulations and deliver systems.

who should attend

This course was designed for professionals in the cosmetics and personal care industry. It will be especially valuable to those working in departments such as Research and Development, Product Formulation, and all those involved in meeting the regulatory challenges involved in deodorant product development and marketing.

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|----------------------|--------------------------|
| • Formulators | • Raw Material Suppliers |
| • Brand Managers | • Marketing |
| • Regulatory Affairs | |
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learning objectives

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

- Define the categories of underarm deodorants
- Outline the fundamental concepts of the chemical, physiological and formulary aspects of deodorant technologies and markets
- Discuss functional actives and physiology of underarm axillary
- Design and evaluate products for market acceptance and performance
- Develop functional DEO products, and how to measure activity
- Communicate to colleagues and associate's information concerning underarm products, performance and formulations
- Explain some of the formulary and regulatory challenges facing the industry
- Discuss the axilla underarm body odor and reduced perception of odor

course outline

Review of Learning Objectives

Module 1

- Differentiation of underarm Antiperspirants and Deodorants
- Pros and Cons of current Underarm Products Globally
- Physiology of the Axillae
- What causes Odor and Odor Pathways

Module 2

- Necessary Primers for Axillae odor controlling products
- How Deodorants are positioned in the marketplace today
- Three key requirements for underarm odor control
- Key Barriers to replacing Antiperspirants for Deodorants and choosing the best odor controlling agents

Module 3

- Applying EcoCert/Cosmos/BioPreferred/100% Free Claims
- Selection Guide for natural functional Axillae odor controlling agents

- How to formulate Current and Newer Consumer Products
- Stability Protocol and Claim Support
- Patent Review to predict future axillae odor controlling technologies

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 a 1970 graduate from C.W. Post College/Long Island University with a B.S. in Chemistry. Mr. Abrutyn has been in the personal care cosmetic industry for over 52 years, utilizing his broad based experiences as a (1) synthetic chemist to creative leader in designing novel ingredients in the field of antiperspirants, lanolin derivatives, emollient/moisturizing branched chain esters, unique patented polymeric in-situ controlled release systems, and novel functional siloxane technology; (2) Senior Scientist and Technical Brand Leader dealing with creams and lotions (formulation development, consumer focus group, clinical testing, and scale up production) and antiperspirant consumer products, and innovation specialist in hair care for a leading global consumer company; and currently a broad range experienced Personal Care Cosmetic consultant. Eric has extensively published, presented, patented, and taught in the fields of Cosmetic Ingredients selection, Underarm antiperspirants and deodorants technology and application, Emollient/Moisturizers technology and application, Polymer chemistry, novel controlled release technologies, and functional siloxane chemistry and application.

Over the last 13 years, Eric has been using his many years of experiences within his consulting company (TPC Advisors Inc.) to assist client's new formulations development, support upgrading existing formulations in the marketplace, industry support in development of new supplier brand expansion, and utilizing his experiences as past-Chair and longstanding member (currently a consultant) of the Personal Care Products Council INC committee. As it relates to this webinar, Eric has used his underarm expertise to support those looking to enter the Antiperspirant/Deodorant category with new ingredients or development of consumer formulations to participate in the ever-changing category needs.

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 2 contact hours, or .2 CEUs. For further information, visit www.iacet.org