

Formulating and Developing Contemporary Cosmetics

An Interdisciplinary Approach to Successful Strategies, from Bench to Manufacturing

DIRECTED BY

Agi Denes, Ph.D., MBA



ACCREDITED
COURSE

- The Chemistry of Cosmetics
- Formulating Cosmetics: Skin Care, Color Cosmetics, Toiletries (Hair Care, Body), Sunscreens, OTC Products
- Product Testing
- Technical Marketing & Claims
- Contemporary Concepts in Cosmetics Science and Product Development

about the course

The fast-evolving environment of the Beauty Industry is driving personal care companies to re-evaluate and redesign their portfolio strategies to meet the demand for personalized and highly efficacious products. From private label corporations or contract manufacturing companies to revolutionary independent brands, innovative concepts, and effective business solutions must be introduced to facilitate the industry's response to current demands. As such, it is necessary to have interdisciplinary skills that allow scientists and product developers to balance innovation, technical knowledge, creativity, and efficiency for the development of contemporary cosmetics.

This intensive, 12-hour, accredited training course, is designed to introduce winning strategies to develop cosmetic products that will meet the high quality and safety standards expected by today's consumers. This course will present unique tools and strategies that can be used from the early phases of formulation and product design, all the way through testing, claims design, and scale-up stages.

During the class, participants will learn about the chemistry of cosmetics, understand how to design, and formulate cosmetic products, recognize contemporary consumer trends, learn to formulate marketing claims, and learn about testing protocols that confirm final product quality. Valuable strategies will be presented allowing participants to form skills they can use in R&D/Quality/Technical Marketing/Testing settings.

Since this training is highly interactive, those attending the live training event must have a webcam on their computer equipped with a microphone and speakers/headset to fully participate.

who should attend

This course is intended for professionals from the following:

• **Industries:**

- Cosmetics and Beauty Products Development and Manufacturing
- Raw Materials Manufacturing and Supplying
- Education, Science, and Research

• **Departments:**

- Research & Development
- Product Development and Marketing
- Quality
- Manufacturing

Job Titles: Chemists; R&D Managers; Marketing Coordinators; Marketing Managers; Product Development Managers

Job Functions: Skin Care, Color Cosmetics, Fragrances, Personal Care Formulation Chemists; Quality Control Chemists; Technical Marketing Managers and Coordinators; Brand Managers

learning objectives

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

- Outline and examine the formulation of cosmetic products (skincare, personal care, color cosmetics, fragrances).
- Construct the technical aspect of the development process from the ideation stage to the finished product.
- Select scientifically proven ingredients to construct cosmetic formulas.
- Design and validate marketing claims.
- Identify product testing protocols.
- Outline the formulation of contemporary cosmetics/OTC products

course outline

Review of Learning Objectives

The Chemistry of Cosmetics

- Introduction to Cosmetic Science
- Product Categories: skin care, color products, toiletries, fragrances
- Chemistry of Cosmetic Formulations
- Cosmetic and Personal Care Products Formulation – Practical Approach and Formulation Strategies
- Raw Materials in Cosmetics

Product Testing and Marketing Claims

- Product Testing
- Design of Marketing Claims
- An Introduction to Clinical Testing and Consumer User Testing

Formulating Contemporary Cosmetics

- Analysis of Contemporary Beauty Trends
- Technical Marketing Strategies
- Formulating to Meet Contemporary Trends
- Current Regulatory Environment

Question and Answer Session

Assessment Opportunity

course instructor

Dr. Agi Denes is a highly experienced cosmetic chemist and scientist with over 20 years in the field where she brought to life novel personal care product lines that are at the intersection of science, beauty, and wellness. She has an exceptional interdisciplinary technical expertise across formulations, innovation, technical marketing, claims design and validation, testing and safety substantiation, compliance, and quality. She is using her passion to create unique, high-quality cosmetic products rooted in science and technology, considerate about the environment, and meet the consumer's values. Her areas of formulation expertise include cosmetics/personal care/OTC/beauty products for all product categories (skin care, color category, toiletries, fragrances). Dr. Denes has successfully built and implemented numerous strategies for new product design and development to meet contemporary consumer needs.

Currently a consultant in the Beauty Industry through Denes Consulting, Dr. Denes most recently served as Chief Scientific Officer for JAFRA Cosmetics, where she played a strategic role in setting and achieving scientific goals for the company, through vision and leadership across a global R&D, Innovation, and Product Development. She is a member of the Society of Cosmetic Chemists, Independent Beauty Association, and of Beauty Industry West.

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 12 contact hours, or 1.2 CEUs. For further information, visit www.iacet.org