

Cosmetic Products Development

A Practical Approach

DIRECTED BY

Agi Denes, Ph.D., MBA

90

MINUTE

ACCREDITED
COURSE

- Cosmetic Product Briefs
- Formulation to Meet Marketing, Regulatory, and Costs Targets
- Formula Development and R&D Contribution
- Testing Strategies
- Scale-Up and Manufacturing
- Regulatory Aspects

about the course

This 90-minute fully accredited course will provide a step-by-step guide to the cosmetic product development process, helping participants understand technical marketing, formulation, and testing strategies necessary to obtain efficacious, high-quality products. An “ideation-to-product introduction” approach will be presented, with technical and marketing milestones needed to be met during each critical stage of product development. The topics presented will include: learning to design a clear product brief, strategies for formula development and testing, guidelines for scale-up, and manufacturing strategies.

Participants attending the live training can ask questions and interact with the instructor. Thus, it is recommended to have a webcam on their computer as well as a microphone and speakers/headset to fully participate.

who should attend

This course is intended for professionals from the following:

Industries:

- Cosmetic and Personal Care Industry
- Cosmetics and Beauty Brands Developers
- Cosmetics R&D, Materials Suppliers
- Education, Science, and Research

Departments:

- Product Development
- Marketing
- Research & Development

Job Titles: Brands and Manufacturers in the Cosmetics Industry; Product Development Managers, Chemists; R&D Managers; Marketing Coordinators; Brands and Manufacturers in the Cosmetics Industry

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

learning objectives

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

- Design a "Product Brief" to initiate the development of a new cosmetic product.
- Identify the role and function of the R&D team in creating a formula and a product prototype.
- Evaluate the testing needs to confirm product meets safety, quality, and marketing claims.

course outline

Review of Learning Objectives

Module 1

- Strategies for Creating a New Cosmetic Product Brief
- Practical Examples

Module 2

- Creation of "Paper Formula"
- Selection of Raw Materials and Call-Out Ingredients
- Laboratory Prototypes

Module 3

- Formula/Product Testing Strategies
- Scale-Up and Manufacturing
- Regulatory Aspects

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 meeting 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 1.5 contact hours or .2 CEUs. For further information, visit www.iacet.org