

# Hair Product Development

An Intensive Review of Technical and Formulation Aspects

DIRECTED BY

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12

Hours

ACCREDITED  
COURSE

- Fundamental Properties of Hair
- Products, Properties and Raw Materials
- Technologies and Challenges Relevant to Product Development
- Techniques for Claim Substantiation
- Marketing Trends

## about the course

This 12-hour accredited course provides a review of the main marketing trends in hair care, followed by an analysis of the fundamental properties of human hair related to cosmetic treatments. The most advanced concepts on hair biophysics, composition, architecture, shape memory properties, and their relation to hair function and cosmetic aspects will be first reviewed. Subsequently, the basic science of shampoos, conditioners, styling products, hair colorants, hair reactive chemistry, and products for changes in hair shape, etc., will be thoroughly covered.

In addition, for each product category, a thorough review of the foremost raw materials presently used in the industry will be discussed. In this manner, scientists, formulators, and marketing professionals will quickly become familiar with the science of hair, products, properties, raw materials, and challenges related to the hair care cosmetic industry.

Finally, at the end of the course, a critical analysis of the methodology used for hair claim substantiation will also be addressed. An all-participants interactive session has been developed that is dedicated to the design of typical hair care products from the knowledge gained within the course.

Experience top-notch training LIVE from an industry expert that goes beyond traditional lectures. You will engage in an interactive and stimulating learning experience that will help develop the skills needed to excel in the field.

Those attending the LIVE training event must have a webcam on their computer equipped with a microphone and speakers/headset to fully participate.

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## who should attend

This course is an introductory course for beginner formulators, marketing personnel, or those with some experience who have the desire to quickly widen their level of knowledge and become familiar with the marketing, technical, and claim substantiation issues related to hair product development such as:

- Analytical chemists
- Microbiologists
- Scientists
- Technicians Personnel in research and development, sales, marketing, and labeling will find this course very valuable.

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## learning objectives

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

- Compare the worldwide hair care markets
- Identify new trends within the market
- Recognize the chemical and physical properties of hair related to cosmetic treatments
- Illustrate the differences and classifications of raw materials for hair care applications
- Interpret the technological challenges for product development in hair care
- In addition, an interactive case study session will provide practical formulation exercises

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## course outline

### Review of Learning Objectives

#### Trends in Hair Care:

- Overview of US and worldwide hair care markets
- Main marketing driving forces and new trends
- Global marketing dynamics in hair care

#### Fundamentals of Hair Biophysics:

- Hair biology
- Hair chemical composition
- Hair architecture and mechanical properties
- Hair surface

#### Hair Shape Cosmetic Behavior

#### Hair Assembly Behavior

#### Fundamentals of Hair Care Formulation:

- Basic introduction to surfactant science
- Shampoos
- Conditioners
- Styling aids
- Hair reactive chemistry
  - Perms
  - Relaxers
  - Hair Color

#### Review of main techniques for claim substantiation

#### Challenges to hair care innovation

**Interactive Session:**

- Formulating a shampoo
- Formulating a conditioner
- Formulating a styling product

**Question and Answer Session****Assessment Opportunity**

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**course  
instructor**

**Manuel Gamez-Garcia** received his Master's degree in Electrochemistry from the Tokyo Institute of Technology in Japan, and his PhD in Engineering Physics in the field of Polymers from the Ecole Polytechnique in Montreal, Canada. He has held the positions of Manager of Claim Substantiation at Croda, Inc., Applications Manager Personal Care at Dow Chemical/Amerchol Corporation, Hair Care Manager at Firmenich, Inc., Senior Research Scientist at Ciba, Group Leader Hair Care R&D at BASF, and Research Fellow at Ashland Specialty Ingredients in charge of Hair Care Upstream. Dr. Gamez-Garcia is the author of numerous publications on hair physical properties, hair damage, hair conditioning, and delivery of actives from shampoos. In 2000, he received the SCC Award for the best published paper from the Society of Cosmetic Chemists, and in 2011 he received the Shaw Mudge award for his work on hair straightening and heat damage. Currently, Dr. Gamez- Garcia is an instructor for the Graduate School of Natural Sciences at Fairleigh Dickinson University.

**additional  
faculty**

**Patricia Mayer** received her Master's in Business Administration degree in Marketing from Rider University and her B.S. in Chemistry from Georgian Court College.

For seven years she worked for Henkel Corporation as a Personal Care Marketing Manager specializing in the areas of hair care and body care with an emphasis on surfactants, proteins, and vitamins. Following this she held the position of Global Marketing Manager for Hair Care at Amerchol/Dow Corporation, specializing in hair conditioning polymers and thickeners. Currently, she is Director of Global Technical Marketing for Vantage Specialty Ingredients specializing in the areas of hair care and skin care with emphasis in delivery systems and specialty additives.

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**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](http://www.iacet.org)