

COSMEGRAM

APRIL 2017 • VOL 47 | ISSUE 4



society of
cosmetic chemists
CALIFORNIA

EDUCATIONAL HOUR



FDA AND FTC ENFORCEMENT ACTIONS AND CONSUMER CLASS ACTIONS

Ronie M. Schmelz
Tucker Ellis, LLP

The presentation will focus on FTC guidance for advertisers and advertiser's responsibilities when making claims (including claims made through social media); and recent cases, including some examples of recent types of deceptive claims in the cosmetics area (including skin, hair, "slimming," and "all natural" claims). Ronie will also discuss the significant increase in FDA Warning Letters in 2016 and provide examples of cosmetic claims challenged by FDA. And finally, she will discuss the attention cosmetic and skin care companies have attracted from consumer class action lawyers and provide examples of some of the cases plaguing the industry.

...continued on page 3

DINNER HOUR



FORMULATING ANHYDROUS AND COLOR COSMETICS IN TODAY'S MARKET

Steven Puleo
Koster Keunen, Inc.

The global requirements for anhydrous and color cosmetics continue to expand adding more challenges to the formulation bench. The consumer demand for unconventional cosmetics and natural products necessitates that both textures and structures are stable and globally reproducible. Steven Puleo will be presenting a new approach to formulating anhydrous systems, with a focus on color cosmetics. He will examine gel theory, wax chemistry and chemical compatibilities. Steven will speak to the current market, formulation challenges and multiple resolution options for the bench chemist.

...continued on page 3

MEETING OVERVIEW

Date: Tuesday - April 25, 2017
Location: Manhattan Beach Marriott Hotel
Menu: Roasted Salmon, Braised Short Ribs and Cauliflower Steak

RESERVE NOW ▶

Reservation Deadline: 5:00 pm Friday - April 21, 2017
Reservation Link: www.caliscc.org/events

5:00 pm: Educational Hour
6:00 pm: Social Hour
6:30 pm: Dinner Hour and Speaker

[Meeting Details on Page 2](#)

Prices increase after Reservation Deadline
No refunds after Reservation Deadline
Walk-in space is not guaranteed

MEETING DETAILS

LOCATION:

Manhattan Beach Marriott Hotel
1400 Parkview Avenue
Manhattan Beach, CA 90266
(310) 546-7511

COSTS:

- Members with reservations (\$40)
- Members without reservations (\$65)
- Non-members with reservations (\$65)
- Non-members without reservations (\$70)
- Emeritus members with reservations (FREE)
- Emeritus members without reservations (\$65)

MENU:

Each meal choice comes with a bibb lettuce n' bacon salad with blue cheese crumbles, candied walnuts and charred tomato vinaigrette and cheesecake with berry compote for dessert.

- Roasted sustainable salmon with wild rice gratin and tomato bechamel
- Cabernet braised short ribs with mashed horse radish potatoes, braised veggies and natural jus
- Vegetarian: Cauliflower steak with puree, couscous, pomegranate and cilantro (Gluten Free & Vegan)

RESERVATIONS:


The reservation pricing deadline is at 5pm on the Friday before the monthly meeting. Non-reservation pricing must be paid after this deadline. Reservations are not refundable after the reservation deadline. Please register and pay online at www.caliscc.org or call Sara Benoit at 714-521-5222 ext.141. Call-in registrations must be guaranteed with credit card and will be charged for no-show.



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ABOUT THE SPEAKER



Ronie M. Schmelz represents clients in broad-based commercial litigation, with a particular emphasis on consumer class action defense. She also regularly counsels clients on litigation-avoidance strategies and ensuring compliance with regulations enforced by the Food and Drug Administration (FDA), Federal Trade Commission (FTC), and other regulatory agencies; California Proposition 65; and advertising, labeling, and claim substantiation. Ronie has deep industry knowledge of and particular expertise in representing domestic and international cosmetic, personal care, and nutritional supplement companies in formulating best practices for pre- and post-market activities, including regulatory compliance, product labeling, advertising, claim substantiation, Prop 65 compliance, insurance needs, vendor contract review, and consumer-facing communications, including the adoption of comprehensive website Terms & Conditions and Privacy Policies.

ABOUT THE SPEAKER



Steven Puleo is a wax and organic chemistry technology expert. He has considerable experience in the areas of cosmetics, pharmaceutical, ink, house hold, coatings, automotive, textile and candles. He began his career as a research chemist, steadily grew into leadership roles and now helps to drive the growth of Koster Keunen with developing new applications and marketing new raw materials on an international level. Mr. Puleo is respected for his technical expertise and market savvy. He has provided training and marketing education to global distributors and sales agents. He has served twice as the Chair for the Connecticut SCC. Mr. Puleo's current research includes new molecule synthesis, chemical derivations, and raw material development. He has had multiple publications in natural wax chemistry and sunscreen enhancement.

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2017 Calendar

January 24th	Chapter Meeting	Manhattan Beach Marriott
February 11th	Dinner Dance Gala	The Disneyland Hotel
February 28th	Chapter Meeting	Sheraton Universal City
March 28th	Chapter Meeting	Manhattan Beach Marriott
April 25th	Chapter Meeting	Manhattan Beach Marriott
May 23rd	Chapter Meeting	Duke's in Malibu
June 27th	Chapter Meeting	San Francisco Marriott Marquis
July 29th	Summer Event	The Magic Castle
September 26th	Chapter Meeting	Irvine Marriott
October 12th	Luncheon Meeting	Phoenix, AZ
October 25th & 26th	Suppliers Day	Long Beach, CA
November 28th	Chapter Meeting	Warner Center Marriott

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NEW MEMBER SPOTLIGHT

JASON BOOTH / COSMETIC GROUP USA INC.

INTERVIEW:

1) How long have you been in the Cosmetics/Personal Care Industry?

More than 25 years now.

2) Where did you study? What major(s)?

I studied Biology at CSULB. When I started, there were few options for a formal education in cosmetic chemistry. I learned the bulk of my craft from the late Jim Wood, a name I'm certain many industry veterans will remember.

3) What is your biggest personal accomplishment/what are you most proud of since joining the SCC/industry in general?

I think we all remember the first time we saw one of our formulations make it to market. Mine was a lip balm. I like to think there was at least one person with chapped lips who thought "This is the best lip balm I ever used."

4) Special Interests/Hobbies?

I build, and paint models.

5) Hometown?

I was born in Washington D.C., and grew up all around Maryland, and Virginia. I've lived in the South Bay since moving to CA as a teenager.

6) One thing no one knows about you?

I sing along (poorly) when I'm pretty sure no one is listening.

7) If you could take a vacation right now, where would you go?

Back east to visit family.

8) What sound or noise do you hate most?

My alarm clock.

9) What sound or noise do you love?

My daughter's giggle.

10) What is your favorite word?

Possibility

11) What is your favorite TV show or book/periodical?

Anything science fiction.

12) Who is your favorite musician?

James Taylor.

13) What is the strangest thing you've ever eaten?

A Japanese dish called natto. I enjoy it, but it's definitely an acquired taste.



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ROUGE: A CAPSTONE PROJECT

At the final presentation, awards of \$100 will be presented to the best students in 6 areas:



MARKETING



PACKAGING



QUALITY



FORMULATION



REGULATORY



PROJECT MANAGEMENT

An award of \$600 will be presented to the best overall product/team. We are looking for companies to support these awards and they will be acknowledged by Seneca and the SCC. If your company would like to participate, please email **Paola Battiston** or **Sharon Robertson** by March 27th, 2017. The final "Cosmetic Dragon's Den" presentations will take place in mid April.



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The phone rang, as I sat in anticipation to speak with Rebecca Gadberry, a woman who I have admired from afar and near over the past 10 years. A jovial “hello” from the other line set the tone for my time of learning about this legend in our Industry. This was my first glimpse at how Rebecca’s students must have felt over her years of teaching. You see, I called to interview her as 31 years of teaching the Cosmetic Sciences Extension courses at UCLA have come to an end and will be passed on to someone else. I had many questions prepared, but found great pleasure to see how the conversation evolved from my more fact-finding Q and A to a vision of legacy we have been gifted by Rebecca – legacy of education, inquisition and family.

She has seen a change and shift over the years in Industry, fields of study and focus, regulations, and research. Her experience and influence of education spreads over several thousands of people from beauty industry professionals to journalists and venture capitalist. Even though she will no longer teach the UCLA courses, her next effect for change includes expansion and understanding of epigenetics and the micro-biome, which are relatively new fields of study in science especially in relation to cosmetics...more education!



Rebecca Gadberry teaching her last class at UCLA with 133 students, the largest recorded class size for the Cosmetic Sciences Course.

Rebecca said “she loves seeing people wake up to their own learning processes and help them form their own knowledge basis. She loves making a difference through teaching.” Countless meetings and conferences have I sat in the middle back of the room, and witnessed Rebecca go through this process, sitting front and center glued to the speaker, soaking in the information and piecing it with her knowledge bank and curiosity in hopes to shape the information to pass on. I think this is a mark of a great teacher, to voraciously ask questions and accept that there are more questions than answers. These questions keep us growing, innovating and evolving.

As we all know or come to know, once you are in this industry you are more than likely in it for life and become part of a beautiful, incestuous adventure. Many times, during our conversation she would laugh reminiscing about experiences, friendships and hardships with “Industry lifers”, referring to them as extended family and community. This is something I find unique to the Southern California area, the idea and culture of us treating one another as a community and not an arch enemy or “competitor”, but loving, caring and accepting one another at different stages in this Industry life we share.

I could talk more about Rebecca’s accolades and factual remarks, but it would be too generic and unfair to not recognize how her passion for education, thirst for knowledge and appreciation for those around her has shaped and will continue to shape us all.



Rebecca Gadberry

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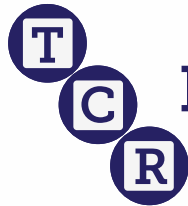
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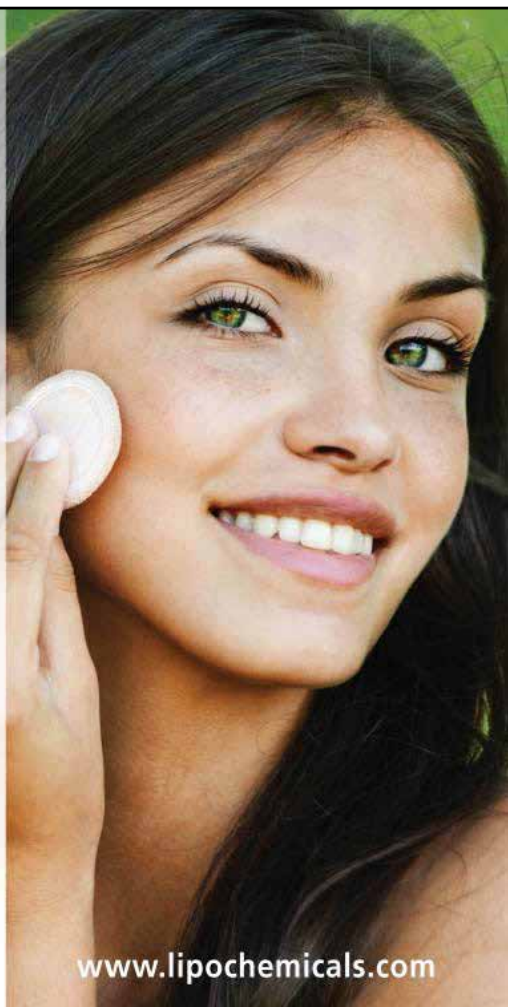
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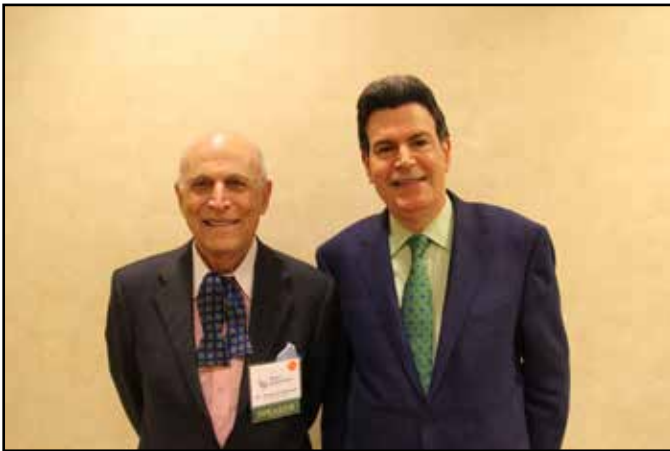
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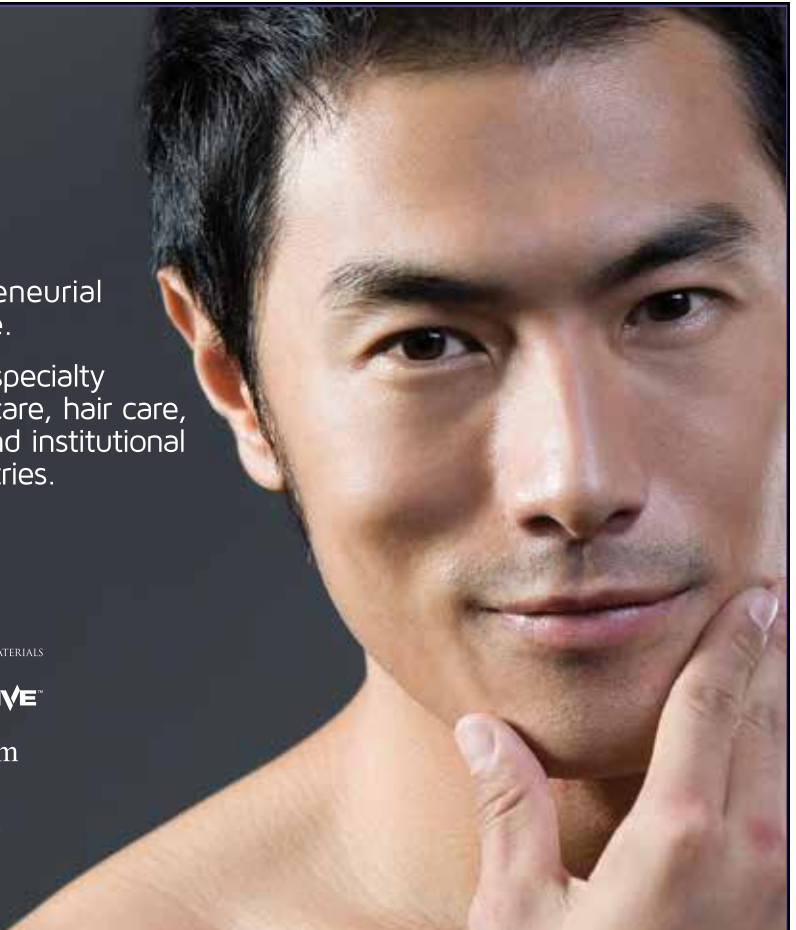


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