

COSMEGRAM

JANUARY 2020 • VOL 50 | ISSUE 1



society of
cosmetic chemists
CALIFORNIA

EDUCATIONAL HOUR



UPCYCLED INGREDIENTS: THE NEXT FRONTIER IN DEVELOPING SUSTAINABLE PERSONAL CARE PRODUCTS

Tony Abboud
GM, Personal Care & Beauty, Renmatix

It is increasingly clear that the way we produce and consume goods is not sustainable, especially as demand for products grows with an expanding middle-class population around the globe. Changing people's behavior and consumption patterns is difficult. The best way to bring about change is for industries, including food and beauty, to reshape their supply chains and production processes.

...continued on page 3

DINNER HOUR



EMOTIONAL COSMETICS? OLD HAT OR NEW PARADIGM?

Dr. Karl Lintner, Ph.D.
Kal'idees S.A.S. - Paris, France

We have known for a long time that buying and using cosmetics (from shampoos to skin care creams to make-up) are all strongly tied to emotional aspects, to pleasure. What has changed in the last 10 years?

...continued on page 3

MEETING OVERVIEW

Date: Tuesday - Jan 28th, 2020
Location: Ayers Hotel
Menu: Sea Bass, Chicken Breast, Vegetable Wellington

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

[Meeting Details on Page 2](#)

RESERVE NOW ▶

Reservation Deadline: 5:00 pm Friday - Jan 24th, 2020
Reservation Link: www.caliscc.org/events

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

MEETING DETAILS

LOCATION:

Ayres Hotel
14400 Hindry Avenue
Hawthorne, CA 90250
(310) 536-0400

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:

Seared Barramundi Sea Bass

with Sweet Pea Basmati Rice & Coriander Sauce

Roasted Tomato and Smoked Pepper Chicken Breast

with Roasted Potatoes

Vegetarian Option

Vegetable Wellington

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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The SCC California Chapter is opening sponsorship opportunities to anyone interested in introducing their company during our monthly meetings.

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- Approximately three to five minutes to introduce your company and employees, products, capabilities and/or services.
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Cost: The cost of sponsor a SCC Chapter meeting is \$500.00

Please contact our Sponsorship Chair, Yi Hsin Chang if you are interested or have any questions.

Yi Hsin Chang
Sponsorship Chair
ychang@ingsolutions.com
(714) 884-3872

EDUCATIONAL HOUR ...continued from page 1

The beauty industry has made great strides in commitments to reduce waste (and to recycle waste that is produced). The next frontier is upcycling. Turning waste material -- often plant byproducts from other processes -- into high-quality ingredients for beauty and personal care products has the potential to provide not only great brand opportunities but also functionality and cost benefits.

Tony Abboud is working at the forefront of upcycling in the beauty industry. His talk will be based on a recent Renmatix white paper examining general upcycling trends as well as specific upcycled products and results from clinical trials. He will discuss the benefits, opportunities and challenges of upcycled ingredients, and inform the audience of efforts from companies such as BASF and Renmatix to academic teams at universities around the world to turn low-value plant-based waste products into multi-functional ingredients that deliver more sustainable, cost-advantaged, high-performing alternatives to traditional ingredients.

ABOUT THE SPEAKER



Tony Abboud received a Bachelor of Science in Biology and Masters of Biomedical Technology from University of Calgary in Canada. For the last 15 years, Tony has held various senior level Sales, Marketing and Business Development positions at Biotechnology and Medical Device start-up and emerging companies. He is particularly passionate about commercializing first-in-class disruptive innovations into technology-based industries like Personal care and Cosmetics. Tony is currently General Manager, Personal care and Cosmetics at Renmatix Inc – a privately held company with operations in Georgia, New York and Pennsylvania.

DINNER HOUR ...continued from page 1

- Neuroscience has developed methods and instruments to analyze, record and quantify emotional and psychological reactions to the products we develop.

- Neuroscience has turned into a field of neurocosmetics: it turns out that cosmetic products not only induce positive emotions (pleasure) in the user, but also that positive emotional states can enhance the physiological efficacy of a cream. We will discuss this brain-skin connection and review some examples of this new approach of measuring the emotions involved and the specific benefits of this avenue for consumers and brands.

- With these new data (“to measure is to know”) formulators have a better understanding of consumer preferences, of the “unconscious” purchase criteria.

ABOUT THE SPEAKER



Dr. Karl Lintner obtained a Degree in Chemical Engineering and a PhD in Biochemistry from Vienna University in Austria. After 10 years of research on biological peptides at the Nuclear Research Centre in Saclay, France (including more than 30 published papers in biochemistry and biophysics), he became Laboratory Manager, then Marketing Manager (product development and worldwide technical support) with the Henkel Company, Düsseldorf, Germany.

Dr. Lintner joined Sederma in 1990 as Technical Director and then headed the company from 1997 to 2007 as Managing Director and CEO. He was responsible for and won a number of awards in the development of innovative active cosmetic ingredients. From 2007 to 2010 he acted as Technical Advisor to Enterprise Technology at Croda. He is now owner and CEO of Kal'idees, an independent consulting firm he created in 2011.

Dr. Lintner was an Associate Professor at Versailles/St. Quentin University from 2011 to 2013. Subsequently, he taught cosmetic chemistry and skin biology at the ISIPCA school of Perfumery, Cosmetics and Aroma in Versailles.

Dr. Lintner is the inventor on several dozens of patents and has published numerous articles and book chapters on cosmetic ingredients. He introduced the peptide concept to cosmetic applications including the well known “Matrixyl®”.

Dr. Lintner is an active member of SCC (chaired COSA in 2011) and SFC (France). He was and Editor-in-Chief of the International Journal of Cosmetic Science for 5 years, was awarded the prestigious Maison de Navarre Medal of the SCC

MESSAGE FROM THE CHAIR

Happy New Year!! Welcome 2020!

With the start of a new year, comes changes. Your new board for the SCC is up and running, but guess what? We can always use more help!! If you have some ideas on how to make our local SCC better, I am all ears. But I will also ask you to help with those ideas.

This year is going to be heavily focused on education. We are planning to have our biannual Scientific Seminar in Oct 2020 and will bring a CEP course in April 2020. The details are still in the works, so keep checking our website for details! Of course, our monthly meetings always have 2 speakers to bring more information to our membership. I encourage all of our members to make at least 3 meeting this year! That will give you a 100% return on your membership investment.



What would our SCC be without the fun? So thank you to Sandie Luna and Julie Roque for chairing the 2020 Dinner Dance to be held on May 2nd, 2020. Please see the website for details as they come! It should be a roaring good time! Also in the works is the Summer Event, which will be headed up this year by Ryan Kudla who is our new Chair Elect.

I am so happy to be your Chair this year and am looking forward to a great year for our CASCC. Make sure to check out the website for all current information!!

Cheers,

Jennifer Lee Curtis
CASCC Chair 2020



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Sincerely,

Richard Hersey & Chris Quevedo
SCC and SCIFTS Sports Chairs 2019



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[VIEW/ADD EMPLOYMENT LISTINGS](#) ►



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ATTENTION! ATTENTION!

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In-House Courses are highly-personalized courses brought to companies to address challenges or areas of need. These courses, taught by knowledge experts, provide professionals with an up-to-date cosmetic science education. Recent In-House Courses have been organized for **Benefit Cosmetics, Mary Kay, Bayer**, the **FDA** and others.

Companies interested in providing in-depth technical information to their employees can contract an education day in a location of their choosing.

- ▶ **SOCIETY** covers the costs of booking the instructor and all of the instructor's traveling expenses (including hotel, flight, car, etc.)
- ▶ **COURSES** can be scheduled for 1 or 2 days on any topic of particular interest to the company
- ▶ **COMPANIES** can choose the instructor if they seek a specific knowledge expert

Current courses available include:

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Color	Molecular Biology & Gene Expression	Color & Make-Up
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Cosmetic Formulations	cGMPS For Cosmetics and Otc's	Cosmetic Raw Materials
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To reserve a course for your team,
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BEAUTY & PERSONAL CARE STARTUP RADAR 2020

Mason Montgomery

Living in California, we're no strangers to startups- but, have you been keeping tabs on which Beauty & Personal Care startups have been making waves in recent years? The global cosmetics products market was valued at over half a trillion dollars in 2017 and continues to grow ever more quickly, with a projected value of over \$800 billion by 2023. Unsurprisingly, countless personal care and cosmetics companies have sprung up to try to grab a piece of this growth, bringing novel consumer solutions and on-trend messaging in order to win in an increasingly competitive market. While there are plenty of fish in the beauty & personal care startup sea, we're going to take a quick look at three of the players in this space that might be worth keeping an eye on for 2020.

MEMEBOX

K-Beauty Brand Incubator based in San Francisco, CA

<https://us.memebox.com/>



Memebox (pronounced “me-me box”, not “meme box”) was founded in 2012 as a subscription box service focused on offering Asian beauty products to American consumers who didn't prefer ordering directly from Asian sites but weren't comfortable purchasing from third-party sellers on Amazon and eBay. Since then, it's evolved dramatically into more than just an e-commerce site for accessing these products: by 2018, Memebox was also a vibrant online community and private-label brand incubator, creating a digital hub where product reviews, beauty routines, and videos can all be shared and discussed among consumers and “ambassadors,” or affiliates who create customized profiles recommending products and promoting sales. When Memebox originally launched in the US, Asian beauty had some ground to cover when it came to consumer education and awareness, and the company quickly realized that fostering a community where members could share product information could increase user engagement. Indeed, time spent on the site increased considerably when the community was first launched, skyrocketing to 25 minutes spent on average compared to just 3 minutes when it was solely an e-commerce site.

The company has since discontinued its online community platform in 2019 to focus on creating new products, but its ability to forecast trends based on being extremely in tune with the voices of its consumers has remained, allowing its brands to launch on-trend products at blistering speeds while often targeting 6 month launch timelines. Its in-house brands Noonie, I Dew Care, and Kaja have enjoyed huge success both online and in retail (Kaja was launched in partnership with Sephora), driving investments that have most recently culminated in a \$35 million Series D funding round led by Johnson & Johnson, bringing total funding to over \$190 million. Going forward, Memebox plans to lean on J&J's global capabilities and scientific expertise to continue growing their innovation pipeline and reach a global audience, and should be on radars as a K-Beauty leader in the US and internationally as the new decade begins.

DR. SQUATCH

Men's Personal Care Brand based in Los Angeles, CA

<https://drsquatch.com/>

Started in 2013 by an IT consultant with a skin condition who wasn't satisfied with the bar soap options available to guys, Dr. Squatch Soap Co. (yes, as in Sasquatch) was founded on a simple promise: to deliver great smelling, all-natural soap bars to men looking for an upgrade to their showering routine who want to treat their skin right. Since then, the company has grown from shipping bars out of a garage to a viral sensation with a loyal following of tens of thousands of subscribers, all while offering a growing range of natural personal care products. With several viral video advertisements on YouTube (one of which has garnered over 79 million views), Dr. Squatch takes a Dollar Shave Club-esque messaging style and pairs it with a side of consumer education, making frequent mentions of “Big Soap” and the various chemicals and byproducts common in bar soaps while offering their natural cold-process soaps as a solution for guys looking to make a change.

While the company was built on its range of uniquely fragranced and quirky soap bars (with top scents such as Pine Tar, Bay Rum, and Crisp IPA), there has been a noticeable push into other personal care spaces with the launch of Colognes, Beard Oils, and Shampoo & Conditioner, all fragranced with essential oils and marketed as natural solutions. Dr. Squatch takes the time in its consumer communications to try to educate a demographic who, when it comes to personal care & cosmetics, has historically been lacking in product and ingredient awareness compared to their female counterparts. For instance, with the launch of its hair care offerings, the company created a video that proclaims to guys that “they've been doing it wrong,” suggesting that men don't need to shampoo every single day and instead should be conditioning daily while supplementing with deeper

shampoo cleanses several times per week, depending on hair type. If its growing video view numbers across its products are any indication, Dr. Squatch's increasing consumer base and unique messaging could make it a company worth watching in the years to come.

GLOSSIER

Beauty Brand & Blog based in New York, NY

<https://www.glossier.com/>

Glossier started as a beauty blog in 2010 and launched its first line of products in 2014; since then it's added millions of new customers, gained a cult Instagram following among millennials, and cracked the "unicorn" threshold in its latest round of funding, hitting a valuation of \$1.2 billion. Their website states that their founding belief is that "beauty isn't built in a boardroom-it happens when you're a part of the process," and the company has stayed true to the people-focused online community they first built with their blog. Focusing on its intimate connection with consumers and the invaluable resource of a feedback loop with its community, Glossier is a brand that has been built specifically to respond to its consumers' needs in real time, offering over 30 products which it claims are "the products you tell us you wish existed."

Glossier achieves this through a dogged determination to include its consumers early in the development funnel, and with over 2 million Instagram followers combined across its two official accounts, it certainly has the reach to hear their voices. For example, when consumers in its community complained about having two steps to remove makeup and then wash their face, Glossier delivered by simplifying the process and creating a dual-function Milky Jelly cleanser that's now one of its best sellers. With online beauty sales expected to reach \$120 billion by 2024, Glossier's digital-first approach makes it well positioned to leverage its loyal community of consumers and influencers to continue carving out its piece of the pie.

-- Written by Mason Montgomery, Cali SCC Secretary



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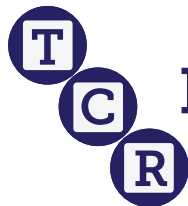
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1) Where is your hometown?

I grew up in Sunny Southern California, in a city called Diamond Bar. The best part of where I grew up was its proximity to all the best cities in Southern California. Can't beat the "sunny and 75" weather!

2) Where did you do your university studies? What was your major and why did you pick that field? Why did you choose to do a PhD?

I received my Bachelors of Science in Chemistry from California State Polytechnic University, Pomona. I chose to study Chemistry as I wanted to learn the science of how things began. Chemistry is the building blocks of life, and if you can understand how something began, you can understand how to make it even better. This idea is what I wanted to carry on in my professional career, so Chemistry was the natural choice for me.

3) How did you get into the personal care/cosmetics industry?

My uncle is a well known and respected hair dresser who travelled the world and was given the opportunity to help create some of his own hair products. His stories always sparked curiosity in me, so at a young age I had decided I wanted to be involved in the scientific aspect of what he was a part of. Hence my early decision to enter in the cosmetic industry.

4) How long have you been in the personal care industry?

I have been in the personal care industry for almost 3 years.

5) Where do you currently work? What's your role?

I currently work for Henkel in the NA Professional Beauty Care division. My role is R&D Innovations Manager where I am responsible for working alongside the Brand team and the Supply Chain team to launch innovative professional hair care products with validated claims that meet regulatory compliance for the region they are being sold in.

6) What's your biggest career accomplishment to date?

a) My largest career accomplishment thus far has been to successfully reformulate one of my brands entire portfolio within a years' time. This was a challenge as while we were tasked with an entire reformulation project of about 200 products, we were also required to launch new innovations simultaneously. Being able to successfully complete both tasks was proof that I not only grew in my managerial skills, but also my ability to prioritize items and continue to think in an innovative sense whilst being under massive amounts of stress and pressure.

b) My second largest career accomplishment was working with the Kenra Professional Brand to launch the first hair mousse using nitrogen as the propellant. This project was particularly difficult as no one knew what to expect using a different propellant than what is typically used. After much hard work, research, and workstreams we successfully launched the Kenra Professional Nitro Memory Cream that met all the performance attributes and used Nitrogen as the propellant.

7) What is your favorite part of your current job?

My favorite part about my job is being able to combine my creativity with scientific facts. Everyday I search for innovative ingredients, product forms, technologies, etc. I then share those things with the Brand team. In that exchange of information, I must translate any explicit technical information into a simpler and user friendly format as the Brands speak more in creative terms. This constant need to simplify and translate keeps my mind in a balanced state of hard science and creative interpretation.

8) What is your least favorite part of your job?

My least favorite part of my job is the tight timelines/deadlines and high stress that comes along with those deadlines.

9) Even here in sunny California, it does get colder during this time of year. What winter activity or event do you look forward to the most?

Staying inside where its warm and baking way too many cookies! I am not a fan of the cold, so any winter activity that requires staying indoors is my preferred. Even in LA's less than cold winter temperatures, you can still find me wrapped in a blanket making chocolate chip cookies.

10) What your favorite non-work-related activity?

My favorite non-work-related activity is to spend time with my friends at our favorite LA spots. There are so many café's, cute lounges, hikes, beaches, and events that I love to attend in the company of friends. In addition to this, I like to take weekend trips to places, local and not, I haven't seen before.

11) What is the most interesting place you've ever been?

The most interesting place I have been was a little town called Solvay off the central cost of California. The reason it was so interest to me was that when you got there it felt like you entered a little town in Sweden. It felt like its own world, closed off from everything around it. For that reason I consider it the most interest place I've visited.

12) Give us one random fact about yourself.

One random fact about me is that I used to be a yoga teacher! I still practice in my home to stay limber and flexible.

13) What advice would you give young scientists entering the personal care industry? Is there something you have learned along the way that you would like to pass on?

a. My advice to young scientists entering the industry is to never give up. It's a small industry compared to other scientific areas, which means finding a good job is difficult. The mental strain of not finding employment can be very defeating, so building a strong support system or understanding how to manage your own feelings is very helpful. It can be very overwhelming and managing the emotional drain is really helpful in keeping your mind at ease.

b. Something I wish I had known when I first started out is how crazy deadlines can be in the industry. I had a hard time managing my stress levels when I first entered the industry. However, I was able to find industry mentors that helped me understand how to better manage time, and deliverables. My advice is to never be afraid to ask for support or help, this only makes you better over time!



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SCC MEMBERSHIP

The California Chapter of SCC is a nonprofit membership organization with a focus on furthering the interests and recognition of cosmetic scientists while maintaining the confidence of the public in the cosmetic and toiletries industry. By joining the Society, members can take advantage of many opportunities to learn, educate, and network with their peers. There are different levels of membership (see below for descriptions). We encourage you to find the one that is right for you.



BENEFITS OF BECOMING A MEMBER

- Discounted rates to all California and National SCC functions
- California Chapter newsletter (Cosmegram) mailed and emailed, published 8 times per year
- Subscription to the Journal of Cosmetic Science, the National Society publication, published 6 times per year
- Updates on the newest technology
- Scientific Seminars
- Suppliers Day
- Networking
- Member discounts to IFSCC Conferences and Congresses

TYPES OF MEMBERSHIPS

General Membership - General Membership is available to persons engaged in scientific or technical work in the cosmetics and toiletries industry or in related governmental or academic areas, who have earned a Bachelor's Degree in the chemical, physical, medical, pharmaceutical, biological or related sciences and technology. In addition, those working in a technical capacity within the industry for at least five years, who have completed two years in a recognized related academic program are eligible, as those who may lack sufficient academic background, but who have worked in a technical capacity in the cosmetic science industry for at least ten years.

National Affiliation - Available to persons interested in the objectives of the Society, but not qualified for General Membership. National Affiliates are entitled to all membership privileges, except that they may not vote or hold elected office within the Society or its Chapters.

Junior Membership - Available to persons who hold an appropriate undergraduate degree in science and who are pursuing a post graduate degree. Junior Members are entitled to all membership privileges, except that they may not vote or hold elected office within the Society or its Chapters. Half dues.

Student Membership - Available to fully matriculated undergraduate students in a scientific program at recognized colleges and universities. Student members are entitled to all membership privileges, except that they may not vote or hold elected office within the Society or its Chapters. Reduced dues.

Emeritus Membership - Any member who has reached the age of 65 years and who has been a dues paying member in good standing for 25 consecutive years may request to be nominated for transfer to Emeritus Membership status. Upon approval by the Board of Directors, such members shall be entitled to all privileges of a General Member for life, with exemption from payment of dues, except that they are not eligible for election as an Officer or Director within the Society.

Retired Membership - Any member who has retired from the cosmetic industry and is over 55 years of age, and has been a dues paying member in good standing for 15 years, may apply for Retired Membership status. Upon acceptance, Retired members are entitled to all privileges of a General Member, except that they may not hold elected office within the Society or its Chapters. Half dues.

Fellow Membership - General members who have achieved full maturity in the profession, as evidenced by a record of outstanding achievement and leadership may be elected a Fellow of the Society by the Board of Directors upon recommendation by the Fellow Certification Committee.

Honorary Membership - Granted by the Board of Directors to individuals for distinguished service to the Industry.

HOW TO BECOME AN SCC MEMBER?

Apply Online at www.sconline.org

- Or -

Download [Membership Application](#) and complete and submit to the National SCC office (address and fax on the application). Please contact [Tina Marie Lesko](#), Membership Chair, if you would like more information about becoming an SCC member.

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