EDUCATIONAL SEMINAR
OCTOBER 19th, 2016
REGISTRATION OPENS 12:30
1:00 – 5:00 PM
WOODBURY COUNTRY CLUB
884 JERICHO TPKE, WOODBURY, NY

COSMETIC CHEMISTS GUIDE TO PRODUCT DEVELOPMENT
INSTRUCTED BY PERRY ROMANOWSKI

COURSE OUTLINE
1:00 – 5:00 PM

Objective
This course will cover the basic process of generating ideas for new cosmetics, developing them into functional products and scaling them up to be sold commercially.

Who Should Attend
This class would be useful for cosmetic formulators, quality control scientists, regulatory scientists, marketing and product development professionals and others who are interested in the process of taking an idea from a brainstorm session to a store shelf.

Outline
Ideation – Discuss the tools and techniques used to generate product ideas
This section will cover: Market research, Consumer research, Idea synthesis, Open innovation, Technology transfer, Supplier partnering, Filtering ideas.

Development – Review the process by which ideas are refined and turned into final formulas
This section will cover: Developing a product description, Generating starting formulas, Creating prototypes, Testing and refining prototypes, Establishing packaging, Claims development.

Commercialization – Cover the process of turning a lab scale batch into a full production product
This section will include: Process engineering and scale up, Production batching, Regulatory issues and paperwork

ABOUT THE SPEAKER
PERRY ROMANOWSKI, VP of BRAINS PUBLISHING

Bio
Perry is the Vice President of Brains Publishing specializing in the creation of information products including websites, traditional books, eBooks, audio and video focusing on science and its application to the real world. He has numerous publications to his credit including "Beginning Cosmetic Chemistry". Perry has a Master’s Degree in Biochemistry from DePaul University and is an active member of the Society of Cosmetic Chemists.

COCKTAIL HOUR 5:00 – 7:00

FOR REGISTRATION INFORMATION please contact Jennifer Recine at jrecine@estee.com