

**2019 Southwest
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Essential Ingredients

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Newsletter Editor:

Alison Nally
Essential Ingredients

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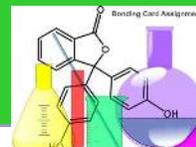
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Southwest Society of
Cosmetic Chemists

SCC

Volume 17
Issue 2
April
2019



2019 SWSCC Monthly Meetings

August 21st, 2019

SWSCC Educational Day

Courtyard Marriott Carrollton

More info on page 3 and 4



SOCIETY OF
COSMETIC
CHEMISTS

Inside you will find:

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MEMBER NEWS

join us!

Make sure you renew your SWSCC membership so you can enjoy all the benefits of being a member!



2019 SWSCC Officers

Chair—Daniel Ramirez, Mary Kay Inc.

Chair Elect— Mary Miller, Mary Kay Inc.

Secretary— Alison Nally, Essential Ingredients.

Treasurer—Dr. Zhongsheng Deng.

Treasurer-Elect—Mauricio Castro, Brenntag Specialties

Committees Chairs for 2019

SWSCC Educational Day—Dawn Burke Colvin

SWSCC Dinner / Dance—Mary Miller

Golf Outing—Jeff Barcafar

Awards—Jacklin Hoffelt

By Laws—Robert Vetkoetter

Newsletter Editor—Alison Nally

Newsletter Sponsorship—Melissa Mata

Membership—OPEN

SWSCC Media—Alison Nally

Historian— Gail Harris

A question gets asked of us why do we have to register for events. We have to give the venue a week's notice how many people will be attending for food count and seating. If you don't register, we might not have enough seating or food for the entire group.



SWSCC Educational Day

SAVE THE DATE!

SWSCC Educational Day
August 21, 2019

Courtyard Marriott
1201 Raiford Rd
Carrollton, TX 75007

[Book your room at the group rate for SWSCC Educational Seminar here!](#)

Early Registration Begins June 1, 2019

Members: \$70
Non-Members: \$100
Students: \$25

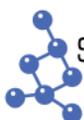
After July 31, 2019:

Members: \$90.00
Non-Members: \$120.00
Students: \$45.00

Sponsorship Levels:

\$2500 – Gold
\$1000 – Silver
\$500 – Bronze

For more information, please visit our website SWSCC.ORG



Southwest Society of
Cosmetic Chemists



:You may also contact:

Dawn Burke-Colvin
Or
Daniel Ramirez



SOCIETY OF
COSMETIC
CHEMISTS

SWSCC Educational Day August 21st, 2019

2019 SWSCC Educational Day Speakers

Speaker	Company	Topic
Joe Dallal	Ashland Specialty Ingredients	Where Do I Start?? Then What, or What's Next?
Mark Palumbo	CannAssist Intl., Inc.	Commercializing Cannabis: Bringing cannabis products into the light
David Tyrell	Mintel	2019 Global Beauty and Personal Care Trends
Miranda Gordon	Mane Fragrance	Fragrance Market Overview
Stellie Balthazard	Sensient Cosmetic Technologies	The Functionality of Pigments in Color Cosmetics
Cristi Gomez	Mary Kay Inc.	Sunscreen Hot Topics: FDA and the Environment
Tony O'Lenick	Siltech, LLC	Silicone Polymers - Unique Chemistry

Sponsors for the 2019 Educational Day as of 7/23/19

Platinum—Coast Southwest—

Gold—Kinetik

Silver

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Essential Ingredients

Harcros Chemicals

Mibelle Biochemistry

Syntheon Ltd.

Bronze

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RITA

TCR Industries

SWSCC Educational Day August 21st, 2019

SWSCC Educational Seminar Speaker Bios



Mr. Mark Palumbo has been the President, Chief Financial Officer, Secretary and Sole Director of CannAssist International Inc. since June 18, 2018. Mark began his career in the pharmaceutical industry in 1983 as a sales representative for Dupont Pharmaceuticals. In 1990, he pursued his interest in the cosmetic and personal care industries and began working at US Cosmetics as a sales representative. He moved to Collaborative Laboratories as the Director of Global Sales in 1995, and in 1999, formed DIOW Products (Doing it Our Way), which worked with clients to develop, manufacture and supply raw materials for personal care, cosmetic and nutritional products. DIOW Products was sold in 2008, and the retained assets were used to form EME Ltd., which works to independently and collaboratively develop new products and to enhance the bioavailability and ease-of-use of existing products.



David Tyrrell is responsible for providing market analysis, insight, product assessment and competitive analysis for skincare companies across the globe. With over 15 years' experience in skincare, David brings a cross-disciplinary expertise in global R&D, market research and new business development. During his time working for a Fortune 200 CPG, he led international research efforts to identify and characterize plant-based ingredients at the bench and clinically. He was responsible for identifying new technologies and products both for the consumer and healthcare businesses, led due diligence efforts and recommendations for in-licensing. David has a BS in Chemistry and PhD in Biochemistry.



Miranda Gordon is the Vice President of Marketing, Fine Fragrance, at MANE in New York City. A 22-year fragrance industry veteran, her previous work experience includes olfactive marketing roles at Firmenich, Givaudan and Avon. She is the curator of New York's MANE Gallery, a series of olfactive installations designed to explore specific challenges facing the fragrance industry and to propose immediate, actionable business solutions. Originally from Honolulu, Miranda holds a degree in Classical Archaeology and an MBA in International Marketing. She speaks French, Italian and Spanish, but mostly French, and mostly in France. She loves art history and mythology and children's literature and vintage fashion, and is constantly seeking ways to link ideas to fragrance development. She is a passionate but only vaguely successful city gardener, cultivating a super-olfactive garden of herbs, flowers and fruits. She will never turn down an invitation to karaoke.



Tony O'Lenick is the President of Siltech Inc, a company he co-founded in 1989. Prior to that he held executive positions at Alkaryl Chemical Inc and technical positions at Henkel and Mona Industries.

Tony was President of SCC in 2015 and is currently the Education Chair for IFSCC.



Joseph Dallal got his start as a child, in his Mother's Beauty Salon, as well as studying Physiology with his Dad. He started cooking at 12 and made/modified perms and shampoos at 17. After the Cosmetology Board, Licensed, he worked his way through College with a double major with Honors -B.Sc. in Anatomy & Physiology, and in Chemistry, followed by a M.Sc. in Chemistry, with a thesis on the Effects of a Plant Extract on Protein Synthesis.

His industry experience has been developing Hair Care formulations, processes, and evaluation/claims at Redken, Zotos, then Ashland Specialty Ingredients (where he continues the art and science of Formulation, presentations of new technology, claim substantiation methods, Brainstorming and Innovation with Clients around the world).



Stelie Bathazard is a talented and passionate cosmetic chemist, specializing in color matching and formulation. She holds a Masters degree in Chemical Engineering from ESCOM (France) and currently serves as the North American Technical Services Manager for Sensient Cosmetic Technologies. Sensient Technologies Corporation is a leading global manufacturer of colors, flavors, and fragrances for cosmetics, among other industries.



Cristi Gomez, PhD, DABT is Director, Product Safety and Environmental Toxicology at Mary Kay Inc. Cristi is a Diplomate of the American Board of Toxicology. She leads the Mary Kay team responsible for sunscreen efficacy testing.

2019 SWSCC Holiday Party Request

We are bringing the goody bags back to the holiday party! Coast Southwest will be donating the bags.

Calling out to all suppliers and manufacturers we need your help!

We need goodies to put into the bags! It would be great if you could donate up to 750 pieces. You don't have to donate a qty of the same item, we can separate them out. We would love anything you can donate.

Please let Lisa and Mary know what you can donate so we can plan accordingly. Sometime in November we will ask you to ship (at your cost) the donations to Coast Southwest. Please don't ship prior to November.

Thank you,

Lisa Jones (ljones@coastsouthwest.com)

Mary Miller (mary.miller@mkcorp.com)

SWSCC Monthly Meeting Golf Outing

Golf Teams

Silicones Plus	Botanical Sciences
DeWolf Chemical	Harcros
Walsh & Associates	
Lincoln Fine Ingredients	
Active Micro Technologies	
AFL	Alzo International
Belle Aire Creations	
Brenntag Specialties	
CHT USA	
Church and Dwight / AIC	
Croda Inc	Dien, Inc
EMD	Emultec
Essential Ingredients	
Grant	Innospec
Integrity Ingredients	
Jeen	Joji Ventures, Inc
Kinetik	Mibelle Biochemistry
Moore Tec Industries	
Nexo Solutions	
Norman Fox & Co.	
Orchidia Fragrance	Paradigm Science
RITA	SCT SEPPIC INC
Sonneborn	TRI-K
Vanderbilt Minerals	Viachem, Ltd.

SWSCC 2019 Golf Outing – April 23rd, 2019

Cowboys Golf Club

Sponsors – Door Prizes

Cowboys Golf Club

DeWolf Chemical

Elementis

Integrity Ingredients

Kinetik

SWSCC

**Many thanks to our
dedicated sponsors for
supporting our Chapter
and Golf Outing!!**

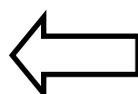
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ARC Products, Inc.
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Lincoln Manufacturing
Lincoln Fine Ingredients, a Maroon Group Co.
Omya Specialty Materials
Paradigm Science
Rita Corporation
Univar Solutions
Viachem/Genomatica
Vivion Inc.



Our winning team—
congratulations!

Justin Brown,
Robert Hendrickson,
Jason Costa, Jim
Northcutt



SWSCC Monthly Meeting Golf Outing Photos



SWSCC Monthly Meeting
April 22nd, 2019

Meeting sponsored by Kinetik



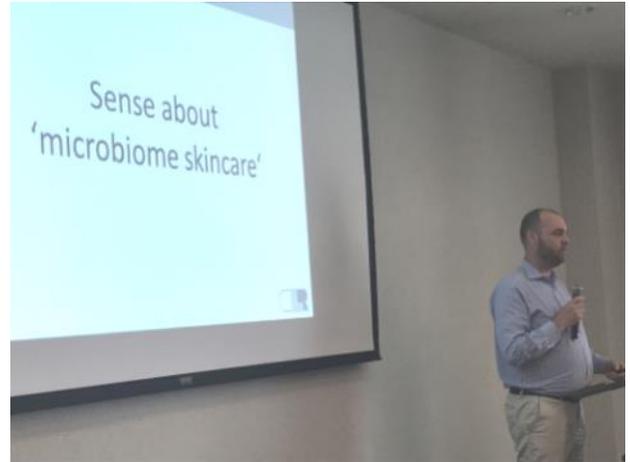
"Biocompatible Amino Acids for Beauty Effects"
Speaker was Laure-Anne Gillon, Seppic's actives specialist



SWSCC Monthly Meeting May, 2019

The meeting topic will be "The sense of 'microbiome skincare' by Harald van der Hoeven from CLR:

"The use of ingredients of microbial origin in skin-care and skincare addressing the skin's microbiome are enjoying rapid growth. Often, active ingredients of microbial origin are used to address the skin microbiome, stabilizing or improving the immensely complex flora living on our skin... This talk will go into depth on the scientific, marketing and regulatory aspects of this strongly growing category and how making use of lysates of probiotic bacteria



SWSCC Monthly Meeting
June, 2019

Speaker: Paul Slavashevich from Symrise

Abstract: Trend driven ingredients typically take the spotlight, as 'behind the scenes' workhorses like diols fade to the background. It's time to focus on this true multi-functional category - diols - as they're playing an increasingly pivotal role in modern and green preservation. Join us as we delve into diol chemistry, best practices in formulation, and discover the tremendous benefits





SOCIETY OF
COSMETIC
CHEMISTS

Dedicated to the advancement of cosmetic science

ATTENTION! ATTENTION!

In-House CEP Courses Available

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:

Scale Up & Processing	Botanicals & Naturals for The Naturals Market	Preservatives
Regulatory	Chemistry & Regulations of Cosmetic Colorants	Cosmetic Rheology
Color	Molecular Biology & Gene Expression	Color & Make-Up
GMPS For Cosmetics	Phytochemistry 101 For Cosmetic Chemists	Surfactants
Cosmetic Formulations	cGMPS For Cosmetics and Otc's	Cosmetic Raw Materials
Regulatory Update	Practical Basic & Theory in Emulsion Technology	Fragrance as A Science
Beginning Cosmetic Chemistry	Cosmetic Chemists Guide to Product Development	Silicone Chemistry
Basic Hair Science	Sustainable Cosmetic Product Development	<i>and more!</i>

To reserve a course for your team,
contact Sam Neely at sneely@scconline.org

FLORIDA CHAPTER SOCIETY OF COSMETIC CHEMISTS
PRESENT

SEPT 12TH
SEPT 14TH

Sunscreen SYMPOSIUM

INTEGRATING BEAUTY THROUGH SUNCARE,
ANTIAGING & SKIN CANCER PROTECTION

2019



SYMPOSIUM EVENTS

Thursday, September 12th, 2019

- ▶ Free Continuing Educational Course
- ▶ Golf Outing
- ▶ Registration
- ▶ Poster Presentations
- ▶ Poster and Tabletop Exhibits
- ▶ Welcome Cocktail Reception

Friday, September 13th, 2019

- ▶ Registration
- ▶ Podium Presentations
- ▶ Poster Presentations
- ▶ Poster and Tabletop Exhibits
- ▶ Symposium Party

Saturday, September 14th, 2019

- ▶ Podium Presentations
- ▶ Poster and Tabletop Exhibits

Admission Rates

\$495 - Single
\$395 - Five+ per company
Rates Increase by \$150.00 on August 1st
Special Resort Rates Available

Tabletop Exhibit Spaces Available

Only a few left!

Disney's Magnolia Golf Course

Shotgun Starts at 9:00 am,
Open to first 80 golfers



Singles \$75.00
Foursome \$250.00

Hole Sponsorship: \$200.00

To register contact:
Stephen@aigtechnologies.net

CEP Course

**Modern Sunscreen
Formulation – Is it
Possible to Please
Everyone?**

Instructed by:
Mark Chandler & Julian Hewitt

Symposium Party Caribbean Carnival Disney's Epcot® World Showplace Event®

...Don't miss the Congo Line!
Dinner, Games & Entertainment

Highlighted Topics

- Proposed Rule/Final Rule: What's changing and what does this all Mean?
- Sunscreens in America: A Dermatologist Dilemma
- Evaluating Metal Oxides for full Spectrum Solar Protection
- Alternate SPF Methods: Imminent Breakthrough
- Skin Microbiome: Potential Preventative Solution to UV induced Skin Cancer
- Sunscreens-A Challenge for Preservation
- Photochemistry of Avobenzone In Polymeric Matrices and it's Implications on Sunscreen Performance
- Natural Approaches to Repairing the Damage caused by Sunburns
- Is there a Connection between Sun Exposure, Skin Microbiome and Skin Cancer
- Green and Blue Sunscreens: Natural and Cold Process Sunscreen Formulations
- How Sunscreen Behavior is Influenced by Prevention Communication & Product Features
- Fish Lives Matter: Rheology Modifier with Minimal Marine Environment Impact
- Sunscreens and the Factors Affecting the Water Resistance In Vivo
- How to Make Protective Sunscreen Products
- Further Exploring IR Damage and Protection on the Skin and more!

Diamond Sponsor



Sapphire Sponsor



DISNEY'S YACHT & BEACH CLUB RESORTS LAKE BUENA VISTA, FL
FOR MORE INFORMATION AND TO REGISTER VISIT WWW.FLSCC.ORG



SOCIETY OF
COSMETIC
CHEMISTS

JOIN COSMETIC AND PERSONAL CARE PROFESSIONALS FROM 37 COUNTRIES THAT RELY ON THE SCC, THE OLDEST AND LARGEST NON-PROFIT ORGANIZATION FOCUSED ON ADVANCING COSMETIC SCIENCE EDUCATION

A large, vibrant green powder splash or cloud of particles, resembling cosmetic powder, is the background for the membership statistics text.

5,000
MEMBERS
CAN'T BE WRONG!

MEMBER BENEFITS

- Subscription to the **Journal of Cosmetic Science**, our flagship publication, published six times per year
- Discounts on **Continuing Education** courses, which further improve the qualifications of cosmetic scientists by setting high ethical, professional and educational standards
- Discounted registration to the **SCC Annual Meeting**
- Opportunities to participate in a range of professional and social events at **19 affiliated Chapters**
- Full online access to the searchable digital library of every issue of the Journal
- AND MORE!

www.sconline.org/membership

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2019 Annual Meeting CALL FOR PAPERS

Topics below considered for presentation

CBD

Hair Care Innovations

Color Cosmetics Innovations

Beauty Devices

Skin Care & Anti-Aging

The Effects of Light

Skin Microbiome

Green/Sustainable Formulations

Annual Meeting scheduled:

December 17-18, 2019

Sheraton New York Times Square



SOCIETY OF
COSMETIC
CHEMISTS

MIDWEST
CHAPTER, INC.

2019 Fall Technical Symposium

The Society of Cosmetic Chemists Midwest Chapter, Inc. biannual Fall Technical Symposium is the Midwest's technical event where scientists in the cosmetic and personal care community gather to educate, collaborate and innovate in an effort to advance the field of cosmetic science. This year's theme is **Cosmetic Science in the Digital Age**.

Date: October 8, 2019 — 8:00 am – 3:30 pm

Location: Belvedere Banquets, Elk Grove Village, IL

CALL FOR SPEAKERS

**Submit Your Abstract for Presentation at the
SCC Midwest Chapter's Fall Technical Symposium**

We are seeking individuals, companies, and universities to **ANSWER THE CALL FOR SPEAKERS** and discuss how to innovate, market, sell and address the needs of consumers that have emerged in our current digital environment. **Deadline to submit an abstract for presentation is June 1, 2019.** Selected speakers will be notified by July 1, 2019.

Students: SUBMIT YOUR POSTERS



**Topic to Present at
The SCC Midwest Chapter's Fall Technical Symposium**

In support of the NextGen Initiative, once again we will have a student poster section at the Society of Cosmetic Chemists Midwest Chapter's biannual **Fall Technical Symposium**. We strongly encourage both undergraduate and graduate students studying any scientific field to **SUBMIT A POSTER TOPIC**. **Deadline to submit a topic for presentation is September 1, 2019.** Hotel rooms can be arranged for students traveling from a distance. Travel expenses will also be covered.

Every student poster participant will receive a \$50 gift card to and may qualify for a free SCC membership. First place winner will receive an all expenses paid two-night trip to New York City to participate in the New York SCC Suppliers' Day Future Chemist Workshop in May 2020. Second place winner will receive \$150 and Third place winner will receive \$100.

For additional information and to submit abstracts or posters go to: <https://www.midwestsc.org/technical->



Suppliers' Day 2019

October 2-3, 2019 • Long Beach Convention Center, California

West Coast Largest Personal Care Industry Tradeshow

The Society of Cosmetic Chemists organization is dedicated to the advancement of cosmetic science, the Society strives to increase and disseminate scientific information. Our mission is to further the interests and recognition of cosmetic scientists while maintaining the confidence of the public in the cosmetic and toiletries industry.

The California Chapter Suppliers' Day 2019 will host over 350 booths with global exhibitors to present new innovative ingredients and solutions. This highly anticipated biennial West Coast show is a must attend event to add to your calendar for 2019.

Two days of excellent networking opportunity to meet with leading R&D Chemists, formulators, entrepreneurs, executives, manufacturers, retailers, regulatory specialists and distributors.

Suppliers' Day is a beneficial vehicle to maximize visibility, display what sets you apart, and ensuring your products are part of the ever evolving personal care market. Do not limit your possibilities by not realizing the continuous revenue potential of the Personal Care Market exposure.

The Suppliers' Day Exposition is an opportunity to build strategic partnerships, while discovering new innovative ingredients, packaging and services.

When: October 2nd & 3rd, 2019

Where: Long Beach California

Events: Educational events, Key Industry Speakers, Technical Posters

Who Exhibits:

Raw Material Suppliers and Distributors, Testing Laboratories, Regulatory, Packaging, Equipment, and Contract Manufacturers.

Who Should Attend:

R&D Chemists, Formulators, Marketing, Quality Assurance, Brand Owners, Sourcing Managers.

Attendance is Free

For Exhibiting and Attendee Registration: visit website: caliscc.org



By Perry Romanowski

Used by permission from: <http://chemistscorner.com>

The Challenges of formulating natural cosmetics

Clean Beauty is all the rage these days and it can be directly related to the difficulties in formulating natural cosmetics. Although there are not actually any cosmetics that I would consider natural (there is no lipstick bush) some things are seen as more natural than others. Ingredients that are obtained from plants or chemically modified from plants or chemically identical to plant ingredients are considered by some people “natural.”

The problems with formulating natural

However, there are some significant challenges to formulating natural. It was these problems that led to the creation of this new niche called Clean Beauty. Some of the problems are as follows.

There aren't many natural ingredients

First, when you commit to formulating natural you've significantly reduced your formulation options. The INCI dictionary lists about 22,000 different chemicals that can be used in cosmetics. Maybe 10% of those would be considered natural. Now, most natural standards groups and retailers solve that problem by just making exceptions and letting formulators use synthetic ingredients that seem natural so it expands the actual ingredient pallet. However, if you're being a natural purist there aren't many things you can use.

The natural options don't work as well

Another problem with natural formulating is that the ingredients you are restricted to are not the best functional ingredients. As an example, if you wanted a truly natural, from the planet cleansing surfactant, you're only real choice is a saponin from the berries of a soapnut tree. These are not nearly as effective as synthetic surfactants and they're hard to work with. And consider colorants. There are very few truly natural colorants that have been approved by the FDA. I saw a blog post where they went through and listed all these extracts and the different colors you can get from them. But you know what? In the US it is illegal to use most of them for the purpose of coloring your product. There are less options and they don't work as well.

Continued on next page

Chemists Corner

By Perry Romanowski

Used by permission from: <http://chemistscorner.com>

The supply is inconsistent

And even if you find a natural ingredient that works great, you can't necessarily count on always being able to get that ingredient. I know in the recent past there was a significant problem with the yearly jojoba crop and getting jojoba oil was a challenge for many brands. If you are a smaller brand and there is a problem with any crop, you could be out of luck for getting a supply. Or you might get an ingredient that worked one way one year but the growing conditions made it such that you got an ingredient with the same name that didn't work the same way.

Natural ingredients are harder to work with

When you formulate natural your limited in what you can formulate with and it is particularly difficult in terms of preservation. Natural ingredients are more prone to contamination than synthetic ingredients. That's what happens when you leave something outside and exposed to the natural environment. And there are just not many options when it comes to formulating using only natural preservatives. Sometimes you just can't get a preservative that is effective enough.

Natural fallacy

Natural marketing is based primarily on fear and the natural fallacy. Marketers of these products want people to believe that things that are natural are safer for you. They want people to believe that things that are natural work better. Unfortunately, or fortunately depending on your perspective, neither of these things are necessarily true.

Natural is not more safe

It certainly isn't true that natural things are safer for you. Safety of an ingredient has nothing to do with whether it is natural or not. Certainly there are safe natural ingredients. But there are also unsafe natural ingredients. Who wants to take a blob of poison if extract and rub it on their skin? In fact, if you look at the ingredients that cause the most skin reactions, they are normally natural or naturally derived ingredients.

Continued on next page

Chemists Corner

By Perry Romanowski

Used by permission from: <http://chemistscorner.com>

Natural lacks performance

It is also not true that natural products work better. And this is probably the number one reason for the rise of Clean beauty. While people can be fooled into believing that their naturally derived ingredients are safer for them. Safety is not something you can actually see or experience in any immediate way.

Performance, on the other hand is something you notice right away. It's easy for consumers to tell when a product isn't working as well as they expect. Consumers can tell when a product feels bad on their hair or it feels more irritating on skin. When it comes right down to it, consumers want products that work. They might say they want "natural" and environmentally friendly products, but what they really want are products that are effective and fun to use.

Natural has no legal definition

Another problem with the marketing term natural is that the regulators in the US have added to the confusion. The term natural has no legal definition. In the US, pretty much anyone can call anything they want "natural." At least according to the FDA.

FDA on Natural

This is taken from the FDA website in regards to the question of natural.

"FDA has not defined the term "natural" and has not established a regulatory definition for this term in cosmetic labeling. FDA also does not have regulations for the term "organic" for cosmetics. The U.S. Department of Agriculture (USDA) regulates the use of the term "organic" for agricultural products under the National Organic Program (NOP)."

So if you're marketing is good enough you'll be able to find consumers who want the product. Brands that use standard technologies can legally claim that they are natural. And I suppose that since there isn't any proof of something "supernatural" they might have a point.

Continued on next page

Chemists Corner

By Perry Romanowski

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But things have changed a little bit recently due to actions by the FTC, which is the Federal Trade Commission. In 2016, they filed suit against 5 cosmetic companies for making misleading claims about their natural cosmetics.

FTC Action

The FTC said they still don't have a definition for natural however, if you are going to make the claim "100% natural" or "All natural" then you can't have synthetic chemicals in your products. They made it clear that marketers who made those specific claims should not use synthetic chemicals.

The wording of the claims matters a lot. I would recommend you avoid claims like "all natural" and "100% natural" until the FTC clarifies what those terms mean.

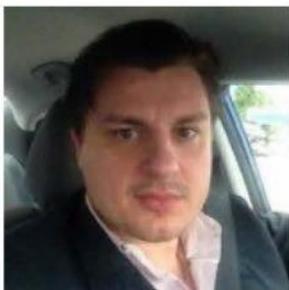
Just so you know, in the US you don't only risk government action. You also risk being sued by any consumer or lawyer who thinks that your natural product isn't natural enough. The brand Tresemmé was sued for their natural product because it contained synthetic chemicals. They ended up settling the case for \$3.2 million and have stopped selling the naturals line. This is a real risk for brands trying to claim natural. You really need a rationale for why your product is natural.

And if you use the term "organic" in your product, watch out for lawyers from California. In that state they have a rule governing the term organic and a number of beauty brands have been sued or fined because they used the term "organic" in their marketing. Brands like Babyganics, JASON, Avalon Organics, and Organix have all had lawsuits brought against them. Some have settled while others have changed their marketing. Unless you get certified, don't use the term "organic" in your marketing.

Now with these murky regulatory rules and since performance of natural cosmetics was a problem, marketers needed a new way to talk about this space. It is still pretty easy to convince consumers that natural things are more safe, so some clever marketers got the idea to create this new category of Clean Beauty. Clean beauty embraces all the fear motivating natural beauty without the performance deficits or the worrisome government regulations.

Member Spotlight by Gail Harris

SWSCC Member Spotlight – Nick Paras



Where were you born and raised?

Chicago, IL. #GO CUBBIES

Where did you go to college and what was your major?

Biochemistry Degree at University of Illinois and an MBA in Marketing at Roosevelt

What was your first job as a teenager and after college?

I am Greek so naturally my family owns a restaurant. My first job was “free labor” for my father

How did you get into the cosmetic industry?

I interned at a company called Hallcrest. They were one of the first to launch Shea-Butter Microencapsulates. When ISP bought and closed the Glenview, IL facility, I was hired, as a junior chemist, by Alberto-Culver.

What exactly do you do?

Regional Sales Manager for TRI-K covering Texas, New Mexico, Nebraska, Missouri, Minnesota, Wisconsin, Illinois, Michigan

What is the most interesting part of your job?

Working with chemists on new projects, it always brings me back to when I first started formulating

What do you like most about your job?

Meeting with all the great people in our industry



SWSCC Membership: How involved are you in SWSCC? Attend most meetings? Volunteer?

I have attended most of the monthly meetings since I moved to Dallas. I have not been asked to help out yet.

Most memorable SWSCC event?

New York December SCC 2009.... back when Active Organics still sponsored the Planet Hollywood party.... let's just say I am well stocked with incrementing photos.

Do you golf in the SWSCC Tournament?

My first time was in 2019.

Do you have children? Pets?

I have 2 boys...Alexi age 10 and Frank age 6. No pets.

One of the last 3 books you read? Favorite book?

Bad Blood...the story of the rise and fall of the Theranos company

Talent or hobby that most people are not aware of?

I am an avid poker player and was on TV playing once. I was also a professional Greek folk dancer when I was younger (very long story) and I did that on TV once as well.



Scariest thing you have ever done?

Bungee cord jumping.... I was not sober

Favorite sports team?

I bleed Cubbie blue



Favorite food?

Chicago style Pizza

Favorite TV show?

Game of Thrones (#duh)

Favorite movie?

Braveheart

Favorite Musical artist?

Linkin Park (#RIPChester)

Last 3 concerts?

Linkin Park, Phish, Imagine Dragons

Favorite Vacation destination?

Caribbean

Most memorable road trip?

From Chicago to Phoenix....3rd leg of the trip I drove south through the Rocky Mountains



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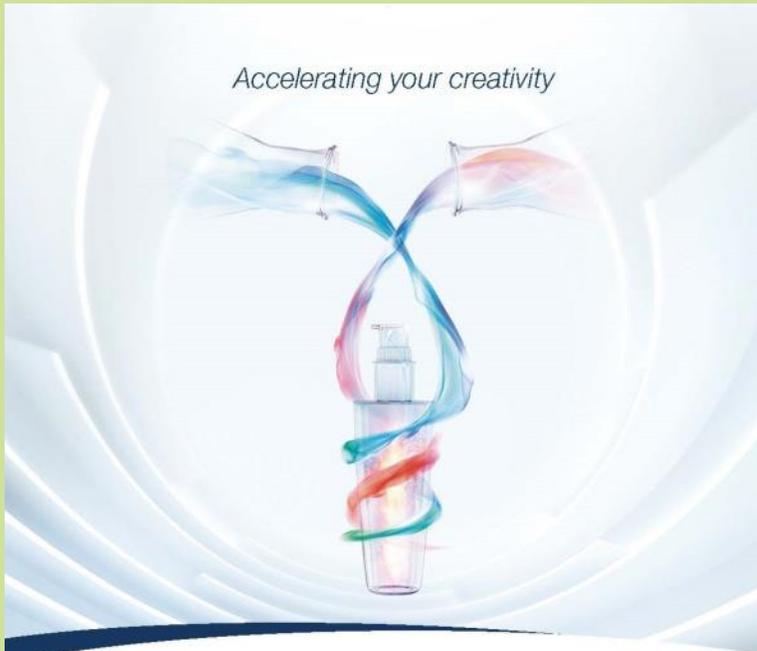
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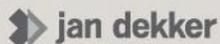
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