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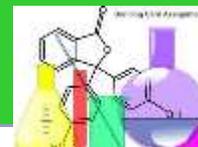
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Southwest Society of Cosmetic Chemists

SCC

Volume 18
Issue 2
2nd Quarter
2020



Information from the SWSCC Chair

Dear Members and Colleagues,

I hope that everyone is staying safe and well! I know these are different times and we are all working in a not-so-normal environment. Although I do feel the working environment will change and more virtual collaboration and learning will become the new norm, one thing I truly believe is a necessity for business and personal relationships is interfacing with people! I want to be able to smile face to face, shake hands or even give hugs! For now, we have to move on in this virtual world, practicing social distancing for the safety of all.

During the last couple of weeks, the board has been meeting and making decisions on our events for the remaining year. Due to the concerns and unknowns over COVID-19 (coronavirus disease) and the safety of all who attend SWSCC events, the board has decided the following:

- ◆ SWSCC Suppliers Day (September 17, 2020) – Due to the size of this event and the unknown of when large events will be allowed, we have decided to cancel this event for 2020. As this event takes place every other year, we will resume in 2022!
- ◆ SWSCC Golf Tournament – (Date changed to November 11, 2020) – As of this time this event is still in place. Contracts for this event are a bit more flexible and we can make decisions as we get closer to the event. For this event, the venue can also provide each player with a golf cart so we can practice social distancing. If you have already registered for the event and cannot attend due to the date change, please contact me and we will provide you with credit. If you can still attend and have already registered there is no need to register again. We have you in our system. Registration for Teams and Sponsors will open online in Mid-September.

(continued on page 2)

Information from the SWSCC Chair—continued from page 1

- ◆ SWSCC Holiday Party (December 4th, 2020) – Due to the size of this event and the unknown of when large events will be allowed, we have decided to cancel this event for 2020. We will **continue to monitor the state’s requirements pertaining to COVID-19**, and hopefully we will have the event next December 2021.

In the meantime, we are working on putting together virtual chapter meetings (including speakers). Our first one will be towards end of June. We are finalizing the details and will have more information on the website soon.

These decisions were not made lightly, but our main priority is to ensure all attendees are safe from contracting COVID-19.

Please everyone stay safe and contact me or any of the board members if you have any questions.

Sincerely,
Mary Miller
Chair – SWSCC



Inside you will find:

Page 3—June 2020 Meeting

Pages 5,7,9,10,12—National SCC News

Pages 14-17—**Chemist’s Corner**



SOCIETY OF COSMETIC CHEMISTS
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SWSCC Monthly Meeting
June Virtual Meeting –June 25th, 2020

June 25th, 2020 Virtual SWSCC Monthly Meeting

Speaker: Cristiane Pacheco, Business Vice President of Chemyunion, Inc.

Time: 12:00 Noon CDT

Registration for the event is found on our website:
www.swscc.org

Abstract:

Discover insights on the importance of Antimicrobials post pandemic and explore the 'New Normal' for skincare. We will be reviewing concepts like cleaning x disinfect, anti-bacterial x regular soaps and suggestions for milder and moisturizing systems. How does COVID-19 change the hygiene habits? Anxiety dominates: Changed habits necessary to face pandemic.

Also we will be discussing the different Exposition and Interaction Behaviour focusing on building trust with the consumer and skin care solutions for this "New Normal".

Cristiane's Bio:

Cristiane Pacheco is New Business Vice President of Chemyunion, Inc US. Pacheco joined Chemyunion in 1998, and has over 23 years of global personal care experience. She led Research and Development at Chemyunion beginning in 2012 with responsibility for a group of 20 researchers. Cristiane is a Pharmacist with a post-graduate work in Cosmetology and an MBA in Business Management. She has studied Hair Biology through TRI Princeton, and Dermo Cosmetic Sciences through Brussels University. Published to over 20 patents and numerous articles.

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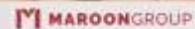
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ATTENTION! ATTENTION!

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

Regulatory

Color

GMPS For Cosmetics

Cosmetic Formulations

Regulatory Update

Beginning Cosmetic Chemistry

Basic Hair Science

Botanicals & Naturals for The Naturals Market

Chemistry & Regulations of Cosmetic Colorants

Molecular Biology & Gene Expression

Phytochemistry 101 For Cosmetic Chemists

cGMPS For Cosmetics and Otc's

Practical Basic & Theory in Emulsion Technology

Cosmetic Chemists Guide to Product Development

Sustainable Cosmetic Product Development

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By Perry Romanowski

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The Challenges of formulating natural cosmetics

Posted on February 15, 2019 by Perry Romanowski

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)

By Perry Romanowski

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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)

By Perry Romanowski

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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.

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.

(Continued on next page)

Chemists Corner

By Perry Romanowski

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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 Tresemme 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.



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Committees Chairs for 2020

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Educational – Melanie Timms
Housing – Maria Mayeron
By Laws—Robert Vetkoetter
Newsletter Editor—Alison Nally
Newsletter Sponsorship— Alison Nally
Membership— Kim Wandell/Nick Paras
SWSCC Media—Alison Nally
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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.

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SAVE THE DATES!!!!

June 25th, 2020—Virtual noon Chapter/Speaker
Chapter Meeting – More info to come

SWSCC Suppliers' Day—will resume in 2022

October 8th, 2020—TBD

November 10th, 2020—Monthly Meeting

SWSCC Golf Outing—November 11th, 2020—still scheduled
and registration for teams and sponsorship will re-open
Mid-September

SWSCC Holiday Party—will resume in 2021



Make sure you check out the SWSCC website with improved features and easy to register / pay for events!!

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