

# SOUTHWEST SOCIETY OF COSMETIC CHEMISTS

Newsletter

WHAT YOU'LL  
FIND?



**SWSCC Events**  
**Pictures**

**Upcoming Events**

**Formulator on  
the Spot**

**Get ready to celebrate, Southwest SCC!**

Our chapter recently marked a monumental occasion proudly reaching our 50th anniversary on May 28th.

We're thrilled to commemorate five decades of cosmetic science education and industry networking. As we reflect on the chapter's rich past, we also look forward with a refreshed vision.

Be sure to visit the SWSCC website with an updated chapter mission statement which better reflects our current goals and aspirations.

You'll also notice a new logo, specially designed to honor our 50 years and usher in an exciting new era for the Southwest SCC chapter.



JUNE VOL 2, 2025

## MESSAGE FROM THE SCC PRESIDENT



It's a big year for the SCC! As we celebrate our 80<sup>th</sup> Anniversary in 2025, we're focused on laying the foundation for the next 80 years — and beyond.

The Board of Directors and I have been working diligently to enhance member value, plan for the future, and improve the overall SCC experience for both members and chapters. Read on to learn more about some of the exciting initiatives currently underway:

**New Member Benefit:** Coming in April, we're excited to announce a new member benefit that will bring tremendous value to your SCC membership. Keep an eye on your inbox and follow us on social media for the official announcement — coming soon!

**Future Forward:** In July 2024, the SCC Board met in Chicago to review the progress of our 2019 strategic plan. Having completed nearly 90% of our goals, we took this opportunity to reaffirm and refine our vision for the future. Together, we've developed new strategies and tactics to ensure SCC's continued growth and success in the years ahead.

**Celebrating 75 Years of the Journal:** We recently released the first of two open-access special issues of the Journal of Cosmetic Science, commemorating its 75th anniversary. The theme: Sustainability in cosmetics and personal care, explored through three interconnected concepts:

- (i) personal sustainability,
- (ii) community sustainability, and
- (iii) environmental/global sustainability.

Later this year, look out for our follow-up "part two" on sustainability, as well as a special issue focused on the microbiome.

**SCC's Educational Program is growing:** Last summer, we successfully launched our first Certificate Program in Skin Care, enrolling over 40 participants! We're excited to open registration for the next Skin Care cohort soon — and we're already developing additional certificate tracks for 2025 and beyond.

In addition to our regular curriculum of continuing education programs, we recently introduced new offerings, including a course earlier this year on The Fundamentals of Sunscreen Development. At the upcoming NYSCC Suppliers' Day, we'll debut another newly developed course: Mastering Makeup Formulation Across Eyes, Lips, and Face.

**80th Anniversary Gala:** Plans are underway for a gala event at the end of this year, to celebrate 80 years of advancing cosmetic science through education, innovation, and research. Details will be shared this spring — and we hope to see you there!

Thank you to all of our members who continue to engage, volunteer, attend events, and help make the SCC a remarkable place for professional growth. I'm excited about all the great things happening this year and grateful for your continued trust and support.

Sincerely,

**AKSHAY TALATI, RPH**

2025 SCC President



JUNE VOL 2, 2025

## MESSAGE FROM THE THE CHAIR OF THE LEGACY COMMITTEE

As the newly appointed chair of the SWSCC Legacy Committee, I am thrilled to introduce myself and share the exciting journey ahead as we celebrate the chapter's 50th anniversary. Founded on May 28th, 1975, SWSCC has grown into an incredible chapter thanks to the dedication and passion of our members.

The Southwest Society of Cosmetic Chemists (SWSCC) is proud of marking half a century of innovation, collaboration, and dedication to the advancement of cosmetic science. As part of this monumental occasion, we are thrilled to unveil a brand-new logo that symbolizes our journey and the exciting future ahead (Located under my signature) Throughout this milestone year, we will share chapter information commemorating our rich history, and we need your help! We're seeking pictures, information, and stories from our members to showcase at events and our end-of-year dinner dance. When submitting pictures, please include the names of individuals, the event, and the year they were taken. Our goal is to honor as many members as possible who've contributed to the growth and success of SWSCC.

To send this information, visit [SWSCC.org](http://SWSCC.org). Navigate to the contact page, go to the committee tab, Legacy Chair and click on my name to send an email. You can also reach out with ideas or questions to any of our dedicated committee members: Rachelle Bowen, Dawn Burke-Colvin, Melanie Smith, and Margo Stout.

I am genuinely excited to celebrate the legacy of our chapter over the past 50 years and look forward to connecting with all of you as we honor this remarkable milestone together!



**MARY MILLER**

Chair, SWSCC Legacy  
Committee





JUNE VOL 2, 2025

## WHY JOIN THE SOCIETY OF COSMETIC CHEMISTS (SCC)?

Becoming an SCC member connects you with professionals who understand the challenges and opportunities in the cosmetic and personal care industry. Here's why thousands of professionals choose SCC:

### EDUCATION & RESOURCES

Get free or discounted access to the SCC Media Library, a complimentary Journal of Cosmetic Science subscription, and exclusive discounts on continuing education, including webinars, lectures, and hands-on labs.

### NETWORKING & COMMUNITY

Enjoy free or discounted access to the SCC Media Library, a complimentary journal subscription, and exclusive education discounts on webinars, lectures, and labs.

### NETWORKING & COMMUNITY

Discounted registration for the Annual Scientific Meeting & Showcase, featuring:

- Two full days of industry-leading education
- A showcase with over 100 exhibitors and scientific posters
- Unmatched networking opportunities with cosmetic chemistry experts
- Complimentary membership in the International Federation of Societies of Cosmetic Chemists (IFSCC), giving you access to:
- Discounts on global industry events
- The IFSCC Magazine and KOSMET database with over 84,000 international abstracts

**Ready to take your career to the next level?**

**Join SCC today and be part of a global community driving innovation in cosmetic science!**





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## CALL FOR VOLUNTEERS SHAPE THE FUTURE OF SWSCC!

The Southwest SCC chapter is celebrating 50 incredible years, and we're looking to our dedicated members to help us kick off our next half-century with renewed energy! We're seeking enthusiastic volunteers to join our various committees and contribute to the continued success and growth of our chapter. Whether you have a little time or a lot, your contributions can make a real difference.

### EDUCATION PROGRAM COMMITTEE

Is responsible for identifying timely and impactful topics in cosmetic science, sourcing expert speakers, and organizing engaging educational events. This includes planning and executing regular chapter meetings with technical presentations. Their efforts are central to fulfilling the SWSCC's mission of advancing cosmetic science knowledge and supporting the professional development of its members.

### MEMBERSHIP COMMITTEE

Is focused on growing and nurturing our members and connecting with the broader community. Key responsibilities include developing and executing strategies to attract new members, ensuring a welcoming and engaging experience for all, and promoting the benefits of SWSCC membership. This involves direct outreach and identifying new members' welcome opportunities. The committee also works to enhance member retention by understanding member needs and ensuring members are aware of all the valuable resources and opportunities available through our chapter and the national SCC.

### SOCIAL MEDIA COMMITTEE

Plays a vital role in enhancing the SWSCC chapter's online presence and engaging our members and the wider cosmetic science community. Responsibilities include creating engaging content (posts, graphics, videos) across platforms like LinkedIn, X, and Instagram, and promoting chapter events, news, and member achievements. The committee also monitors social media trends, manages online interactions, and collaborates with other committees to ensure consistent messaging and maximize our chapter's visibility.

### CHAPTER BYLAWS COMMITTEE

Reviews and recommends updates or amendments to the chapter's bylaws, ensuring they remain relevant, clear, and alignment with both the chapter's evolving needs and the national SCC's policies and procedures. This committee meticulously evaluates proposed changes, drafts new language, and ensures that all revisions adhere to proper legal and organizational standards. They play a critical role in maintaining the integrity and smooth operation of the chapter by ensuring its rules and regulations are well-defined and consistently applied.

### NEXT GEN

Supports the growth and engagement of students and early-career professionals within the cosmetic science industry. The committee works to bridge the gap between academic learning and professional practice. They also focus on university outreach, encouraging student participation, and promoting resources that support young professionals in their career journeys. The NextGen Committee's efforts are essential in ensuring a vibrant pipeline of talent and enthusiasm for the future of the Southwest SCC and the wider industry.

Ready to get involved? Please send an email to the chapter board [swscc123@gmail.com](mailto:swscc123@gmail.com).

We'll be in touch to discuss opportunities that align with your interests and availability. Let's make the next 50 years even more impactful, together!



JUNE VOL 2, 2025

## NATIONAL NEWS YOU CAN USE!

### ARE YOU INTERESTED IN JOINING THE SCC BOARD OF DIRECTORS?

Now is the time to submit your application for consideration

Help shape the future of SCC by running for the national board of directors!

The following positions are available for 2026:

- Vice President-Elect (one year term, ascending to Vice President then President; a three-year commitment)
- Secretary (two-year term)
- Area III Director (three-year term)
- Area IV Director (three-year term)
- Area V Director (three-year term)

### GUIDELINES AND REQUIREMENTS FOR ALL NATIONAL BOARD POSITIONS

- Only **General Members** are eligible to run.
- Affiliate Members are automatically transferred to General Member status after 5 consecutive years of membership in good standing (per current SCC Bylaws, Article II, Section 1.B.).
- Candidates are expected to serve out their current national or chapter office term in its entirety before assuming another elected Board position; current Chapter Treasurers-Elect and Chairs-Elect are not eligible to run for national board.
- All candidates are required to complete the online application and submit it by the published deadline; late or incomplete submissions will not be accepted.
- The application requires a statement highlighting how they will contribute to each of the Society's four (4) strategic plan goals.
- Candidates who fail to submit the required ballot information to HQ by the published deadline shall not appear on the ballot.

Be sure to carefully review the eligibility requirements for each position [HERE](#).

**APPLICATION DEADLINE IS WEDNESDAY, JUNE 18, 2025.**

### SCC'S 80TH ANNIVERSARY GALA

Save the date for December 15, 2025 when the Society of Cosmetic Chemists will be celebrating 80 years of advancing cosmetic science education in New York City! This gala event promises to be an extraordinary occasion to honor our organization's rich history and accomplishments. Mark your calendar and get ready to join your colleagues for an evening of elegance as we commemorate this significant milestone. We look forward to celebrating with you!





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## CHAPTER NEWS YOU CAN USE!

### RUN FOR SOUTHWEST CHAPTER OFFICER POSITION!

Are you ready to take a more active role in shaping the future of our chapter?

We're looking for passionate and dedicated members to step up and lead! This is your chance to make a real impact, contribute to our success, and gain invaluable leadership experience.

We're currently seeking SCC members for the following vital positions:

- Chair-Elect:
- Treasurer-Elect
- Secretary

Serving as a chapter officer is a rewarding experience that allows you to develop new skills, expand your network, and leave a lasting legacy. If you're ready to contribute your talents and energy, email your interests to [swscc123@gmail.com](mailto:swscc123@gmail.com) **BEFORE June 30, 2025.**



JUNE VOL 2, 2025

## 2025 CHAPTER BOARD & COMMITTEE CHAIRS



**Stan Djurich**  
Chair 2025  
IMCD



**Mauricio Castro**  
Chair Elect 2025 &  
Dinner Dance  
Romatech Consultants



**David Stott**  
Treasurer 2025  
Mary Kay



**Michelle Hines**  
Secretary 2025 &  
Nominations



**Carrissa Dowdy**  
Treasurer Elect 2025 &  
Advertising  
Mary Kay



**Kim Wandell**  
Website  
Acme-Hardesty



**Vianney Aguilar**  
Newsletter  
Coptis



**Camila Ugaz Rojas**  
Social Media  
Goodkind



**Jared Cole**  
Golf Outing  
Barentz



**Alisar Zhar**  
Education  
Revision



**Lisa Vannucchi**  
House  
Lucas Meyer



**Melissa Powell**  
Formulation  
Goodier



**Gabriella Bittner**  
Membership  
Glenn Corp



**Melanie Timms**  
Scientific Symposium  
SPI



**Mary Miller**  
Legacy



**Ashley Nguyen**  
Next Gen  
Goodier



**Cassie Lindeman**  
Next Gen  
Goodier



**Valerie George**  
Sr. Area III Director  
Simply Formulas



**Michelle Carrillo**  
Jr. Area III director  
Actera Ingredients



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JUNE VOL 2, 2025

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## EXPLORING THE SWSCC

The Southwest Chapter of the Society of Cosmetic Chemists (SWSCC) was founded in 1975 by Ole Lorenzetti and 25 pioneering members, driven by a vision to cultivate a thriving local community dedicated to the advancement of cosmetic science. From its inception, the SWSCC aimed to establish a focal point for professionals within the Southwest, a region that has since become a significant hub for the personal care industry.

From its modest beginnings, the SWSCC has experienced remarkable growth, evolving into one of the largest and most influential SCC chapters in North America. This expansion is a testament to its unwavering commitment to its foundational principles and its ability to adapt to the evolving needs of the industry.

The SWSCC has consistently elevated the field of cosmetic science by:

### SERVING AS A PREMIER HUB

The chapter has solidified its position as a vital hub for personal care professionals, connecting chemists, formulators, marketing suppliers, and other key stakeholders within the industry.

### DISSEMINATING CUTTING-EDGE KNOWLEDGE

Through regular meetings and diverse events, the SWSCC provides a crucial platform for sharing the latest scientific advancements, research findings, and technological innovations. This includes showcasing the newest ingredients, formulation techniques, and market trends.

### PROMOTING RESEARCH AND ETHICAL STANDARDS

The chapter consistently emphasizes the importance of rigorous research and the maintenance of high ethical, professional, and educational standards. This focus has played a pivotal role in enhancing the qualifications and capabilities of cosmetic scientists in the Southwest, fostering a culture of excellence.

### FACILITATING COLLABORATION AND NETWORKING

The SWSCC actively fosters collaboration and networking opportunities, bringing together chemists, marketing suppliers, and other industry professionals to exchange ideas and build valuable connections.

### SUPPORTING AND RECOGNIZING MEMBERS

The chapter has consistently supported and recognized its members, fostering a sense of community and professional growth.

### BUILDING PUBLIC TRUST

Recognizing the importance of consumer confidence, the SWSCC has actively worked to build and maintain public trust in the cosmetics and toiletries industry.

A cornerstone of the SWSCC's activities is its highly anticipated annual all-day Educational Seminar and biannual Suppliers' Day. These events have become essential gatherings for the personal care industry, attracting chemists, marketing suppliers, and other professionals from across the region. They provide invaluable opportunities for professional development, networking, and the exploration of the latest industry trends, making the SWSCC a major player in the Personal care industry.

The SWSCC's journey from a small group of dedicated professionals to a leading chapter in North America reflects its enduring commitment to advancing cosmetic science, fostering ethical practices, and serving its members and the wider community, especially as it relates to all aspects of the personal care world.



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# IMPORTANT ANNOUNCEMENT!

Are you a cosmetic formulator with a favorite time-saving technique, a brilliant solution to a common problem, or an innovative ingredient tip?



# WE WANT TO HEAR FROM YOU!



Our new newsletter column, **Bench Talk**, will feature your expert insights to help fellow chemists elevate their craft. Whether it's a clever workaround for emulsion stability, a game-changing processing method, or an underrated raw material, your knowledge could inspire the community.

Want to be featured?  
Send your submissions, 200 words max, to  
**[mpowell@goodierlabs.com](mailto:mpowell@goodierlabs.com)**.  
We look forward to seeing your work!

New to the industry or a young chemist?

If you have questions or a project has you stumped,  
send us your questions!

We want to know what you're curious about so we can  
all learn and grow together





JUNE VOL 2, 2025

## GOLF OUTING APRIL





## GOLF OUTING APRIL







# Congratulations to the Winners



We had a fantastic day of networking and friendly competition at the SWSCC Golf Outing, held on April 23rd at Cowboys Golf Club! After the morning rains cleared, members and guests enjoyed a day on the greens, connecting with industry colleagues and showcasing their swings. It was a great chance to build camaraderie outside of our usual meetings. Thank you to all the golfers, our generous sponsors, and the volunteers who made this annual event a resounding success. We look forward to seeing you on the course again next year!

## Team's Category



**Eric McCurley, Brian Nicholson, Colton Wright, Darin Klaehn**



**Justin Brown, Robert Hendrickson, Kyle Lewis, Matt Hewitt**



**Daniel McCaul, Kevin Jones, Andy Medina, Cade McBride**

## Men's Category

## Women's Category

### Longest Drive

**Layne McBeath**

**Jane Pinda**

### Closest to the Pin

**David Pair**

**Tiffany Carle**

## More Winners!

**Anthony Aguirre**

**Angel Hernandez**

**Kevin Hilbert**

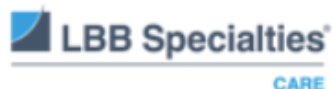
**Drew Adkins**

**Tabitha Tan**



JUNE VOL 2, 2025

## GOLF OUTING APRIL SPONSORS





JUNE VOL 2, 2025



## SWSCC EDUCATION SYMPOSIUM SEPTEMBER 30TH

**MARK YOUR CALENDARS!**



From initial market research and ingredient selection to regulatory hurdles, efficacy testing, manufacturing, and ultimately, a successful launch, our expert speakers will guide you through each crucial step. This symposium is an invaluable opportunity for both seasoned professionals and those new to the industry to gain a holistic understanding of how a cosmetic product comes to life.

**Stay tuned for more details on speakers and registration!**

The SWSCC is excited to announce our upcoming Education Symposium on **September 30<sup>th</sup>** to be held at the **Hotel Indigo**, an urban oasis on the Mandalay Canal in Las Colinas. This year's theme, "A Journey Through Product Conception to Launch and All the Steps In Between," promises an insightful and comprehensive exploration of the entire product development lifecycle in the cosmetic industry. stage.




# Upcoming events.

2025


**JUN**  
**18**

## **SWSCC EDUCATIONAL MEETING**

 Location: PinStack 2750 West I-635, Irving TX 75063.

**JUL**  
**16**

## **SWSCC EDUCATIONAL MEETING**

 Location: Puttshack 5100 Beltline Addison TX.

**AUG**  
**20**

## **SWSCC EDUCATIONAL MEETING**

 Location: Austin

 Details: to follow

**SEP**  
**18-20**

## **FLSCC SUNSCREEN SYMPOSIUM**

 Location: Disney's Yacht & Beach Club  
1700 Epcot Resorts Blvd, Lake Buena Vista, FL.

**SEP**  
**30**

## **SWSCC EDUCATION SYMPOSIUM**

 Location: Hotel Indigo  
455 E John W Carpenter Fwy, Irving, Texas 75063

**OCT**  
**29&30**

## **CASCC SUPPLIERS DAY**

 Location: Long Beach Convention Center, Los Angeles, CA

**DEC**  
**5**

## **SWSCC DINNER DANCE**

 Details: to follow





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## EDUCATION MEETING MAY

**Speaker:** Aaron Peterson, P2 Science

**Topic:** New Molecular Architecture as a Path to Performance and Sustainability.

This presentation examines how the 12 principles of green chemistry are applied to develop a novel, eco-friendly polymeric emollient for the personal care and cosmetic industries. It highlights strategies like using renewable materials, energy-efficient processes, and waste reduction to create a sustainable product that meets both performance and environmental standards. Case studies and data illustrate the reduced environmental impact and enhanced biocompatibility of the emollient, positioning it as a model for future green innovations in consumer products.







JUNE VOL 2, 2025

## EDUCATION MEETING MAY



**Speaker:** Jacklin Hoffelt, SNF Holding

**Topic:** Next Gen Initiative

The NextGen initiative was launched in 2015 to address the needs of early careerists, young professionals and undergraduate/post-graduate students in the cosmetics and personal care industry. Jacklin Hoffelt, Global Key Account Technical Manager with SNF Holding, has previously served as the committee chair for the SCC NextGen Initiative. She currently serves as the committee chair for both University Outreach and Chapter Concerns with the National SCC.





JUNE VOL 2, 2025

## FUTURE CHEMIST WORKSHOP

At our May meeting, we proudly announced the recipients of the \$400 Travel Awards for the Future Chemists Workshop—a prestigious program aimed at inspiring the next generation of scientific leaders.

Please join us in congratulating these outstanding local students on their selection!

1. **Rachel Ortega**
2. **Nathan Rojas**
3. **Connie Hu**
4. **Olivia Folly-Gah**
5. **Nora Del Bosque**
6. **Ella Keheley (not pictured)**



As part of their award, they will attend the NYSCC Suppliers' Day in New York City on June 3–4, where they'll dive into hands-on workshops, network with industry professionals, and explore the cutting-edge science behind cosmetic and personal care innovations.

These rising stars have demonstrated exceptional promise, and we're thrilled to support their journey into the world of science and innovation.

Bravo to all, your future in chemistry looks bright! 🌟





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## Formulator on the Spot



*Hi, I'm Chrissy!*

In the fast-paced world of beauty innovation, there's little room for hesitation, and no one understands this better than Chrissy Burton!

As the founder of Protostar Cosmetic Labs, a boutique contract manufacturing and R&D lab nestled in Euless, Texas, Chrissy lives where creativity meets chemistry.

This time, she opens the lab doors, and her personal journey, to reveal the real story behind the formulas.

**Keep Reading next page!**

### About Chrissy

With 14 years of hands-on experience crafting skincare, haircare, bath and body, and even pet care products, Chrissy isn't just a formulator; she's a visionary.

Backed by a Bachelor's degree in Chemistry from the University of North Texas and a cosmetology license from The Salon Professional Academy, her career is a fusion of scientific mastery and beauty industry intuition.

### Fun facts!

- I have a racing license and used to race cars in my late teens/early twenties
- I've run a Marathon from the USA into Canada
- I love thrift shopping

### Favorite colors

- Victory Green (Go Stars!)



# FORMULAS WITH SOUL: THE ART BEHIND THE SCIENCE

BY: CHRISSY BURTON

Creativity can strike in many forms. For me, it's been a continuous journey from childhood play and art, to cosmetology, and now, cosmetic formulation. Creativity manifests differently for everyone and in our industry, the inspiration to create is deeply meaningful. Every formula begins long before the first ingredient is weighed. It starts with an inspirational spark from nature, memories, aesthetics, culture, emotion, or another unique influence.

When a brand approaches me with a product idea, I immerse myself in the emotional and mental space required to bring it to life. I begin by balancing artistic vision with scientific research by seeking ingredients and a formulation base that aligns with the brand's concept and constraints.



Holding a brand's idea in your hands as a formulator is both empowering and humbling. I feel compelled to help them realize their vision, yet vulnerable to the pressure of exceeding expectations. There's a dance between creativity and compliance and an artistry within the bounds of budget, performance, and regulation. And yes, when a formula doesn't evolve as I imagined, impostor syndrome can creep in. Ironically, it's the most challenging projects, the ones that force me to push through uncertainty, that become the most rewarding.



Texture is always at the forefront. I challenge myself to explore new combinations and formulation bases depending on the project, rather than relying solely on novel actives to tell the story. Texture impacts not only how a product feels but how it performs, how it's experienced, and how its ingredients work together. It's where art meets chemistry. The actives within a formula will reveal their benefits over time, but it's the first impression that leaves a lasting mark. The way a formula glides over the skin or flows through the hair, paired with a memorable scent experience, is often the unmistakable reason behind a brand's success.

As a formulator, it's essential to discover your creative flow and ensure it complements your knowledge and expertise. In my experience, the creative process is so personal that if you presented the same product concept to several formulators, each would create a unique formulation. None of these would be inherently superior to the other, but each would carry the individual signature of the formulator's creativity. How cool is that?

Each formula I create carries my energy. It's infused with the passion and inspiration that sparked the idea in the first place. Open-minded collaboration and clear communication between the brand and the formulator are essential to maintaining that creative flow.

BY: CHRISSY BURTON







JUNE VOL 2, 2025

## SWSCC COMMITTEE SPOTLIGHT - STUDENT OUTREACH -

Ashley Nguyen, Cassie Lindeman, and Olivia Smith recently had the pleasure of visiting Lake Country Christian School in Fort Worth!



During their visit, they connected with bright, inquisitive students eager to explore the fascinating world of cosmetic chemistry. The classroom buzzed with curiosity as Ashley, Cassie, and Olivia shared their insights on formulation science, sustainability in beauty, and the endless possibilities within the cosmetic industry.

If you know a school that would be interested in hosting a visit from this talented and enthusiastic team, we'd love to hear from you! Our mission is to spark curiosity, ignite passion, and help shape the next generation of cosmetic scientists.

**Let's inspire young minds together!**



# BEAUTY BRANDS FOUNDED BY LATINAS: INNOVATION, CULTURE, AND AUTHENTICITY

## MARCAS DE BELLEZA FUNDADAS POR LATINAS: INNOVACIÓN, CULTURA Y AUTENTICIDAD

For this edition, we want to highlight the Latino influence in the beauty industry with an article in Spanish.

In Texas, more than 40% of the population is Hispanic or Latino, representing over 12 million people and making this community the largest ethnic minority in the state.

In honor of their cultural and economic impact, we celebrate the Latinas who are revolutionizing the world of cosmetics with innovation, authenticity, and pride in their roots.

Para esta edición, queremos destacar la influencia latina en la industria de la belleza con un artículo en español.

En Texas, más del 40% de la población es hispana o latina, lo que representa más de 12 millones de personas y convierte a esta comunidad en la minoría étnica más grande del estado.

En honor a su impacto cultural y económico, celebramos a las latinas que están revolucionando el mundo de la cosmética con innovación, autenticidad y orgullo por sus raíces.

### NOPALERA

#### SANDRA VELÁSQUEZ

Inspired by the resilience and versatility of the nopal cactus, Sandra Velásquez founded Nopalera, a skincare brand that uses natural and sustainable ingredients. With products like artisanal soaps and luxury exfoliants, Nopalera honors Mexican traditions while promoting empowerment and self-sufficiency.

Inspirada en la resiliencia y versatilidad del nopal, Sandra Velásquez fundó Nopalera, una marca de cuidado de la piel que utiliza ingredientes naturales y sostenibles. Con productos como jabones artesanales y exfoliantes de lujo, Nopalera honra las tradiciones mexicanas al tiempo que promueve el empoderamiento y la autosuficiencia.



### COSTA BRAZIL

#### FRANCISCO COSTA

Francisco Costa, Brazilian designer and former creative director of Calvin Klein, founded Costa Brazil, a sustainable beauty brand inspired by the Amazon. After visiting the rainforest in 2016, he discovered ancestral rituals and the richness of its natural ingredients. Motivated by conservation, he created clean formulas with responsibly sourced ingredients.

Francisco Costa, diseñador brasileño y exdirector creativo de Calvin Klein, fundó Costa Brazil, una marca de belleza sostenible inspirada en la Amazonía. Tras visitar la selva en 2016, descubrió rituales ancestrales y la riqueza de sus ingredientes naturales. Motivado por la conservación, creó fórmulas limpias con ingredientes de origen responsable.



# YC COLLECTION YASHIRA CANCEL



Yashira Cancel, a Puerto Rican entrepreneur, founded YC Collection in 2016 in Miami with the purpose of representing Latino culture in the cosmetics industry. Noticing the lack of brands created by Latinas in the U.S., she decided to launch a vibrant, high-quality makeup line that inspires creativity. Her products combine festive traditions, bold colors, and innovative formulas.

Yashira Cancel, empresaria puertorriqueña, fundó YC Collection en 2016 en Miami con el propósito de representar la cultura latina en la industria cosmética. Al notar la falta de marcas creadas por latinas en EE.UU., decidió lanzar una línea de maquillaje vibrante y de alta calidad que inspira la creatividad. Sus productos combinan tradiciones festivas, colores intensos y fórmulas innovadoras.

# LUNA MAGIC SHAIRA FRIAS

Shaira Frías co-founded Luna Magic in 2019 alongside her sister Mabel. Raised by Dominican parents in New York, she leads product development and the company's global strategy, which has landed their brand in stores like Target, CVS, and Walmart. In 2021, they made history on Shark Tank by securing an investment from Barbara Corcoran, becoming one of the few Latina-owned brands to do so. Passionate about authentic representation, Frías aims to tell fresh stories and inspire the Latino community through her company.

Shaira Frías cofundó Luna Magic en 2019 junto a su hermana Mabel. Criada por padres dominicanos en Nueva York, lidera el desarrollo de productos y estrategia global de la empresa, que ha conquistado tiendas como Target, CVS y Walmart. En 2021, hicieron historia en Shark Tank al obtener una inversión de Barbara Corcoran, convirtiéndose en una de las pocas marcas latinas en lograrlo. Apasionada por la representación auténtica, Frías busca contar historias frescas e inspirar a la comunidad latina a través de su empresa.



Which of these brands inspires you the most?

## References:

1. Luna Magic Best Sellers - [Luna Magic Official Website](#)
2. Latinx-Founded Beauty Brands - [IPSY Blog](#)
3. Costa Brazil Official Website - [Costa Brazil](#)
4. Shaira Frías & Luna Magic - [HipLatina](#)
5. Francisco Costa & Costa Brazil - [Vogue Business](#)
6. YC Collection: Our Story - [YC Collection Official Website](#)