making busy “pretty” with social consciousness

in-cosmetics
North America

October 11-12, 2017
make busy “pretty”

protective personal care ingredients for your customers’ busy lifestyles

hair care for the pretty busy

City frizz got you down? Try Daily Defense Spray with AquaFlex™ XL-30 polymer with benefits in volume boosting, curl retention, & protection against pollution.

Short on time to get to the salon? Try Moisturizing color protection conditioner with ChromoHance™ to reduce color fade in the 4-6 weeks between salon visits.

Cities are tough on hair fibers in more ways than one! Treat them to true multi-functional repair with our Style and Repair Cream featuring Style Fusion™ Complex 1.

skin care for the pretty busy

Don’t you want to bask a little longer? You need skin protection, but who wants to deal with greasy skin? SPF50 SUNSory™ Active Fluid features excellent film-forming, UV filter retention, and skin feel of Ganex™ Sensory

Feeling grimy after a long day in the concrete jungle? Revive and refresh with Hydrapearl Jelly, based on moisturizing, high-slip, matte-finish Lubrajel™ Marine
serenityl biofunctional from condurango bark

The Andean Condurango vine is traditionally used for its detoxification properties. Sustainably grown in Colombia, its essential oils are captured by a supercritical CO₂ based eco-extraction process.

**Serenityl** is effective in increasing skin detoxination, oxygenation, and wellness, and addresses the growing demand to protect skin against exposure to environmental stress factors such as airborne pollution.

Two fresh-feeling, hydrating formulations highlight this novel, natural ingredient to help consumers de-stress: **oxyzen beauty oil** and **oxyzen hydracare o/w emulsion**.

conarom b aromatic with hops extract

In addition to a gentle flowery-to-spicy fragrance, our multi-functional **Conarom™ b aromatic**, made with naturally derived hops extract & nature-identical phenylpropanol, offers broad anti-microbial protection.

Formulators will appreciate the good formulation compatibility, broad pH application, and ability to add Conarom b to formulations at any phase of production when worked in at ambient temperature.

Experience how this aromatic enhances a facial serum in our **conarom b facial serum**.
formulation session

- cold processed multifunctional styler and hair pudding with Style Fusion™ complex 1

- create a multifunctional prototype that delivers styling, conditioning, and repair

- hair pudding formula has rheological attributes that are designed to deliver a rich velvety texture that is easy to pick up and work into the hands and hair during application

Thursday, October 12, 2017
9:30 a.m.

led by Ashland solver and research scientist, Allwyn Colaco
who advances cosmetic science?

we do.

AVANT Institute Symposium

senses and essence:
fragrance and flavors across personal and home care formulations

predicting human olfactory perception from molecular structure: from molecules to mixtures
Joel Mainland, Associate Member, the Monell Chemical Senses Center, USA

human body odors: the influence of ethnicity, genetics and age
George Preti, Member, Monell Chemical Senses Center, Philadelphia and Adjunct Professor, Department of Dermatology School of Medicine, University of Pennsylvania, USA

link between fragrance and memory, mood and emotions
Rachel Herz, Adjunct Assistant Professor, Department of Psychiatry and Human Behavior, Brown University

Wednesday, December 13, 2017

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