



Mid-Atlantic Society of Cosmetic Chemists (MASCC) Newsletter

June 2021

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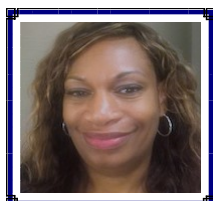
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Newsletter

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Greetings From the Chair

As I write to you on this Memorial Day, it has been almost 3 decades since I became a member of the Society of Cosmetic Chemists. I am reminded of many good talks, good times, and great experiences. I am thankful for the many people that I have met and the friends that I have made who share my love of making products that enhance the health and beauty of our customers. Our Society is special because of our emphasis on the social nature of our meetings where we bring together our members in events that create long lasting memories. My most enduring memories include meeting at quality restaurants, wineries, and golf courses to share a meal with people who also share my love of science. At these meetings I have learned about cosmetic science, and have met and talked with other cosmetic science professionals. In the past 15 months of the pandemic, our members have missed the SCC meetings and social events that give us our sense of belonging to something bigger than ourselves. With the COVID-19 restrictions being lifted, and most of our members becoming vaccinated, it is time to talk about our next SCC meeting and social event of the Mid-Atlantic section. I have solicited suggestions from our board members to come up with possible locations where we might hold meetings in our area.

- Texas de Brazil in Richmond, VA (MASCC has previously held events)
- Boathouse in Richmond, VA (nice open area, overlooking Belle Isle)
- Cooper's Hawk Winery in Short Pump Shopping Mall, close to Richmond, VA
- Linganore Winery, near Frederick, MD (we have been there in a past MASCC event)
- Cruise Event on Potomac River
- Hiking outdoors in Shenandoah Valley, Belle Isle in Richmond, VA
- Rent out "The Main Event" - Bowling, laser tag, pool tables in Columbia, MD

I encourage our members to let us know what they think about this list of locations in a poll that we will have on our new website: <https://midatlanticscc.org/>. In responding to this poll, you may also add your own ideas for locations, topics, and speakers. If you would like to be a part of the committee to help plan the next social event, please let us know in the comment section that you are available to work with us.

This is the 75th year of the Society of Cosmetic Chemists. In a recent conversation that I had with Liz Streland, 2021 National President of the Society of Cosmetic Chemists, she shared with me the "SCC History 75" project that I will pass along to you. The goal of the project is to rediscover what makes the society important to its members.

- ◇ Did you have a mentor that you would like to recognize?
- ◇ Who helped you to succeed?
- ◇ Who was a special memory for you?
- ◇ What do you remember about your own experiences as a member our of society?
- ◇ What happened to you that makes you want to continue to being a member today?

Please send us your stories and we will pass them along to the membership in our next newsletter. On this Memorial Day, it is time to remember the special people in our past that helped to make us who we are, and to let others know about it.

In July, our website will spotlight, a new section "A day in the life of a Cosmetic Chemist", featuring our esteemed colleague and fellow board member, Antoinette Barclay, a scientist at GSK.

The chapter is planning an August event. We have invited Dr. Aloysius Ononye, adjunct assistant professor of the University of Cincinnati, and the chair of Education and Learning Committee of the Society of Cosmetic Scientists Nigeria (NiCOS) to speak about opportunities for the African Cosmetic Industry. More details will follow soon.

Kind regards, Nelson Ayala
Chair of Mid-Atlantic Society of Cosmetic Chemists, 2021

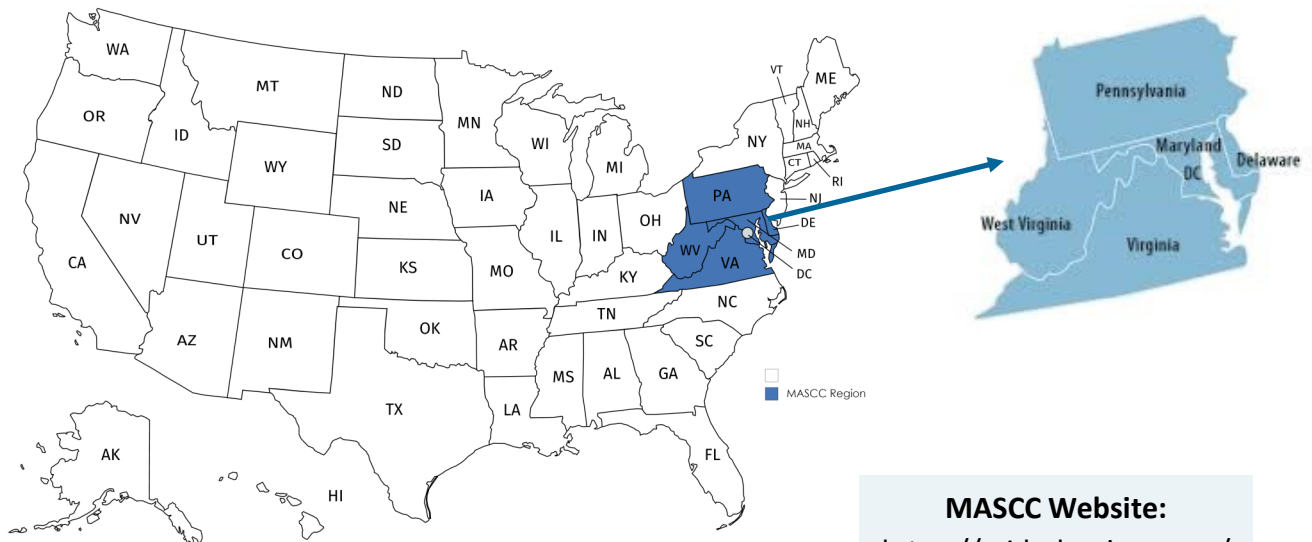
Mid-Atlantic SCC Chapter

The SCC Mid-Atlantic Chapter was chartered in 1967. There are over 90 members in the chapter spread over a large geographical area which includes the states of Delaware, Maryland, Pennsylvania, Virginia, West Virginia and Washington DC. The Mid-Atlantic Chapter is not only dedicated to the education of its members, but to the education and further advancement of the area's students through career days at local universities.

Learn more about the Mid-Atlantic Chapter at:
www.midatlanticscc.org.

MID-ATLANTIC REGION

Pennsylvania, Delaware, Maryland, Washington D.C., West Virginia, Virginia



MASCC Website:
<https://midatlanticscc.org/>
MASCC Email:

Call for MASCC Advertisements

The Mid-Atlantic Chapter of the Society of Cosmetic Chemists (MASCC) newsletter is published prior to each meeting of the MASCC. Your MASCC newsletter sponsorship will give your company the opportunity to be featured in our newsletter approximately 4 times/year. The newsletter is distributed to Society of Cosmetic Chemists members and it is also available on the MASCC website: <http://www.midatlanticssc.com>.

The MASCC newsletter accepts three (3) different ad sizes:

2 X 2 in. \$ 250.00/year
4 X 4 in. \$ 400.00/year
Full Page \$ 600.00/year

Please forward your ad copy in jpeg format along with a statement of your ad size requirements to:

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Electronic payment options are available. Please contact the MASCC Board for further details at: midatlanticSCC@gmail.com

Member Spotlight



**Antionette “Tonie”
Barclay**

SCC Member since: 2019

What inspired you to pursue a career in the personal care industry?

What inspired me to pursue a career in the personal care industry is my love for science and cosmetic products. As a child I was always curious how things were made. It always fascinated me, what raw materials and mechanics were used to create a product. After receiving my undergraduate degree in Chemistry from Virginia Commonwealth University, I applied for the Cosmetic Science Master's program at University of Cincinnati to learn more about the formulation of personal care, over-the-counter (OTC), and cosmetic products. I love the impact I can and have made in consumer's lives and doing what I enjoy.

What are three things that you have done to succeed in your position?

The three things I have done that have allowed me to succeed in my position are:

1. Be resilient
2. Never be afraid to take risks
3. Always stay open-minded

Those three things have taken me so far and opened many doors for me. It is important to stay positive and bold when it comes to something you are passionately pursuing.

Member Spotlight Con't

How has the SCC helped improve your career?

Being apart of SCC has tremendously improved my career. The webinars/ presentations given are very informative and up to date with current trends being seen in the industry. The events held have also provided me with numerous networking opportunities where I have met many colleagues that have turned into my friends.

What advice would you give to students looking to pursue a career in the Personal Care Industry?

My advice to anyone looking to pursue a career in the Personal Care Industry is to stay resilient and be open to all that you may learn. You can specialize in many product forms in this industry and the most important thing is to be persistent and be yourself.

Who inspires you and why?

All women in STEM have inspired me to pursue a degree and career path in science. They have and currently are paving the way for more women to impact the world.



Outside of work, what do you enjoy doing?

Outside of work I love reading, hiking, and spending time with my French bulldog. I love the outdoors; you can definitely catch me hiking at Shenandoah National Park or walking local parks in Richmond such as Belle Isle and Forrest Hill Park.

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Mid-Atlantic SCC

Excerpt From Cosmetics & Toiletries

A “Mosaic” of Sensory Stimuli: Building Consumer Experiences

November/December 2020, Author: Nicola Lionetti, Rigano Labs, S.r.L., Milan

This article excerpt was reprinted with permission from Cosmetics & Toiletries. The complete article first appeared in November/December 2020 issue of Cosmetics & Toiletries. For subscriptions to Cosmetics & Toiletries please click on the following link: <http://cosmeticsandtoiletries.com/subscribe>

The cosmetics sector is becoming increasingly aware of the importance of offering consumers a complete sensory experience, satisfying their expectations and requests as much as possible, and delivering on explicit product promises. In fact, within the past few decades, the industry has more and more extensively entered the world of sensory analysis. The essential first step to gaining effective commercial sensory feedback is understanding what consumers perceive and feel during the use of a product.

In fact, drawing up the required sensory profile for a cosmetic formula will allow the formulator to not only satisfy the consumer need, but also introduce a product to the market with the well-grounded potential for success.¹

All cosmetic products, including makeup, hair and skin care, primarily owe their successes to the satisfactory sensory and emotional effects they arouse in consumers.² The consumer’s initial choice to purchase is not conditioned by the intrinsic properties of the formulation alone, but by its perceived quality—meaning the ability of the product to raise a series of more or less intense and pleasant sensations, which are influenced by personal and collective conditioning. If we to consider only the formula and exclude the sensory impact of the packaging, the initial sensorial sequence of steps taken by the consumer include: a first glance at the product’s surface after opening the container; an initial smelling of the headspace notes from the container; cautiously touching the product mass; and finally, taking up of a portion of the product from the container.

This first sequence is followed by a series of handling steps related to the skin application phase. These include sensing how a product spreads over the skin surface, its ease of massaging, and the sensory feedback received from the body and fingers during rubbing. This can be called the *rubbing and direct devaluation phase*.

Excerpt From Cosmetics & Toiletries Con't

Finally, the *late check evaluation* phase arrives, including a series of gentle touching, pressing and frictional movements of the fingers over surfaces of the body treated with the product.

A thorough sensory analysis of cosmetic products may also include trivial industry issues, considering, for example:

- *Which amount of perfume gives the best performance at lower costs?*
- *How can we determine if the first industrial run provides the same perceived characteristics as the laboratory sample?*
- *Would it be possible to substitute a raw material in a successful product without changing the perceived product characteristics?*
- *How could we formulate a product as sensorially similar as possible to the main competitor in our market?*
- *Which controls are most suitable during product stability evaluations?*

Sensory Analysis

Sensory analysis is an objective modern technique used to identify, describe and quantify the impact of a product or sensory performance as experienced by the five senses. This investigation is the subject of complex science, born around 60 years ago in the foods industry and successively developed in all industrial and scientific fields where perception elements play a key role. For complete article, please visit <http://cosmeticsandtoiletries.com>

SCC Scholarship

SCC Announces Creation of the Madam C.J. Walker Scholarship Generously Sponsored by Mary Kay Inc.



The Society of Cosmetic Chemists (SCC) is pleased to announce the creation of the Madam C.J. Walker Scholarship in support of under-represented minority students pursuing an undergraduate or graduate degree in chemical, physical, medical, pharmaceutical, biological or related sciences and technology. The scholarship creation is part of the SCC's initiatives to support diversity, equity and inclusion in the cosmetic and personal care industry and is funded by the generous support of Mary Kay Inc.

Madam C.J. Walker (born Sarah Breedlove; 1867-1919) was an American entrepreneur, philanthropist, and political and social activist. She is regarded as the first female self-made millionaire in America. Walker made her fortune by developing and marketing a line of cosmetics... [click here](#)

SCC Industry News

Southeast Chapter SCC 2021 Suppliers' Social Evening

Bass Pro Shop—Ducks Unlimited Waterfowl Gallery

Thursday, June 17, 2021,

Plan to join us for our 2021 Suppliers' Social Event, for a buffet dinner at the Bass Pro Shop in the Ducks Unlimited Waterfowl Gallery! Tour the swamp containing 100 foot tall trees, alligators and 36 varieties of fish. Complimentary tickets to take the nation's tallest free-standing elevator to the top of the Pyramid are included to take in the spectacular views of downtown Memphis, Tennessee from the Glass Observation Deck.

A block of rooms is reserved at the Big Cypress Lodge in the Pyramid for attendees. Big Cypress Lodge is a 105 room rustic retreat, made up of duck lodges, tree house suites, and a Governor's Suite. Each room offers a screened in porch that overlooks the swamp or a view of Memphis.

We hope you can join us in this fantastic venue and explore everything the Pyramid has to offer!

If you are interested in sponsoring this event, please contact Cathy Anglin canglin@jstrickland.net or John Wagner jwagner2020@comcast.net or any of the Southeast Chapter officers listed on page one. Sponsorship is offered at three levels : Platinum, Gold and Silver. Sponsors will be recognized in the upcoming newsletters and at the event.





ABOUT US

EVENTS

EDUCATION

JOB ALERTS

SCC Education Week

A dedicated week of cosmetic science education helping industry professionals develop better products for all of us. [#scceduweek21](#)



Coming soon to your nearest mobile device: [SCC Education Week!](#) On June 21-25, 2021, the SCC offers a series of Continuing Education courses catered to all professionals in the product development process. Categorized in NextGen and Advanced levels over four days, the courses concentrate on 4 key areas in the development of a cosmetic product:

- [Cosmetic Raw Materials](#) (NextGen) | June 21-22, 2021 (11:00am - 2:30pm EDT)
- [Formulating for the Delivery of Cosmetic Actives](#) (Advanced) | June 21-22 (11:00am - 2:30pm EDT)
- [Cosmetic Product Prototypes: Development and Testing](#) (NextGen) | June 23-24, 2021 (11:00am - 2:30pm EDT)
- [Scale Up and Processing Cosmetic Formulations](#) (Advanced) | June 23-24, 2021 (11:00am - 2:30pm EDT)

Attendees have three registration options to choose from (NextGen Track, Advanced Track, Full Education Week), with all options including access to the bonus panel seminar on Claim Substantiation and a virtual networking event:

- **Track Level (\$300 for SCC Members)** - access to all courses labeled Advanced or NextGen. Includes the bonus seminar & networking event.
- **Full Education Week (\$425 for SCC Members)** - access to courses in both the Advanced and NextGen Track.

Registrants can access the on-demand recorded playbacks (available for 30 days) to view any courses they were not able to attend live but registered for.

SCC Industry News



Announcing SCC Education Week – A Guide to Cosmetic Product Development: from Lab to Launch

New York, NY — The Society of Cosmetic Chemists is excited to announce a new virtual event, **SCC Education Week, June 21-25, 2021**. Titled, **“Cosmetic Product Development: Lab to Launch,”** this week-long event will convene a global network of cosmetic and personal care stakeholders for education from thought leaders across industry sectors exploring the process of product creation from concept through market release.

From marketers to experienced chemists, [this event has something for everyone](#), concentrating on four key areas of cosmetic product development: raw materials, formulating for the delivery of active ingredients, prototype development and testing, and scale up and manufacturing.

“SCC is excited to reimagine our former mid-year meeting in a virtual format featuring renowned subject matter experts in beauty and personal care formulation,” said Erica O’Grady, CAE, CEO of the Society. “This program is a must-attend for anyone involved in the product development process.”

The event is a series of online Continuing Education courses categorized in NextGen and Advanced levels over four days:

- Cosmetic Raw Materials – **Mark Chandler** (ACT Solutions Corp.) will provide attendees with basic knowledge of raw materials, from the chemistry and basic function of these ingredients through basic formulation steps. [\(NextGen\)](#)
- Cosmetic Product Prototypes: Development and Testing – **Perry Romanowski** (Element 44, Inc.) will explore how to convert ideas into working product prototypes along with the testing needed to demonstrate their safety and effectiveness. [\(NextGen\)](#)
- Formulating for the Delivery of Cosmetic Actives – **Ricardo Diez, PhD** (Rutgers University) will offer a comprehensive view of fundamental aspects in effective delivery of actives, practical aspects of selecting an appropriate product, and specifics of the formulation process. [\(Advanced\)](#)
- Scale Up and Processing Cosmetic Formulations – **David Yacko** (retired, formerly of Estée Lauder) will cover the scale up process of taking new cosmetics products from the bench to manufacturing as quickly as possible. [\(Advanced\)](#)

On the fifth and final day, the event will culminate with a moderated panel-style seminar on Cosmetic Claim Substantiation, a collaboration with the Independent Beauty Association, and will wrap up with a networking event you won’t want to miss – including trivia and prizes!

About SCC

Founded in 1945 and now celebrating its 75th Anniversary, the SCC is the oldest and largest non-profit membership organization serving the cosmetics and personal care industry. Dedicated to the advancement of cosmetic science, SCC headquarters provides unparalleled education, resources, and networking for nearly 6,000 members globally and via 19 chapters across Greater North America. Visit www.sconline.org for more information.

SCC Industry News



FLSCC
FLORIDA CHAPTER SOCIETY OF COSMETIC CHEMISTS
PRESENTS

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DATES **SEPT. 23 - SEPT. 25**
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Sponsorship Information
Be a part of the 2021 Sunscreen Symposium. Contact Peter Toth - flscchair@gmail.com
or Carol Holmes - flscctreasurer@gmail.com for your opportunity to be recognized!

SCC Industry News



Wednesday October 13th & Thursday October 14th, 2021. - Long Beach, California

Exhibitor Show Hours:

Wednesday 10:00am - 5:00 pm

Thursday 10:00 am - 3:00 pm

Email: Suppliersday@caliscc.org to be added to our interest list.

CaliSCC Suppliers' Day serves as one of the most important North American events, with more than 300+ global Cosmetics and Personal Care industry leaders. All showcasing their new innovative ingredients, packaging, formulating contract packers, labelers, equipment suppliers, regulation specialist, and testing solutions. This biennial event is one not to miss. Free education presentations, technical posters, conferences, and regulatory updates under one roof for two days. Registration will be opening in April 2021.

SCC Industry News

JOIN US TODAY! VISIT WWW.SCCONLINE.ORG/MEMBERSHIP FOR MORE INFORMATION



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CAN'T BE WRONG!

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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 much more!

SUMMER DAYS ARE COMING

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SUMMER CAMP

VACATION



MASCC Articles and Employment Opportunities

If you would like an article to appear in the MASCC newsletter. Please send an email midatlanticssc@gmail.com.

If you would like a job posting to be listed in the MASCC newsletter and on the website, please send an email to midatlanticssc@gmail.com.