Formulating for Efficacy: Improving Delivery of Cosmetic Ingredients to the Skin

A 90 min online short course

By Mark Chandler

To register: Formulating for Efficacy: Improving Delivery of Cosmetic Ingredients to the Skin

Are you discovering efficacy loss from insufficient delivery of cosmetic active ingredients to the skin through costly trials? And then, to compensate for such poor performance, if you use ingredients at higher loading, this only increases your starting formulations’ cost!

Achieve desired effect in your skin care at lower cost by optimizing delivery of cosmetic active ingredients to skin.

Mark will help you understand the governing factors behind delivery of cosmetic active ingredients into the skin (solubility & diffusion), how to adjust it and have greater performance at lower loading. He will further share tips to balance sensorial-to-use aspects.

Why you should attend:

1. What governs the delivery of an active ingredient into the skin (solubility & diffusion) and how you can adjust it.
2. How to have greater effect using lower loadings of actives by addressing delivery specific to the cosmetic active ingredients
3. After focusing on purely efficacy factors, understand how to balance the sensorial-to-use aspects.

Who is it for?

Skin care formulators who want to achieve greater efficacy by having more control over the delivery of active ingredients to the skin.
Outline

- **Introduction**: Why at recommended level, you may not obtain the effect you expect (beyond compatibility issues between your ingredient & formulation, i.e. no negative chemical interactions)
- **Delivery of Cosmetic Actives to the Skin**
  - Mechanisms governing ingredient delivery
  - Challenges in delivering enough Active Ingredients to the Skin
- **Predicting Cosmetic Active Ingredients’ Solubility**
  - Using Hansen Solubility Parameters
- **Selecting a Good Carrier (water, emollient, humectant…) For your Cosmetic Actives**
- **Increasing the Driving Force**: More Actives moving from your formulation to the skin
- **Simulating Diffusion**
  - Integrating Colloidal Effects
  - Using Modeling Software Formulating for Efficacy™
  - Other Factors
- **Taking a Holistic Approach to Integrate Sensorial / Pleasure to Use Aspects**

Presented by Mark Chandler

Mark Chandler is President of ACT Solutions Corp (Adaptive Cosmetic Technology Solutions), a formulation design consultancy founded in 2012, serving the cosmetic and topical pharmaceutical industries, focusing on Adaptive Aesthetic Design™, Advanced Emulsion Solutions™, and Formulating for Efficacy™, with formulation laboratories in Delaware and Ohio. Mark has been in the industry for over 30 years, most recently serving as skin care applications manager for Croda Inc. He has roles in Sales, Marketing, Strategic Planning and Acquisitions, and Research and Development. Mark has taught courses for the Society of Cosmetic Chemists (SCC) on Cosmetic Formulation, Cosmetic Raw Materials, Liquid Foundation Emulsions and Low Energy Emulsification for over 15 years. Mark also is a Prestige Clinical Instructor in the Cosmetic Science and Formulation Design program at the University of Toledo – College of Pharmacy and Pharmaceutical Sciences. He was awarded Fellow status by the SCC in 2014. Mark has presented technology throughout the United States and in over a dozen other countries on five continents, published numerous articles, book chapters, and has been granted 3 patents.
Next session: Thursday, November 17, 2016 at 10 a.m. ET / 4 p.m. CET -  Your local time

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Your registration include
- Pdf slides at least 24h before the live session
- 1h online short course by an independent expert
- Live interaction with the expert during the 30-minute Q&A session
- Q&A Transcript when you submit your feedback on the course
- Expert contact details to further discuss your projects

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