



connecticut

Society of Cosmetic Chemists

JOIN US FOR THE JANUARY MEETING!

SPEAKER: Christopher Johnson
Technical Sales & Marketing
Kinetik Technologies, Inc. – Hazlet, NJ

TOPIC: **Moving on to Greener Pastures? Facing the Challenges of 'Natural' Formulating** (see page 2 for abstract and speaker info)

WHEN: Tuesday January 19, 2010

Registration: 5:00pm
Vendor Tables 5:00-5:45pm
Dinner: 5:45pm
Speaker: 6:45pm

WHERE: Unilever Conference Room
50 Commerce Drive
Trumbull, CT 06611

COST: \$40 SCC Members with reservations
\$45 Non-members & Members without reservations
\$25 Non-employed Members & Students

Please register by Friday January 15th by contacting:
Cynthia Valovich (203.656.7841, cvalovich@zotos.com)

For detailed directions to Unilever, please visit our website www.ctscc.org

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Cash/Check only at
the door

GREEN Vendor Tables

- American Distilling
- Univar
- Sonneborn
- Biochemica
- Natural Sourcing
- Seppic
- Taos, Inc.
- Carrubba
- Essential Ingredients
- Cognis
- DeWolf
- Fancor Ltd.



Moving on to Greener Pastures? Facing the Challenges of 'Natural' Formulating

ABSTRACT:

Growing concern regarding the fate of our planet has increased our collective awareness of how 'green' we live. The concept of living 'green' affects our every day choices, from what we drive to where we live. Maybe even more so, it affects what we choose to put into and onto our bodies.

Although natural personal care is not a new phenomenon, it has realized major sales growth in recent years. In fact, natural personal care has grown at unprecedented double digit rates over the past 5 years and shows no signs of slowing down. While this movement signifies a major shift in our lifestyle, 'natural' personal care remains a confusing maze of ingredient lists and natural claims that too often reflect the emotional rather than rational needs of the consumer.

In his presentation, Chris will review the natural personal care trend, offer definitions of 'natural' as they relate to cosmetic formulations and preservation, and provide suggestions for ingredients that fit this description.



***Chris Johnson** began his Personal Care career in 1996 as Microbiologist for Brooks Industries/Arch Personal Care Products. He entered Technical Marketing in 1998 where he later served as Marketing Manager of Europe. In early 2003, Chris joined Croda Inc. as Marketing Manager for Hair Care before establishing Kinetik Technologies, a distributor of specialty raw materials for Natural Personal Care.*

Chris earned his BS in Biology from Rowan University (Glassboro, NJ) while simultaneously achieving certification to teach the Biological Sciences.

