in-cosmetics Formulation Summit 2015
Rethinking formulation


Exploring new techniques and surprising sensations in personal care

2 day summit for R&D professionals, senior formulators and decision makers

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www.in-cosmeticssummit.com
Rethinking formulation

The in-cosmetics Formulation Summit 2015 will deliver in-depth education on the latest innovations in functional ingredients across 2 days. This year’s summit will focus on the newest developments in sensory technology and provide detailed insight into achieving new sensations within the key parameters of safety, time and budget.

KEY BENEFITS

- Hear case studies, insightful presentations and lively panel discussions
- Learn from leading formulation experts from finished product manufacturers and ingredients suppliers
- Network with the best in 6 dedicated networking sessions
- Get advice on how to improve your products and gain the edge over your competition

Who should participate?

The summit brings together leading R&D professionals, senior formulators and decision makers from finished product manufacturers (brands) and ingredient suppliers.

Key topics include:

**DAY 1 – NEW TECHNIQUES**
- Texture trends – what’s sticky?
- Globalisation vs. geo-localisation
- Preservatives – tolerance and texture
- Sustainability and texture – alternatives to microbeads
- Disruptive formulation techniques
- Suncare – secrets of spreadability
- Haircare – optimising oil infusions
- Emollients - smooth operators for innovation

**DAY 2 – SURPRISING SENSATIONS**
- New sensory norms – what’s most desirable?
- Sensory semantics
- Rheology – a “taxonomy for texture”
- Multi-functionality and sensoriality – achieving synergy
- Texture bar
- Organogels for cosmetic applications
- Sensorial analysis – new metrics
- Matching new textures and claims

**RESEARCH SHOWS**

60%+ formulators see texture and sensoriality as one of the top challenges for their brands

Book your place at www.in-cosmeticssummit.com
Speakers include: Leading international industry experts, R&D professionals and academics

KEYNOTE SPEAKER:
- Liz Earle, Founder, Liz Earle Naturally Active Skincare

Charlotte Knight, Founder, Ciaté
Irene Bacle, Special Adviser in Sensory Analysis, Pierre Fabre Dermo-Cosmetique
Dr Barbara Brockway, Past President, UK Society of Cosmetic Scientists
Gerald Renner, Director Technical Regulatory Affairs, Cosmetics Europe
Dr Plamen Kirilov, Professor, PhD, University of Lyon
Amirah Ashouri, Senior Sensory & Consumer Scientist, Leatherhead Food Research
Barbara Olioso, Managing Director, Green Chemist Consultancy
Bart Jorissen, Director, M&E
Bianca Meek, Director, Butterfly London
Florence Bernardin, Founder, CEO, Information & Inspiration
Dr Keith Bean, Managing Director, Formumetrics
Lise Dreyfuss, Global Expert Sensory & Consumer and Chairman, ISO Sensory Analysis Committee, Biofortis
Peter Luebcke, Head of Personal Care, Cambridge Consultants
Neil Cunningham, Director, UK Centre for Industrial Rheology
Yann Pencole, Project Manager, Kline Group
Clare Clark, Technical Support Manager, Schülke & Mayr GmbH
Jean-Luc Garaud, Formulation Chemist for Beauty Care applications, Dow Corning
Karine Deruddre, Global Skincare Applications, Senior Staff Scientist, Ashland
Mark Evans, Commercial Director, Europe, Inolex
Paula Lennon, Innovation Director, Gattefosse
Roger McMullen, Principal Scientist, Ashland Specialty Ingredients

KEY: ● Brand  ● Academic/ Association  ● Consultancy/Technology Services  ● Supplier  ● Recently retired

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**FORMULATING FOR THE FUTURE**

09:00 - 09:10  **Opening remarks**  
Chair: Dr Barbara Brockway, Past President, UK Society of Cosmetic Scientists

09:10 - 10:00  **Keynote presentation (Case Study): Tearing up the formulation rule book**  
Liz Earle, Founder, Liz Earle Naturally Active Skincare

10:00 - 10:45  **Panel Discussion: Reinventing the wheel: what is driving reformulation?**  
- Key drivers for reformulation – how to balance competing requirements from consumers, regulators, health campaigners and changing commodity prices  
- When to anticipate or go beyond regulatory requirements  
**Panelists:** Noble Mathew, Independent Consultant (ex Johnson & Johnson)  
Patrick O’Byrne, Category Director for Personal Haircare and Fragrance, Oriflame  
Dr Andrea Mitarotonda, Head of R&D, Neal’s Yard Remedies  
Barbara Olioso, Managing Director, Green Chemist Consultancy/Forest Secrets Skincare

10:45 - 11:15  Coffee & networking break

**DISRUPTING THE PARADIGMS FOR TEXTURE**

11:15 - 12:00  **Mastering the global game: globalisation vs. geolocalisation**  
- Global texture trends and how preferences differ around the world  
Florence Bernardin, Founder, CEO, Information & Inspiration  
- How to adjust formulations when entering new markets  
- How to geo-localise textures for specific climates  
- Implications for product layering and skin feel  
Paula Lennon, Innovation Director, Gattefossé

12:00 - 12:45  **Incorporating disruptive formulation into future product ranges**  
- Magnetic technology - a low-shear solution that can be applied to cosmetics for creating higher quality, more energy efficient emulsions and gels  
Bart Jorissen, Director, M4E  
- New developments in colloidal science that can be applied in cosmetics  
Dr Keith Bean, Managing Director, Formumetrics  
- Formulation on demand – maximising control and flexibility  
Peter Luebcke, Head of Personal Care, Cambridge Consultants

12:45 - 14:15  Networking lunch

**INNOVATION IN FUNCTIONAL INGREDIENTS**

14:15 - 15:00  **Smooth operators: the role of emollients in product innovation**  
- New emollients – plant oils and silicones  
- How to ensure compatibility of emollients in formulations  
- How to retain an emollient’s “skin feel” through to a finished product  
- How to maintain desired texture when reformulating with different emollients  
Mark Evans, Commercial Director, Europe, Indelox  
Jean-Luc Garaud, Formulation Chemist for Beauty Care Applications, Dow Corning

15:00 - 15:45  **Case Study: Spotlight on suncare: sensoriality, spreadability and stability**  
- Achieving high SPF while matching UVA requirements  
- Improving skin feel and aesthetics  
- Identifying winning textures to ensure consumers get reliable results  
Marc Pissavini, R&D Director, Basic Research, Procedure Management & Microbiology, Coty  
Karine Deruddre, Global Skincare Applications, Senior Staff Scientist, Ashland

15:45 - 16:15  Coffee & networking break

**NEW DEVELOPMENTS IN REGULATION AND SAFETY**

16:15 - 17:00  **Case Study: Sustainability and texture: regulatory update and alternatives to microbeads**  
- An EU perspective on the issue of microplastics  
Gerald Renner, Director Technical Regulatory Affairs, Cosmetics Europe  
- Doing the right thing: formulating change  
Patrick O’Byrne, Category Director for Personal Haircare and Fragrance, Oriflame

17:00 - 17:45  **Case Study: Preservative systems: solutions for managing sensitivity and texture**  
- Current regulatory situation in Europe  
Sylvie Cupferman, International Manager Microbiology, L’Oreal  
- Tips for incorporating new style preservation systems  
- Making the most of basics and boosters  
Clare Clark, Technical Support Manager, Schulke & Mayr

17:45 - 18:00  **Closing remarks and sponsor’s address**  
Chair: Dr Barbara Brockway, Past President, UK Society of Cosmetic Scientists

18:00 - 20:00  Networking drinks reception

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### ENGINEERING NEW SENSORY TECHNOLOGIES

**08:50 - 09:00**  
Opening remarks  
Chair: Dr Barbara Brockway, Past President, UK Society of Cosmetic Scientists

**09:00 - 09:45**  
**Keynote presentation: Cross-industry benchmarking: sensory trends and transformation in gourmet food and drink**  
- Stepping into the mind-set of leading chefs and food futurologists  
- Exploring neuroscience of texture and experience  
- Examining relationships between textures in food and drink  
  
  Bianca Meek, Director, Butterfly London

**09:45 - 10:30**  
**Case Study: Brains and beauty: consumer perceptions of sensoriality**  
- Changing notions of aesthetic appreciation, comfort and well-being  
- Matching – and exceeding – sensorial expectations  
- Sensory semantics – tips for communicating sensory aesthetics to colleagues and consumers  

  Charlotte Knight, Founder, Ciaté

**10:30 - 11:00**  
Coffee & networking break

### TRANSFORMING SENSORY DELIVERY

**11:00 - 11:45**  
**Sensory trends and innovation: what’s capturing consumers’ imagination?**  
- Functional ingredients leading the current sensorial revolution  
- Sensory signals are emerging from other markets  
- New colour, texture and fragrance harmony  
- New products setting the trends  

  Yann Pencole, Project Manager, Kline Group  
  Anne Abriat, Senior Director R&D, Innovation & Testing, Coty

**11:45 - 12:05**  
**Revisiting rheology: a “taxonomy for texture”**  
- How to think rheologically about sensory aspects of matter  
- The cornerstones of a material’s rheological profile – strength, rigidity, viscosity, viscoelasticity and more  
- Rheology’s role in future innovation  

  Neil Cunningham, Director, UK Centre for Industrial Rheology

**12:05 -12:20**  
**Key developments in measurement science**  
- Identifying initial tactile properties (“pick up”, cushion, body, and initial spreadability)  
- Measuring transition of textures such as structured gels to structured fluids  
- Probing the microstructures of materials  

  Roger McMullen, Principal Scientist, Ashland Specialty Ingredients

### EVALUATING THE EFFICACY OF SENSORY TESTING

**14:45 - 15:00**  
Cosmetics sensory analysis: moving towards a global standard?  
- Details of the French standard and other initiatives  
- Challenges in creating an international cosmetic-specific standard for sensory analysis  

  Lise Dreyfuss, Chair, ISO Committee for Sensory Analysis (Food)

**15:00 - 15:30**  
Updating cosmetic sensory analysis to match consumer preferences  
- Most effective metrics for sensory evaluation in cosmetics  
- How to create or enhance your brand's sensory signature  
- New tools for measuring intensity of emotion and well-being  

  Lise Dreyfuss, Global Expert Sensorial & Consumer, Biofortis  
  Amira Ashouri, Senior Sensory and Consumer Scientist, Leatherhead Food Research

**15:30 - 16:00**  
Coffee and networking break

### IN-COSMETICS FORMULATION SUMMIT 2015 – PROGRAMME  
**Day 2, 25 November 2015**

### SURPRISING SENSATIONS  
Day 2 looks at changing consumer tastes driving the emergence of new sensory norms and addressing the rapid developments in sensory and galenic technology.

### Interactive Session: Sensory Surprises: a curated texture bar

This session begins with a five-minute virtual tour of the latest innovation offered by suppliers in the Texture Bar. It is followed by play-time at the Texture Bar, where you can sample a broad range of textures and formulations.

**Moderator:** Neil Cunningham, Director, UK Centre for Industrial Rheology

### Networking lunch

**13:00 - 14:15**

### Organogels: new applications for dermo-cosmetics

- Types and properties of organogels  
- Potential systems for “green” gelled nanoparticle dispersions in sun care  
- Micro-rheology of organogel systems – an effective characterisation technique  

  Dr Plamen Kirilov, Professor, PhD, University of Lyon

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**15:30 - 16:00**  
Coffee and networking break

### Case Study: Top techniques for optimal sensory evaluation

- Screen new functional ingredients quickly and efficiently  
- Choose sensory methodologies and perceived efficacy tests for new textures to match claims  
- Select the right evaluation methods to minimise costs (in vitro vs. clinical trials)  

  Irene Bacle, Special Adviser in Sensory Analysis, Pierre Fabre Dermo-Cosmetique

**16:45 - 17:15**  
Closing remarks and group discussion  
Looking ahead: what’s next for texture  
Four presenters from the programme (brand, regulator, supplier, academic) will give their views on directions in texture, sensory aesthetics and formulation structure and what to look out for.  
**Chair:** Dr Barbara Brockway, Past President, UK Society of Cosmetic Scientists

**Close of conference**

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<tr>
<td>1 Day Delegate Pass</td>
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*Group discount only applies when booked at standard rate.

Venue:
The Bloomsbury Hotel
16-22 Great Russell Street
London, WC1B 3NN,
United Kingdom

For travel information, hotel bookings and how to get there, please visit:
www.in-cosmeticssummit.com/venueandtravel

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