

TWIN CITIES CHAPTER

# Society of Cosmetic Chemists

SUMMER 2013, VOLUME 68, NO. 2

Dedicated to the Advancement of Cosmetic Science

## 2013 MEETING DATES

### **JUNE 24, 2013**

Annual Twin Cities SCC  
Golf Event

Location: Bunker Hills Golf  
Course, Coon Rapids, MN

### **JULY AND AUGUST, 2013**

No TCC SCC Meeting

### **SEPTEMBER 17, 2013**

TCC SCC Poster Boat Cruise  
Location: TBD

### **OCTOBER 22, 2013**

TCC SCC Meeting  
Location: TBD

### **NOVEMBER 19, 2013**

TCC SCC Meeting and Of-  
ficer Installation  
Location: TBD

### **DECEMBER 12 and 13, 2013**

2013 SCC Annual Scientific  
Meeting and Showcase  
Location: New York Hilton  
Hotel, NYC

### **DECEMBER 17, 2013**

Twin Cities Chapter Holiday  
Party  
Location: TBD



## June Meeting Announcement

## The 2013 Annual Golf Outing



### **Date:**

June 24, 2013

### **Location:**

Bunker Hills Golf Course  
Highway 242 and Foley Blvd. Coon Rapids, MN  
(763) 755-4141  
For directions click [here](#).

### **Check-in:**

10:00 AM - 11:30 AM

**Format:** 4 Person Scramble

**Tee off:** 12:00 noon SHARP (Shotgun Start)

**Dinner:** 6:00 PM

Prizes and Awards to follow dinner.

If you have any questions, contact Phil Leith at 763/269-2399  
or email him at [pleith@leithsourcing.com](mailto:pleith@leithsourcing.com).

# SCC Twin Cities Chapter Chair Chat



Hello friends! Summer is slowly coming and our evening SCC meetings will be winding down for the season. We have had some great speakers and events so far this year.

I want to begin by thanking our May speaker, Jaime Singer from CP Kelco. Jaime is one of only one hundred certified Culinary Scientists in the world and it was a treat to have her speak. She shared a very interesting

culinary take on sensory experiences in both food and personal care items.

The Midyear National meeting already took place on June 6th and 7th in St. Louis. This was the last Midyear National meeting for several years. There was a social reception on June 5 at the Missouri Botanical Gardens that had some amazing technical talks and provided many with networking opportunities.

The Twin Cities Golf Outing is also taking place in June on the 24th at Bunker Hills. Registration is 10-11:30 with a shotgun start at noon. This is always a favorite event and promises to be lots of fun!

Our next dinner meeting will be in September. It will be a poster event at Pin-stripes with bocce and bowling.

We are now accepting nominations for the 2014 TCCSCC board. If you are interested in running for Chair-Elect, Secretary, or Treasurer please let me know (mvold@glenncorp.com).

Take care,

*Maggie Vold*

2013 Twin Cities Chapter Chair

## 2013 Officers

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# Why Lead in Lipstick Stories Will Never Go Away

by PERRY ROMANOWSKI

This story about a study of lipstick done by the Daily Mail which showed 55% of lipsticks contained trace amounts of lead leads me to conclude that this problem will never go away.

The problem?

No, not lead in lipstick. This isn't a problem. There is no credible study that demonstrates the level of lead in lipsticks is anything but safe.

The problem is the belief that there is no safe level of lead or mercury or "toxin" that can be tolerated in cosmetics.

Sadly, this is a problem that cosmetic chemists will have to deal with for the rest of time. Some people will never come to grips with the notion put forth by Paracelsus...

"All substances are poisons; there is none which is not a poison. The right dose differentiates a poison..."  
Paracelsus (1493-1541)

Why? I've thought about this a lot because it is such a frustrating topic for scientists. Here are five reasons I think this problem will never go away.

## 1. Fear stories are more compelling than safety stories.

This is just a truism of journalism. People are more interested in stories that scare them than in stories that are reassuring. Sensationalism sells. So stories of toxic cosmetics will always trump stories declaring cosmetics safe. And since cosmetics are far and away safer than most any other consumer product, the media will have to rehash stories about lead in lipstick. There just isn't much else.

## 2. People are scientifically illiterate.

The reason that these fear stories are compelling is because people are generally scientifically illiterate. They also prefer simple answers to complicated questions. Lead = bad is a much easier thing for people to comprehend than "certain levels of lead are bad but other levels are perfectly safe". Fearmongering is effective because the people propagating the stories do so to a public that is not smart enough about science to make a judgement about the validity of the story.

Did you know that to determine the level of lead in lipstick you have to use Hydrofluoric Acid to separate out the lead? The stomach acid just isn't strong enough to break down any ingested lipstick so the lead will never get into your system anyway!

## 3. People are unable to properly evaluate risk.

Another huge problem is that people are just not good evaluating risks. They fret about lead in lipstick or BPA in plastic bottles which have risk levels in the 1 in million lifetime risk, but think nothing of getting in a car which has a 1 in 100 lifetime risk of killing them. Here are the things that kill people. Cosmetics is not one of them.



#### 4. Message benefits some marketers.

One of the reasons these stories will stay around is because some marketers use fear to set themselves apart from their competition. When you see “paraben-free” or “sulfate-free” claims on a container, there is the implicit claim that those things are dangerous or otherwise bad. These are not direct lies but they implicitly propagate a myth and benefit from it.

#### 5. Dunning Kruger effect.

Finally, there is the Dunning Kruger effect. This is the notion that someone unskilled in a subject has more confidence in their opinion about the subject than someone who actually knows something about it. So, you get books written by PR Agents and Runway Models exposing the toxicity & dangers of cosmetics. Why is it that people who have spent their careers researching and testing cosmetic products are not writing scare books about cosmetics? Why is it that the people who would most likely know the truth about whether cosmetics are dangerous don't pen these books?

Dunning Kruger.

#### Cosmetic formulators

So, what does this mean for cosmetics and cosmetic chemists?

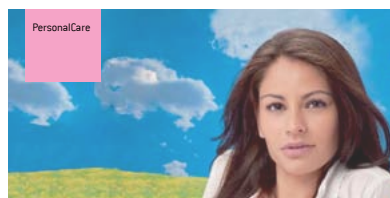
In some ways stories like these are positives for cosmetic chemists. Whenever an ingredient comes under fire from a NGO (non-governmental organization) watchdog group, cosmetic manufacturers perk up and get their scientists to work on versions of the formulas that do not contain the ingredient. This defensive formulation work can keep people gainfully employed for years.

Unfortunately, this means that you don't get to do any real innovation or develop products with new benefits. You simply spend your time reworking products that work perfectly fine using alternative, usually substandard, ingredients. (If they weren't substandard you would've used those ingredients in the first place).

But alas, this is the way of the world. Until we improve science education in our country and around the world, people are still going to find “Lead in Lipstick” stories compelling.

Read more at:

<http://chemistscorner.com/why-lead-in-lipstick-stories-will-never-go-away/#bwYLiC193VrGTBfX.99>



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# Employment

## Sr Scientist CCE - Mary Kay

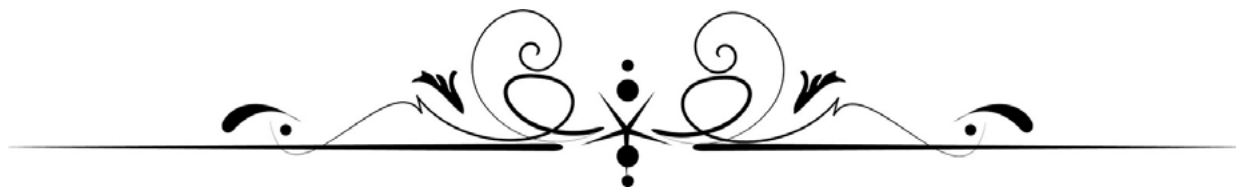
Posted 3/19/13

**JOB PURPOSE** - Independently lead, coordinate, execute, analyze, interpret data, and report sensory research, consumer research, and claims testing in support of product development, processing, and packaging research initiatives for cosmetic and skincare products. Scientist will work with the technical community, business team, and vendors to conduct appropriate research to advance in-depth product and business knowledge of the product and meet the business objectives. Preference for a candidate with knowledge and experience in all aspects of descriptive testing, claims testing, and in front end innovation methods.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** - 1. Conducts developmental studies requiring a thorough knowledge of both sensory evaluation and consumer testing (qualitative; quantitative) processes. Designs and executes a wide variety of sensory tests, including complex sensory research studies to determine key sensory drivers of consumer liking for new and competitive products and provide direction for product/brand development. Projects require a testing plan from conceptualization to product launch. 2. Partner with Brand, Brand Positioning, Regulatory, and Legal in the design of consumer claims studies by understanding competitive product claims and developing appropriate language for new claims to be tested with consumers. 3. Screens viable candidates to determine sensory acuity to visual, tactile, and other stimuli and selects panelists with discriminatory abilities for language development and training for key product categories. Develops lexicon and testing procedures for key product categories. Maintains sensory descriptive panels by monitoring performance, frequency of testing, refresher training, panel motivation, and leading group discussion to ensure panel understanding of attributes, definitions and ballot usage. Validates panel reproducibility via subsequent exposures to products and replication of testing. Determines ingredients and products to be used as references for panel training and scale usage.

**KNOWLEDGE, SKILLS AND ABILITIES** - Education: Master's degree in Science, Sensory Science, Food Science/Technology, Engineering, Psychology, or Marketing with a Market Research emphasis is required.

**Experience** Five years of related experience in cosmetic, consumer product, or food industry research. Must have direct experience in testing methodology and questionnaire design in either consumer/market research or sensory evaluation. An advanced degree or experience in sensory evaluation, market research, consumer use testing is desired. 1. Must demonstrate a high proficiency in verbal and written communication, language skills, panel development, sensory test methodologies, sensory language development, ballot development, focus group moderating, discussion guide development, protocol development, questionnaire design and conduct of sensory and consumer product research analysis and report writing. 2. Must possess the ability to identify and clarify product and business issues and objectives and have the ability to integrate various research data, interpret, report, and communicate test results to technical and non-technical team members as it relates back to the business. Must also have the ability to correlate current and past studies to develop insights. 3. Must possess a solid understanding of consumer/market research, sensory evaluation, and claims testing as they relate to Mary Kay, Inc. product areas. 4. Must have a solid understanding of parametric statistics and hypothesis testing principles including a basic understanding of ANOVA, regression, correlation and cluster analyses. Requires a solid understanding and ability to apply experimental design to all projects where appropriate. Must be proficient in statistical analysis software (SAS, SPSS, etc.) as well as SIMS.





# Employment

## Executive Director Quality Assurance - Aveda

Posted 4/4/13

Aveda, America's premier creator and marketer of plant-based haircare, skincare, make-up, PureFume™ and lifestyle products seeks an Executive Director, Aveda Quality Assurance to lead the Quality Assurance function for the Aveda brand and the Blaine site. Engage with the brand leadership, delivering the Aveda business goals and QA strategy of brand integration. To implement quality systems across the site and in conjunction with all related functions and organizations to ensure the quality of finished goods provided by the Blaine site and associated third party manufacturers. To play a leading role in the Blaine site leadership team, ensuring that Quality Assurance is integrated into all of the relevant site activities. To provide leadership and development of the individuals and teams which comprise the QA organization in Blaine. To ensure that Blaine is integrated into EL across North America and Globally, and is supporting the global and regional company and functional strategies. Each Aveda employee will practice an individual commitment to sustainability and environmental responsibility in the workplace. We aim to steer society in a more sustainable direction for our benefit and the benefit of generations to come. To view the complete job posting and apply, please visit [aveda.com](http://aveda.com) referencing req # 130329.



## Speaker and Meeting Topic Suggestions

The Twin Cities SCC would like your help with meeting topics and speaker suggestions for 2013 and 2014. We are hoping to make all upcoming meetings relevant and interesting to all of our members. If you have any topics, speaker suggestions or are interested in speaking yourself, please contact:  
Maggie Vold ([mvold@glenncorp.com](mailto:mvold@glenncorp.com))



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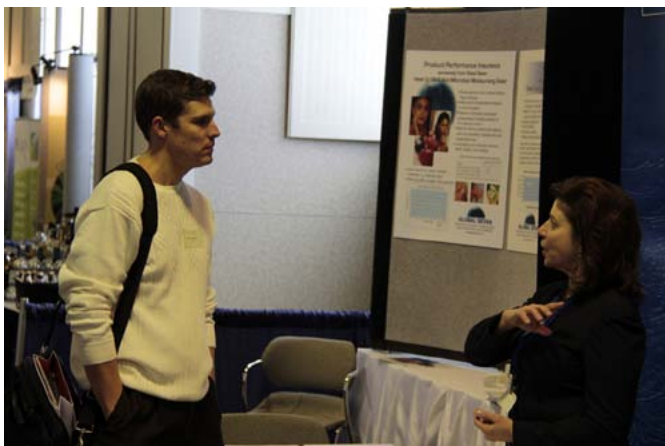


# 2013 Holistic Symposium & Supplier Showcase





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