

ABSTRACT

PRESENTER: Mark Chandler

COMPANY: Siltech and ACT Solutions Corp.

JOB TITLE: President

Podium Title: *Inverting the Tables on Emulsion Sensory and Performance*

Background information (Short introduction)

It was December of 2001 when Johann Wiechers presented at the SCC Annual Scientific Meeting on Demonstrating the Presence of an Absence. This work (should have) rocked the cosmetic formulation world with his assertion that emulsifier and emulsion structure dominates Appearance, Pick-up, and Rub-out aesthetic attributes. Emollient effects only emerge in After-feel characteristics. This work was performed primarily on various varieties of oil-in-water (O/W) emulsions.

Objective

This work focuses on the aesthetic influences that emollients play on water-in-oil (W/O) emulsions.

Methodology

Emulsifier and phase volume ratios are held constant, with emollients of varying aesthetic characteristics evaluated in these emulsions. Two Appearance, two Pick-up, three Rub-out, and two After-feel aesthetic characteristics were assessed.

Results

Unexpected differences in one of the Pick-up and one of the Rub-out characteristics accompanied an anticipated difference in one After-feel and one Appearance measure.

Conclusion

Emollient selection dominates aesthetic after-feel characteristics.

Why is this important to the industry?

The influence that emollient selection has on the after-feel of emulsions is of critical importance to assist formulators in their desire to provide consumers with aesthetics that they desire.



Mark Chandler is President of ACT Solutions Corp (Adaptive Cosmetic Technology Solutions), a formulation design consultancy and laboratory founded in 2012, serving the cosmetic and topical pharmaceutical industries, focusing on Adaptive Aesthetic Design™, Advanced Emulsion Solutions™, and Formulating for Efficacy™.

Mark has been in the industry for over 35 years, most recently serving as skin care applications manager for Croda Inc. He has had roles in Sales, Marketing, Strategic Planning and Acquisitions, and Research and Development. Mark has taught courses for the SCC, CfPA, and SpecialChem on

Cosmetic Formulation, Cosmetic Raw Materials, Liquid Foundation Emulsions, Practical Basics and Theory in Emulsion Technology, Formulating for Efficacy, Surfactant Selection, Formulating with Food Ingredients, and Low Energy Emulsification for over 20 years.

Mark also is a Research 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 North and South America, Europe, Asia, and Australia.