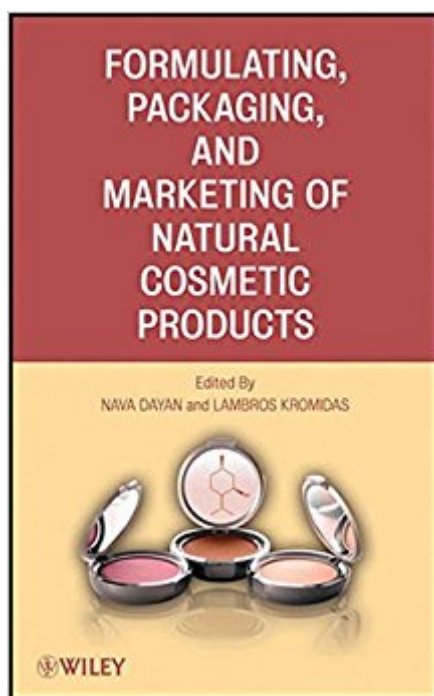


The book was found

# Formulating, Packaging, And Marketing Of Natural Cosmetic Products



## Synopsis

Balanced coverage of natural cosmetics, and what it really means to be "green" The use of natural ingredients and functional botanical compounds in cosmetic products is on the rise. According to industry estimates, sales of natural personal care products have exceeded \$7 billion in recent years. Nonetheless, many misconceptions about natural products—for instance, what "green" and "organic" really mean—continue to exist within the industry. *Formulating, Packaging, and Marketing of Natural Cosmetic Products* addresses this confusion head-on, exploring and detailing the sources, processing, safety, efficacy, stability, and formulation aspects of natural compounds in cosmetic and personal care products. Designed to provide industry professionals and natural product development experts with the essential perspective and market information needed to develop truly "green" cosmetics, the book covers timely issues like biodegradable packaging and the potential microbial risks they present, the use of Nuclear Magnetic Resonance (NMR) to identify biomarkers, and chromatographic methods of analyzing natural products. A must-read for industry insiders, *Formulating, Packaging, and Marketing of Natural Cosmetic Products* provides the reader with basic tools and concepts to develop naturally derived formulas.

## Book Information

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## Customer Reviews

"I highly recommend this book for professionals interested in cosmetics as well as physicians, pharmacists, and naturopathic doctors, and those interested in knowing the intricate world regarding the production, regulation, packaging, benefits, and risks inherent to various natural products used

as cosmetics." (Herbalgram, 1 November 2013) "Chapters are strengthened by comprehensive referencing. From pharmacology to packaging, from Ayurvedic medicine to composting of containers, it is all here. This comprehensive text may well become the definitive work on this subject." (Journal of Cosmetic Dermatology, 8 November 2011)

Nava Dayan PhD, is the R&D Director at Lipo Chemicals, Inc. and an Associate Adjunct Professor in the Ernest Mario School of Pharmacy at Rutgers University. During her twenty-four years of experience, she has specialized in a variety of areas related to skin treatment, especially in the research and understanding of the interaction between topically applied compounds and the skin. Dr. Dayan has received numerous awards for excellence for various papers she has authored. She is the author and co-author of more than one hundred and fifty publications, including book chapters, and has been granted eight patents. Lambros Kromidas, PhD, was Vice President for Product Integrity with Coty Inc., where he was responsible for the Microbiology, Toxicology, Clinical Testing, Claims Substantiation, Consumer Affairs, and Regulatory Affairs programs. Dr. Kromidas developed "green" guidelines for the industry and has lectured and published on the matter. Currently, he consults on such matters as Principal of OnPoint Scientific Solutions LLC.

Having a background in chemistry makes this easier to comprehend, but any able-bodied person could utilize other resource to understand the inner-workings of this book. It also discusses the 1 UK study that freaked everyone out about parabens (terrible study, but the paraben-free culture continues). What an amazing resource!

Quite technical but great resource of information to artisan cosmetologists as well. Highly recommended to all interested in natural cosmetics

good . Very well crafted bread product that is friendly on the wrists and hands. Would recommend to others and purchase again. Great buy at this price. arrive on time. Nice and valuable. my students like it ,

GREAT information BUT terrible editing. It also needs updated information.

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