



# Formulating, Packaging, and Marketing of Natural Cosmetic Products

*From Wiley*

Download now

Read Online ➔

## Formulating, Packaging, and Marketing of Natural Cosmetic Products From Wiley

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.

 [Download Formulating, Packaging, and Marketing of Natural C ...pdf](#)

 [Read Online Formulating, Packaging, and Marketing of Natural ...pdf](#)

# Formulating, Packaging, and Marketing of Natural Cosmetic Products

*From Wiley*

## Formulating, Packaging, and Marketing of Natural Cosmetic Products From Wiley

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.

## Formulating, Packaging, and Marketing of Natural Cosmetic Products From Wiley Bibliography

- Sales Rank: #1985454 in Books
- Published on: 2011-08-30
- Original language: English
- Number of items: 1
- Dimensions: 9.60" h x 1.12" w x 6.50" l, 1.75 pounds
- Binding: Hardcover
- 444 pages

 [Download Formulating, Packaging, and Marketing of Natural C ...pdf](#)

 [Read Online Formulating, Packaging, and Marketing of Natural ...pdf](#)

## **Editorial Review**

### **Review**

"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)

### **About the Author**

**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.

## **Users Review**

### **From reader reviews:**

#### **Troy Ethridge:**

Spent a free time and energy to be fun activity to perform! A lot of people spent their sparetime with their family, or their friends. Usually they accomplishing activity like watching television, about to beach, or picnic in the park. They actually doing same thing every week. Do you feel it? Would you like to something different to fill your own free time/ holiday? Might be reading a book could be option to fill your cost-free time/ holiday. The first thing that you ask may be what kinds of reserve that you should read. If you want to try out look for book, may be the guide untitled Formulating, Packaging, and Marketing of Natural Cosmetic Products can be excellent book to read. May be it can be best activity to you.

#### **Georgetta Watson:**

A lot of people always spent their particular free time to vacation or maybe go to the outside with them

household or their friend. Do you know? Many a lot of people spent these people free time just watching TV, or maybe playing video games all day long. If you need to try to find a new activity here is look different you can read the book. It is really fun for you personally. If you enjoy the book that you simply read you can spent all day long to reading a reserve. The book *Formulating, Packaging, and Marketing of Natural Cosmetic Products* it is extremely good to read. There are a lot of people that recommended this book. These folks were enjoying reading this book. If you did not have enough space bringing this book you can buy the e-book. You can m0ore easily to read this book through your smart phone. The price is not to fund but this book provides high quality.

**Betty Epperson:**

You may spend your free time to see this book this book. This *Formulating, Packaging, and Marketing of Natural Cosmetic Products* is simple bringing you can read it in the area, in the beach, train and soon. If you did not have got much space to bring typically the printed book, you can buy the particular e-book. It is make you easier to read it. You can save the particular book in your smart phone. Thus there are a lot of benefits that you will get when you buy this book.

**Russell Fielder:**

Do you like reading a publication? Confuse to looking for your chosen book? Or your book seemed to be rare? Why so many problem for the book? But any people feel that they enjoy intended for reading. Some people likes studying, not only science book and also novel and *Formulating, Packaging, and Marketing of Natural Cosmetic Products* or perhaps others sources were given understanding for you. After you know how the great a book, you feel need to read more and more. Science e-book was created for teacher as well as students especially. Those books are helping them to increase their knowledge. In some other case, beside science book, any other book likes *Formulating, Packaging, and Marketing of Natural Cosmetic Products* to make your spare time more colorful. Many types of book like this one.

**Download and Read Online *Formulating, Packaging, and Marketing of Natural Cosmetic Products* From Wiley  
#BQT1ZIOJY76**

# **Read Formulating, Packaging, and Marketing of Natural Cosmetic Products From Wiley for online ebook**

Formulating, Packaging, and Marketing of Natural Cosmetic Products From Wiley Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Formulating, Packaging, and Marketing of Natural Cosmetic Products From Wiley books to read online.

## **Online Formulating, Packaging, and Marketing of Natural Cosmetic Products From Wiley ebook PDF download**

### **Formulating, Packaging, and Marketing of Natural Cosmetic Products From Wiley Doc**

Formulating, Packaging, and Marketing of Natural Cosmetic Products From Wiley Mobipocket

Formulating, Packaging, and Marketing of Natural Cosmetic Products From Wiley EPub

**BQT1ZIOJY76:** Formulating, Packaging, and Marketing of Natural Cosmetic Products From Wiley