



Formulating, Packaging, and Marketing of Natural Cosmetic Products

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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.

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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



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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

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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.

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