

## PCHi2010 Conference Program

---Looking for more insights into technology? Find them [HERE!](#)

The conference program is an important component of PCHi2010. There are in total four themes in the program - New Technology & Innovations, Regulatory Affairs, Formulators' Workshop and Marketing Trends.

### **Technology Conference**

The Technology Conference comprises three separated sub-themes. They are: New Technology & Innovations, Skin-ceuticals and Application of Chinese Traditional Medicine in C&T industry(TCM).

New Technology & Innovations 2010. 3. 10 - 11		
Topic	Speaker	Company
Improving acne skin by a novel cosmetic solution that specifically considers the needs of adults	Christine Saecker	DSM
Transform your basic colored cosmetics in innovative genuine skin care products	Karine Loyen	Arkema France
A Novel Associative Polymer and Emulsion Stabilizer for Elegant Skin care Applications	Diana Tang	Lipo Chemicals Inc
Choice of Mica: Natural or Synthetic?	Leila song	BASF
A Hybrid Silicone Elastomer designed to deliver sensory and functional benefits, and formulation versatility	Tassilo Haereder&Aroop Roy	Wacker Chemical AG
Skin Whitening products with a Consumer-Perceivable Difference	Isabelle Van Reeth	Dow Corning
Enhancing Dye Penetration and Color Development in Liquid Oxidative Hair Dye Formulations	Timothy Gao	Croda Inc
High Performing Economical Value Formulations for Hair Gels by Combining ACUDYNETM 180 and ACULYNTM 88	Yves Vandenberghe	Dow Chemical
A new cosmetic peptide stimulating hyaluronan synthesis in skin	Marc Heidi	DSM
TEGO® Cosmo LSG, a natural polymer for skin protection produced by biotechnology	Klaus Jenni	Evonik
A Well-Formulated Sunscreen for the Right Protection	Helen Zhuang	Clariant Chemicals
New Film-former for Color Cosmetics & Sun Care	Wai-Ming Choi	Momentive
Strategies leading to new emollients for sunscreen formulations	Klaus Jenni	Evonik
How to revive W/O emulsion interest from the formulator and consumer perspective?	Alicia ROSO	Seppic

New polyurethane for cosmetic applications	Linda Liu	Bayer Material Science
Globin proteins: a first line of defense against reactive oxygen species	Vince Gruber	Arch Chemicals
Opportunities and Trends for "Sulfate-Free", Super Mild Surfactants in Personal Cleansing Markets	Evelyn G. Su, Ph.D.	Sino Lion & Zhongshi Int'l Group

Skin-ceuticals 2010. 3. 10		
Topic	Speaker	Company
An Interpretation of Cosmeceutical	Prof. Done Yinmao	Beijing Technology & Business University
4-tert-Butylcyclohexanol: The Solution For Sensitive Skin	Joachim Roeding	Symrise
Aqueous Olive Leaf Extract Properties	Philip Jacobs	B&T Company
TCM 2010. 3. 10		
Topic	Speaker	Company
Research on chinese herbal medicine whitening	Li Chengliang	Shanghai Laibo Biochem
Skin allergy and anti-allergic cosmetic development and efficacy evaluation	Prof. He Congfen	Beijing Technology & Business University
Acne formation mechanism and anti-acne products development and clinical test	Prof. Meng Hong	China Academy of Chinese Medical Sciences

### **Regulatory Affairs**

This program will introduce the latest regulations for the industry in China, and provide more detailed information in regulatory risk control.

Regulatory Affairs 2010.3. 11		
Topic	Speaker	Title
Update and development status of China's cosmetics industry regulations	Government official	TBC
Analysis on cosmetics administrative license and registration regulations	TBC	CAFFCI
The latest requirements and testing technical specifications for cosmetic raw materials in cosmetics administrative license	Zheng Weidong	Director of Guangdong Foods&Cosmetics Testing Center
Cosmetic safety guarantee and response to quality&security incidents after products on sale	Huang Yadong	Dean of Life&Health Research Institute of Jinan University

### **Formulators' Workshop**

The Formulators' Workshop is a series of hands-on sessions for formulators and

laboratory researchers to acquire best practices and experience live demonstrations.

Formulators' Workshop 2010. 3. 11		
Topic	Speaker	Company
Enhancing the Sun Care Experience	Roy Rojas Wahl, Janet Duffy	Momentive
Novel formulation concept for a skin protectant cream-gel system	Giancarlo Guglielmini	Sinerga S.P.A
TBC	TBC	TBC

**Marketing Trends 2010. 3. 12**

This program is aimed at sharing cutting-edge marketing information and comprehensive analysis of marketing phenomena. What's happening in this industry and how are companies adopting better marketing tactics? Find all the answers here!

Topics to be determined....

The topics and content is subjected to the conference program on site.

For more detailed information, please visit [www.PCHi-China.com](http://www.PCHi-China.com)

PCHi Team

Reed Sinopharm Exhibitions Co.,Ltd.