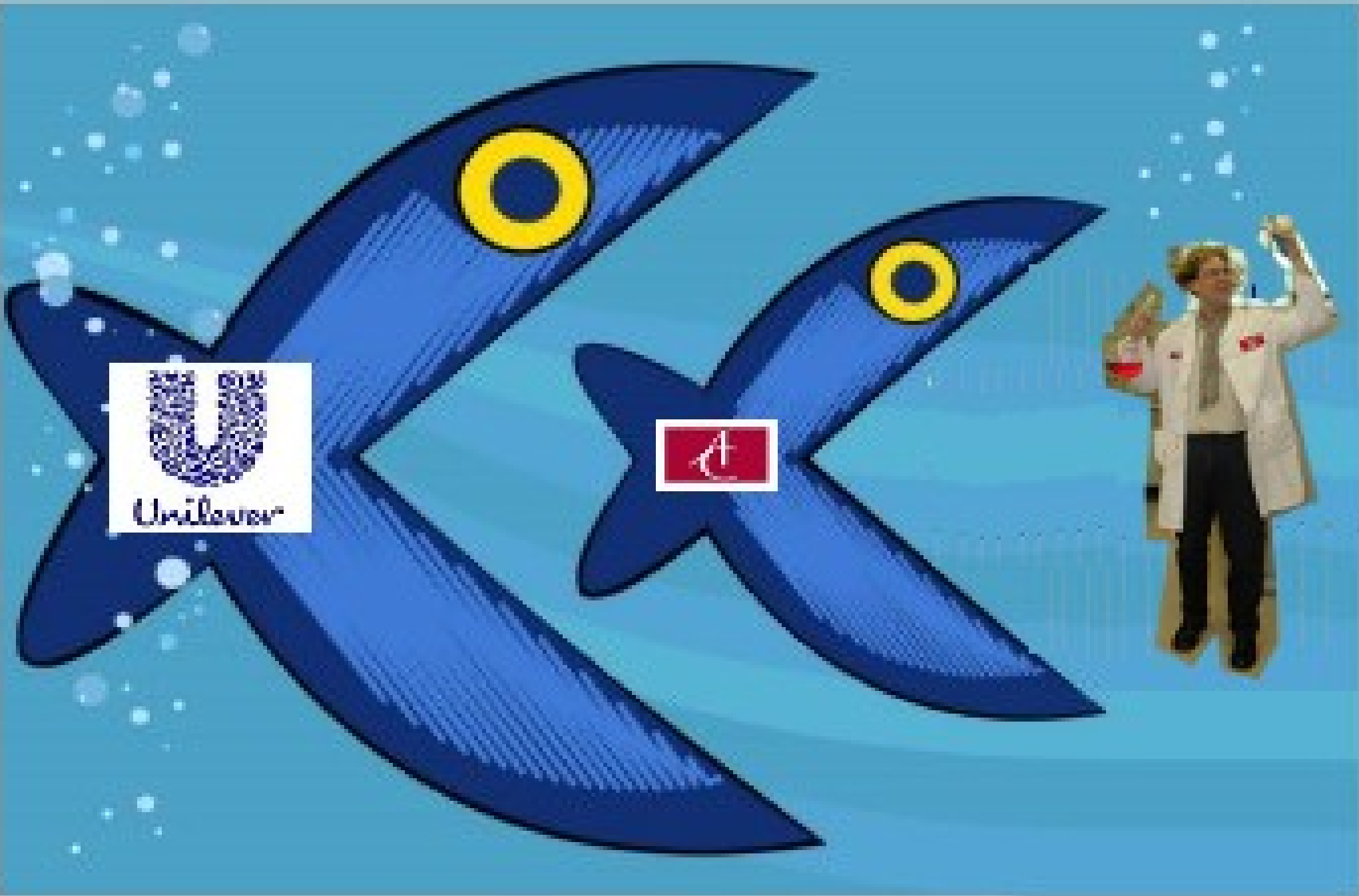


On Becoming an Expert Cosmetic Chemist





How do you stand out?



Become an Expert



Help People

Become a Thought Leader





**Speak to
Audiences**

**Travel the
world**





**Magazine
Interviews**

**TV
Spots**

**Write a
Book**

Trust & Respect





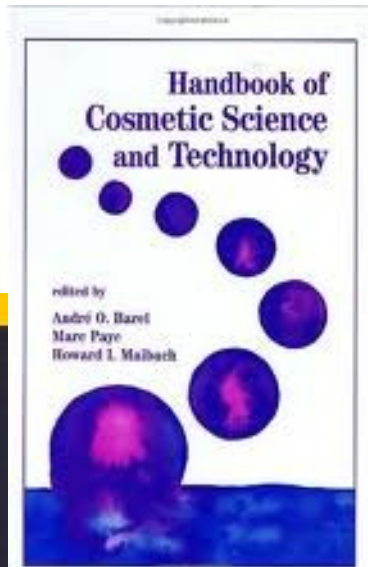
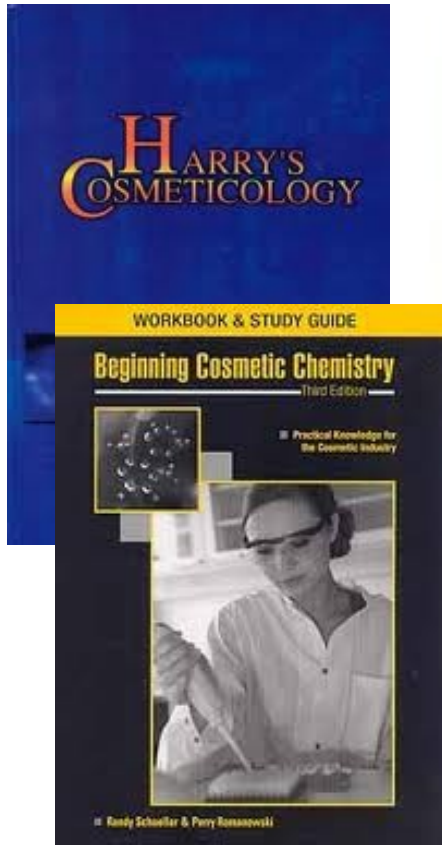
**Start your
own
business**





3 Key Moves to Become an Expert Cosmetic Chemist

Read and Learn



Science
Chemicals
Consumers

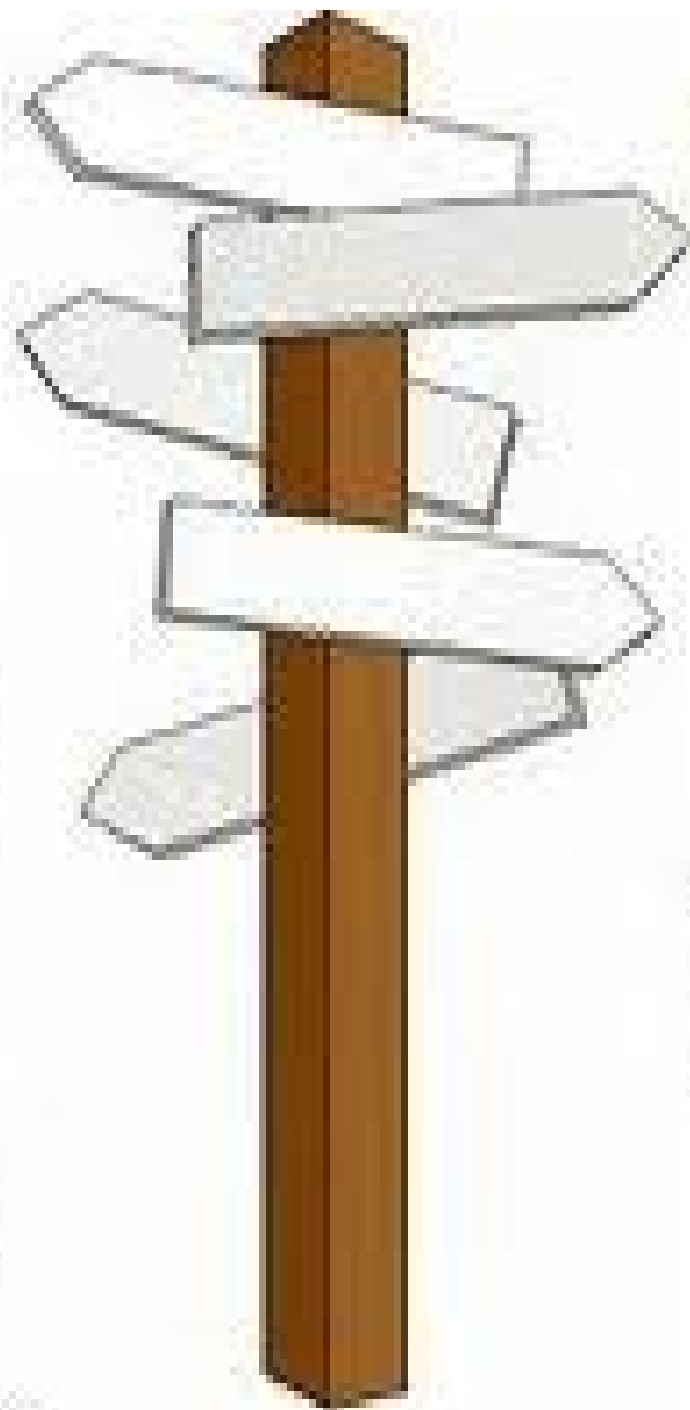




Make lots of batches!



Start here



What

is

**your
NICHE?**



Admit when you don't know


Share your Expertise

- Give talks
- Write articles
- Attend meetings
- Communicate online
- Network





Keep Learning



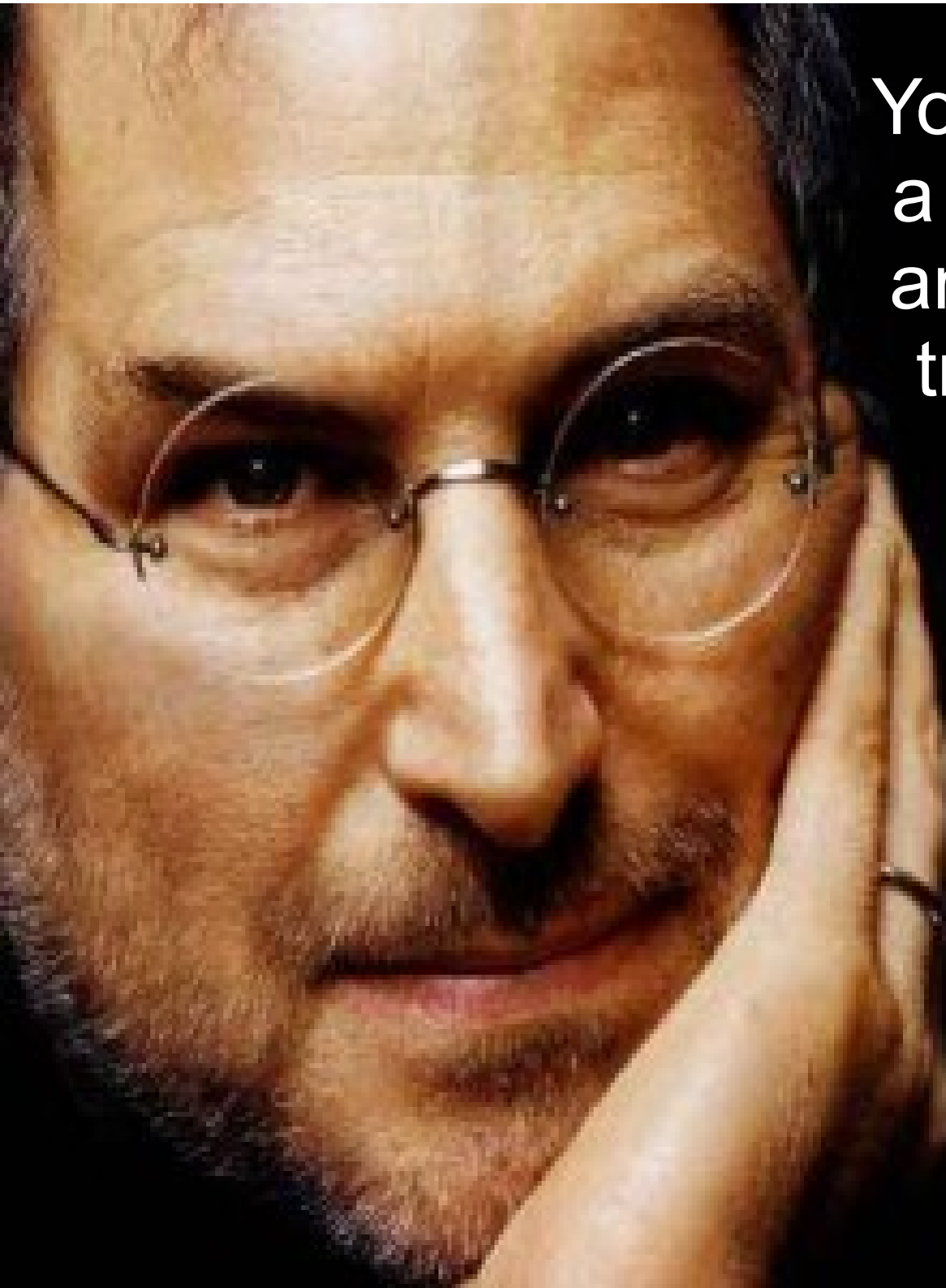
“This man has no morals or values. He stands for profit over safety.”

-Internet Comment

Critics



Corporate Hurdles



Your work is going to fill
a large part of your life
and the only way to be
truly satisfied is to do
what you believe is
great work.

Steve Jobs
1955 - 2011