

SCC COOP

September 2011 • Vol. XLIII No. 6

Next Meeting: September 13

Hyatt in Oak Brook, IL & Milwaukee, WI
Menu on pg 3

Please RSVP to Amy Fu by September 7th
afu@alberto.com or (708) 450-3679
The Meeting is Free. Dinner is \$35 for Members,
\$45 for Non-Members.
There will be a \$10 no show fee.

The Midwest Chapter of the Society of Cosmetic Chemists

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MWSSCC CHAPTER EDUCATIONAL DINNER MEETING

"Innovation Continuum & Continuous Product Development (IC&PD): A Life Cycle Perspective", Eric S. Abrutyn

Abstract

The growing challenges to rapid commercialization are forcing us to act smarter and perform tasks in parallel. This requires the bench formulating chemist to understand the implications of all facets within the product development process and the effect of each action on the scale-up process. An important thing is that the process must deliver something (a product or service) to someone (or some organization) outside of the process, and what is delivered must be of value to that person or organization. That means someone, the customer or a client, will pay for the product or service delivered by the process.

This presentation focuses on (IC&CPD) as a 5-step Innovation Continuum & Continuous Product Development Life Cycle – using the five “W”s to discuss the innovation and product development process. Innovation has been basically looked at as a linear path from start to finish. “Innovation Continuum” is innovation in a circular life-cycle that never stops. We need to think of a new beginning long before we are at the end of the process that is a never ending continuous life cycle, along with the consideration of obsolescence of new products long before they are introduced into the marketplace.

Biography

Eric Abrutyn has over 40 years experience in personal care cosmetics (Kao Brands, Dow Corning, Wickhen Products, Amerchol) and holds degrees from New York University-New Paltz with a Masters in Chemistry and C.W. Post College/Long Island University with a B.S. in Chemistry. He actively participates in the SCC in multiple capacities and also is a member of the Technical Advisory Board and contributing editor for Cosmetics & Toiletries magazine, a member (past-chairman for 7 yrs) of the International Nomenclature Committee (INC)–part of Personal Care Products Council's (formerly CTFA); and a regular contributing editor for SpecialChem. In 2009 Mr. Abrutyn established a consulting firm - TPC2Advisor's Ltd., Inc. - Toucan Personalized Care Consultant., utilizing his extensive and diverse experience to focus on supporting clientele in the areas of (1) antiperspirant technology, application, and performance testing, (2) siloxane technology/applications and replacement products, (3) skin and hair care formulation and product performance testing, and (4) technology & formulation assessment.

LOCAL SCC EVENTS Save the Date:

2011 MWSSCC Dinner and Education Meetings

September 13
November 8

Additional Events

Oct 13 Annual Technical
Symposium

March 21, 2012
Teamworks 2012

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REGULAR HOURS, SOCIAL HOUR BEGINS AT 5:30 p.m.

For more information on registration see page 3.

