

Monday 10th December 2013, 3pm (Singapore Time)

FormulaCare Webinar

THE OSMOLYTE STRATEGY

The Beauty of Natural Actives

by Dr Alain Khaiat (SEERS Consulting)

The key success of marketing a personal care brand is the ability to engage with the consumer. In the six key trends that drive innovation in the personal care industry we recognise that Trimethylglycine meets at least three of them: Natural, Individualization and Sensory.

- Consumers demand for organic and natural foods is spilling over into their beauty and personal care product choices. With several Eco-Labels (Cosmos, Natrue as an example) Trimethylglycine from plant origin enhances product transparency and it stands as a useful tool to communicate credible value to the word 'natural'.
- Consumers are in search of brand intimacy rather than a "one size fits all" solution. Trimethylglycine adapts to the moisture level of the skin to hydrate: the osmolyte strategy is the tailor made answer to cell thirst.
- Consumers demand that personal care products offer a more authentic sensory experience. When added to personal care products Trimethylglycine provides a proven sensorial experience..

About Dr Alain Khaiat, PhD



Alain Khaiat has created his consulting firm SEERS Consulting (www.seersconsulting.com) after serving 10 years as the Senior Vice President of Research, Development and Quality Assurance Asia Pacific for JOHNSON & JOHNSON Consumer Divisions, Singapore.

Dr. Khaiat was awarded the first in-cosmetics Lifetime Achievement Award in Paris in April 2010 recognizing his contribution to the cosmetic industry, promoting product safety, ethical approaches and training all over the World.

Dr. Khaiat is President of the Cosmetic Toiletry and Fragrance Association of Singapore, the Vice President Technical and Scientific Affairs of the ASEAN Cosmetic Association, a member of the ASEAN Cosmetic Scientific Body and an advisor on Cosmetic Safety to the Health Authorities of Singapore. He is also a Senior International Expert on Cosmetics (Post Market Surveillance, Product Safety, Product Efficacy and Quality) with Organizations such as the European Commission, the World Bank and the UN-International Trade Center.

Before Johnson & Johnson, he was Executive Vice President of Research & Development at Yves Rocher Cosmetics in Paris, and Vice President of International Research & Development at Revlon in the US.

Dr Khaiat began his career with a research fellowship at the Weizman Institute of Sciences in Israel. He then simultaneously served as research assistant in the department of Biophysics at Medical School, Paris, and in the department of Nuclear Medicine Paris XII, France. Dr Khaiat was also consultant in biology and medicine at the European Space Agency in Paris. Dr Khaiat received B.S. degrees in chemistry and chemical engineering from the University of Nancy, and his Ph.D. in biophysics from the University of Paris. He served his post-doctorate fellowship in the department of Hormonology at the Medical School, Paris.