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February / March 2024

### 2024 Southeast Chapter Officers

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**Ericka Bennett**

[pgbeautyessentials@gmail.com](mailto:pgbeautyessentials@gmail.com)

#### **CHAIR-ELECT**

**Thomas O'Lenick, PhD**

Surfatech

[thomas@surfatech.com](mailto:thomas@surfatech.com)

#### **SECRETARY**

**Cynthia Thomas**

J. Strickland & Co.

[cthomas@jstrickland.net](mailto:cthomas@jstrickland.net)

#### **TREASURER**

**Jenina Williams-Thomas**

J. Strickland & Co.

[jwilliams@jstrickland.net](mailto:jwilliams@jstrickland.net)

#### **TREASURER-ELECT**

**Dexter Williams**

[Dextermwill@gmail.com](mailto:Dextermwill@gmail.com)

[LinkedIn](#)

#### **NEWSLETTER EDITORS**

**Cathy Anglin**

J. Strickland & Co.

[canglin@jstrickland.net](mailto:canglin@jstrickland.net)

**Kitrius Maclin**

Colonial Chemical

[kitrius.maclin@colonialchem.com](mailto:kitrius.maclin@colonialchem.com)

**March Dinner Meeting – Thursday March 21, 2024**

## **“Claims Substantiation”**

**Presented by Martha Tate, Tate Science, LLC.**

**“A Summary of the Cosmetic Claims Substantiation CEP  
Course by Sidney Hornby and Martha Tate”**

**State of Confusion, 301 E. Main Street, Chattanooga, TN 37408**

5:30 pm EST Registration and Cocktails

**Sponsored by Colonial Chemical**

6:00 pm EST Dinner begins

7:00 pm EST Speaker

8:00 pm EST After meeting activity (for those who want to join,  
short 5 min walk from restaurant):

**Valkyrie Axe Throwing - Sponsored by Colonial Chemical  
45 E Main Street**

**Chattanooga, TN 37408**

\$50 – SCC members

\$60 – non-SCC members

**Register and Pay  
Here**



Register and pay on-line or RSVP for either or both events by  
Thursday, March 14<sup>th</sup> to Cynthia Thomas,  
[cthomas@jstrickland.net](mailto:cthomas@jstrickland.net), or 662-890-2306, Ext. 1152

Page 2 – Map and Abstract of presentation

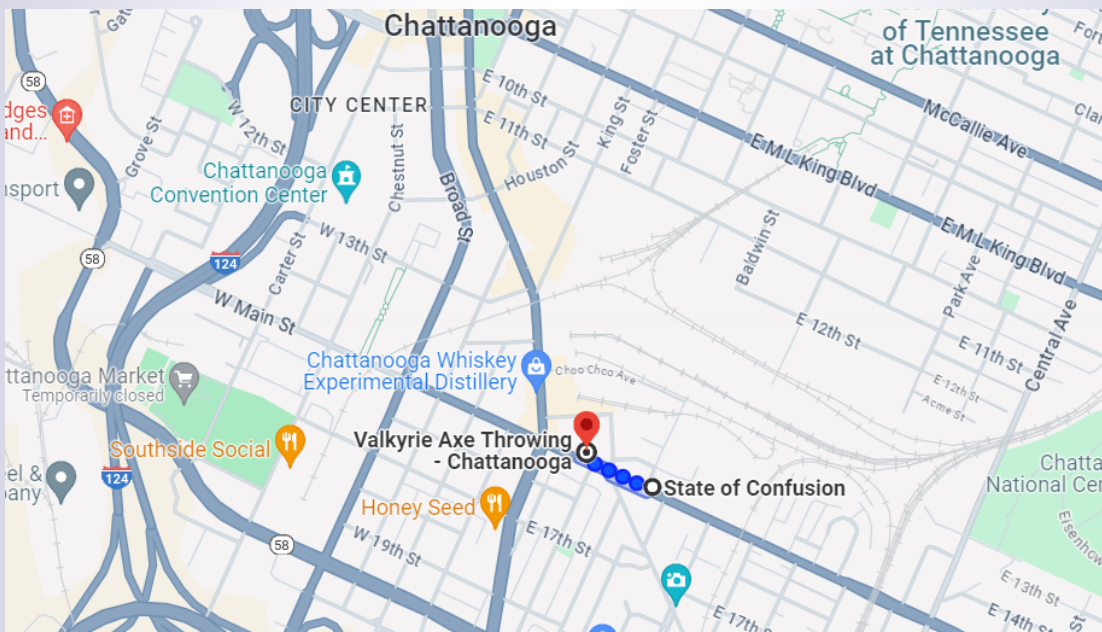
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## “Claims Substantiation”

(Summary of CEP Course on Cosmetic Claims Substantiation by Sidney Hornby and Martha Tate)

Claims are explicit or implicit statements about a product. They communicate a benefit or a “reason to believe” to influence purchase. Claims are the backbone of all consumer and professional communication, and they are integral parts of the product proposition. They help build the brand equity and contribute significantly to a stronger business result. A ‘reasonable basis’ of claims support must be maintained to comply with the Federal Trade Commission (FTC) mandate.

Claims can be supported by ingredient characteristics, objective measures of products and humans, and subjective or consumer evaluations. Ingredients are often evaluated by their suppliers, and study reports go with the ingredient purchase. Objective measurements of skin or hair products may include instruments or expert evaluators. Subjective measurements include consumer studies and sensory panels.

The development of a claims package is the result of collaboration between marketing, regulatory, clinical and consumer research, and legal teams. Fortifying your products’ claims portfolio to withstand potential challenge from competition, The National Advertising Division of the Better Business Bureau (NAD) and consumer lawsuits will be discussed. Real world examples will be used for participants to dissect actual claims challenges and decisions.



### Martha Tate, PhD, Tate Science, LLC

Martha Tate, PhD is a consultant for Tate Science, LLC. and has 30 years of experience in cosmetics claims, and skin and hair research. Martha represented the US Society of Cosmetic Chemists (SCC) on the Executive Committee of the Praesidium of the International Federation of Societies of Cosmetic Chemists. During Martha’s two terms on the SCC’s Committee on Scientific Affairs, she served as Chair of that committee. She also served as Associate Editor of the Journal of Cosmetic Science. She is active on the Board of Directors of the International Society of Biophysics and Skin Imaging (ISBS).

At Kimberly-Clark Corporation, Martha’s research supported claims for a wide variety of products (infant diapered skin, adult care, elder skin, feminine care, work wear, facial and bath tissue). She was Manager of Claims Substantiation for skin and hair care products at L’Oréal. She is known for hair research done while a scientist at TRI/Princeton. Her education includes a Ph.D. in Textile Science from the University of Wisconsin-Madison, M.S. from the University of Georgia, and B.S. from Mercer University. She had a postdoctoral fellowship in ethnic hair at Textile Research Institute at Princeton University.



## Southeast Chapter Scholarship Winner Presents Poster at the SCC Annual Meeting



Sharae Gipson, the Southeast Chapter's 2023 Scholarship winner, with support from the chapter, was able to attend the Society of Cosmetic Chemists Annual Meeting in New York and present her poster in the Student Poster Competition in New York in December. Sharae offered the comments below about her presentation and her experiences at the event!

"Hi! I'm Sharae Gipson, a Biochemistry major and Management minor at the University of Arkansas at Pine Bluff.

I recently had the opportunity to attend the Society of Cosmetic Chemist's 77th Annual Meeting in Times Square, NYC. I presented my research, titled "Enhancing Sulforaphane's Bioavailability in a Cosmeceutical Application" to many professionals in the cosmetic chemistry industry. I enjoyed my experience presenting my research and being able to meet so many people from this industry, with honorable mention to Cubie Lamb from J. Strickland. I enjoyed listening to his advice and his journey to working in this industry.

Lastly, I would like to thank the Southeast Chapter of the SCC for sponsoring me to attend this event. I will be forever grateful for this opportunity to attend this event, and excited to attend the next annual meeting"

Sharae has agreed to become a member of the Southeast Chapter Social Media Committee, to help us keep the chapter information updated online.

We are glad we could help Sharae participate in the Student Poster Competition and would like to congratulate Sharae on her presentation, and wish her success as she continues her career in the Cosmetic Industry. We hope she had a chance to network with other students and professionals that can help her further her work at the University of Arkansas Pine Bluff and with her future employers.

**Why are we making bad chemistry jokes? Because all of the good ones Argon!**

# Chatting with the Chair



**Greetings Members, Sponsors, and Affiliates of the Southeast Chapter.** I am honored and grateful to serve as your 2024 Chair, and I am looking forward to a successful year. First and foremost, I would like to acknowledge the previous leadership of the Southeast Chapter for paving the way for us to continue the legacy that was originally formed in 1978. Next, I would like to recognize the **2024 Officers of the Southeast Chapter: Chair Elect: Thomas O'Lenick, Secretary: Cynthia Thomas, Treasurer: Jenina Williams-Thomas, and Treasurer Elect: Dexter Williams.** They are primary driving force and heart of the chapter's

operations. With their innovative mindsets and determination we will help evolve our chapter's legacy into greater heights.

Our first meeting of 2024 will be held in the "Scenic City" of Chattanooga, Tennessee. So, mark your calendars everyone for Thursday March 21, 2024. It will be located at State of Confusion, 301 E. Main Street, Chattanooga, TN, which is in the beautiful and newly developed downtown area of the city. The highlight of our meeting will be a presentation by Martha Tate, Tate Science, LLC: "Claims Substantiation."

Following the meeting, head over to Valkyrie Axe Throwing at 45 E. Main Street (**Sponsored by Colonial Chemical**). Please include your attendance for axe throwing in your RSVP.

Lastly, we are gearing up to launch our new and improved Southeast Chapter website. Our officers have been working diligently connecting with representatives at nationals to give our site a new look. *Coming Soon....*

We will continue the supplier sponsorship meeting options. Cocktail Sponsorships are highly encouraged for our meetings. Any sponsor who contributes will receive genuine recognition from the chapter. Feel free to contact me if you are interested; there are a limited number of openings available for sponsorship.

Sincerely;

**Ericka Bennett**, SCC Southeast Chapter Chair

***Foods for Cosmetics Fun Facts**— Did you know...*

***Avocados** fight skin inflammation and help prevent wrinkles.*



**TEAMWORKS 2024**  
**Call for Student Poster Presentations**

***"Pure Imagination"***

**is the theme...and we ask you to reimagine the future of home and personal care when crafting your submission!**

**Student Technical Poster Presentations will take place with Teamworks 2024: March 19, 2024  
Donald E. Stephens Convention Center, 5555 N. River Road, Rosemont, IL 60018 (Chicago area)**

**STUDENT Submission Deadline: February 29, 2024**

***Poster Presentations will be reviewed & a winner will be selected to attend NYS CC SUPPLIERS' DAY in NYC - to participate in the FUTURE CHEMISTS WORKSHOP...Act Now!***



## Southeast Chapter – 2023 Year in Review



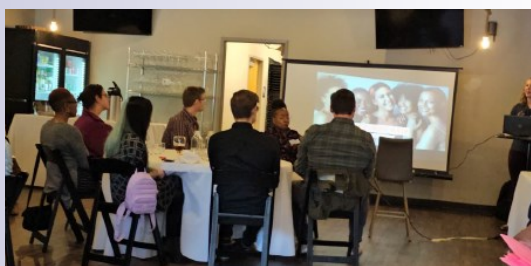
The Southeast Chapter had another successful year in 2023, beginning with a meeting in Chattanooga at Stir on March 23. Members and guests enjoyed a presentation by Nicholas Vallillo, North American Business Development Specialist for Croda on their “SenStories™ Selector Tool.” Cocktails and an opportunity to join the group at Valkyrie Axe Throwing were sponsored by Colonial Chemicals.



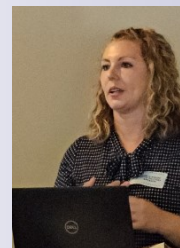
On May 18, we held the first Chapter meeting ever in Johnson City, Tennessee, at the Carnegie Hotel. The speaker was Abhijit Bidaye, Application Manager for Personal Care at Croda, presenting “Solution Driven Approach for Multifunctional Photoprotection.” The cocktail hour was sponsored by Croda, and we want to thank our 2024 Treasurer-Elect, Dexter Williams from Crown Labs for making this meeting possible, providing the opportunity for members form an underserved part of the Southeast Chapter the chance to attend a meeting.



Our Suppliers’ Social event and Dinner was held on June 22, at the FedEx Event Center at Shelby Farms Park in Memphis, Tennessee. Guests enjoyed a catered dinner with a view of one of the park’s lakes on one of the largest urban parks in the country. We enjoyed dinner provided by Central Barbecue, door prizes and a chance to meet with colleagues while watching the sunset over the lake.



Our October 19th Lunch and Learn Meeting was held at Five Senses Restaurant in Murfreesboro, Tennessee. Our speaker was Jessica Wright, Technical Account Manager at Univar Solutions. She presented “Textured Hair, The Power of Curls” to the members and guests attending the event.



We enjoyed our final meeting for 2023 on November 16th at Jim’s Place Grille in Collierville, Tennessee. After our final Chuck Norris jokes from outgoing chair, Stephen Baldwin, Area IV director Cynthia Johnson installed our 2024 Officers:

Ericka Bennett, 2024 Chair

Thomas O’Lenick, 2024 Chair-Elect

Jenina Williams-Thomas, Treasurer

Cynthia Thomas, Secretary

Dexter Williams, Treasurer-Elect.



## 2024 Continuing Education Courses

### Fundamentals of Surfactants, Emulsions, and Polymers for Cosmetic Formulations

Instructor: Professor Samiul Amin, PhD      Format: On Demand Course with live Q&A.

On Demand Access Begins: Monday, February 26, 2024      Ends: Friday, April 5, 2024

Live Q&A: Monday, March 18, 2024 (11:00 am – 12:30 pm)

Overview: This will be a two-day online overview course on fundamental surfactant, emulsion, and polymer science required for direct practical applications in cosmetic formulation design. The course will develop the fundamental understanding of the physico-chemical properties of surfactants, emulsions, and polymers that can impact the performance criteria (e.g. stability, foaming, cleansing, rheology etc.) of cosmetic and consumer products.

For more information, please see [Fundamentals Surfactants-Emulsions-Polymers-2024 \(sconline.org\)](https://www.sconline.org/fundamentals-surfactants-emulsions-polymers-2024).

### High Throughput Formulation and Advanced Prototype Testing

A collaboration between the Society of Cosmetic Chemists and [The University of Miami College of Engineering](#).

Instructor: Professor Samiul Amin, PhD      Format: In Person, Classroom and Lab

Location: University of Miami, Coral Gables, Florida

Dates: Wednesday, March 27, 2024 - (8:00 am – 5:00 pm) and Thursday, March 28, 2024 (8:00 am – 4:00 pm)

Overview: With the increasingly competitive nature of the cosmetics industry, there is an urgent need to create truly differentiated products, and formulators are being asked to do so with every more novel, sustainable/greener ingredients. This two-day course, mixing classroom instruction with hands-on lab work, will instruct participants on the principles and practices of high throughput (automated) formulation, along with advanced prototype testing (stability, particle sizing, rheology, tribology, surface tension).

For more information, please see: [High Throughput Formulation 2024 \(sconline.org\)](https://www.sconline.org/high-throughput-formulation-2024)

## SCC Southeast Chapter -2024 Calendar

March 21, 2024 - "Claims Substantiation", Martha Tate, Tate Science, LLC. –State of Confusion, Chattanooga, TN

May 16, 2024 - Dinner Meeting, Carnegie Hotel, Johnson City, TN

June 20, 2024 –Supplier's Social Evening – Location to be determined.

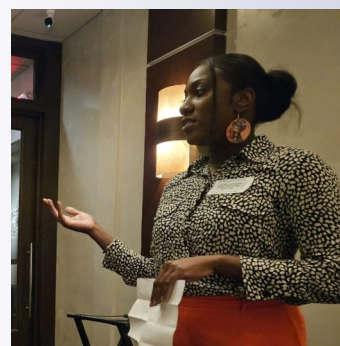
September 19, 2024 – Lunch and Learn - Five Senses Restaurant, Murfreesboro, TN

November 21, 2024 – Officer Installation, Location to be determined – Memphis TN area.





## November Meeting – Installation of 2024 SCC Southeast Chapter Officers



Area Director Cynthia Johnson installs 2024 SE Chapter officers.

Our Last Chuck Norris joke for 2023 from outgoing chair Stephen Baldwin.



Ericka Bennett, our 2024 Chair outlines her plans for the year.



Officers for the Southeast Chapter of the Society of Cosmetic Chemists for 2024: Ericka Bennet, Chair; Dexter Williams, Treasurer-Elect; Jenina Williams-Thomas, Treasurer; Cynthia Thomas, Secretary; Thomas O'Lenick, Chair Elect; Stephen Baldwin, 2023 Chair and Cynthia Johnson, Director, Area IV.





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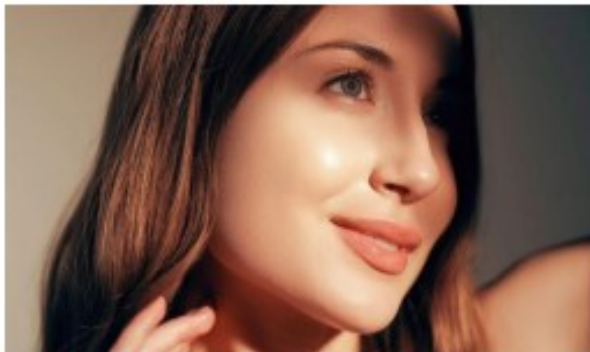
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**Pseudo-Placenta Technology:** Advanced pseudo-placenta technology ensures the safety and efficacy of the growth factors – without the ethical concerns associated with traditional placenta-based products.

**Scientifically Proven:** Each batch undergoes rigorous testing, including HPLC analysis, to confirm the presence of growth factors.

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**Synergic Effect:** Anti-wrinkle, wound-healing, stimulation of cell growth, biosynthesis of collagen, skin rejuvenation, enhanced elasticity, deep moisturizing, and vitalization at the cellular level.

**Liquid Liposome Formula:** Easy application and rapid absorption for visible results.

### Application

**Usage:** For skin, body, and hair care

**Recommended dosage:** 3%

### Clinical Validation

An assessment of the efficacy of BIO-Placenta N in improving wrinkles, skin elasticity, and moisturization on the facial region, including crow's feet and below the eyes, was conducted among a group of 12 female participants aged 43 to 50 over 4 weeks.

### Access Ingredients

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**Phone:** (626) 460-8898

**Email:** [info@accessingredients.com](mailto:info@accessingredients.com)





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- Invert emulsification
- Improved spreadability



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## Lasagna Soup<sup>1</sup>

Submitted by Jenina Williams-Thomas

### Ingredients

½ pound ground beef	1 pinch red pepper flakes
½ pound sweet Italian sausage	5 cups chicken broth
1 yellow onion	14.5 oz. crushed tomatoes
3 cloves garlic	14.5 oz. diced tomatoes, undrained
4 Tablespoons tomato paste	1 bay leaf
1 teaspoon dried oregano	6 lasagna noodles
1 teaspoon dried Basil	<i>For Serving:</i>
1 teaspoon sugar	½ cup Parmesan Cheese, freshly grat-
1 teaspoon hot sauce, optional but	ed
recommended	1 cup Mozzarella Cheese, shredded
½ teaspoon salt	from a block
¼ teaspoon Pepper	8 oz. Ricotta Cheese

### Instructions

Cook and crumble the ground beef and sausage in a 4 -quart soup pot over medium-high heat. Add the onions halfway through and cook until softened, about 5 minutes. Drain any grease. Add garlic and cook for 1 minute.

Add 4 Tbsp. tomato paste, 1 tsp dried oregano, 1 tsp dried basil, 1 tsp sugar, 1 tsp hot sauce, ½ tsp salt, ¼ tsp pepper, and a pinch of red pepper flakes. Stir to combine.

Add the chicken broth and use a silicone spatula to “clean” the bottom and sides of the pot with it.

Add the crushed tomatoes, undrained diced tomatoes, and bay leaf. Bring to a boil, reduce to a simmer.

PRO TIP: If you have the rind from the block of Parmesan cheese, add it to the soup while it simmers for additional flavor.

Let the soup bubble gently while you begin boiling salted water for the lasagna noodles. Prior to adding the noodles, taste and adjust any seasonings as needed. The soup will become more concentrated as it simmers.

Break them in half and cook them according to package instructions. Drain and cut them into smaller strips. Transfer to the soup. You can also add them directly to serving bowls, if you plan on having leftovers it's better to boil fresh noodles for serving, especially if you plan on freezing the soup.

Remove the bay leaf and garnish each serving bowl with Parmesan, Mozzarella, Ricotta, and parsley. Serve and enjoy!

<sup>1</sup> <https://thecozycook.com/lasagna-soup/> The Cozy Cook is a recipe website started by Stephanie Melchione, and is designed to give busy families access to easy, family-friendly recipes with simple ingredients.