

Coming Spring 2005

William Andrew
publishing

Delivery System Handbook for Personal Care and Cosmetic Products

Technology, Applications and Formulations

Edited by
Meyer R. Rosen

Novel delivery systems designed to facilitate the use of “fountain of youth” and other functional actives is an idea whose time has come. In a rapidly growing global market eager for products that really work, accelerating market pull forces and technology push have set the stage for this **foundation text**. This “must have” book has been carefully designed for training, development and synergistic technology transfer across the personal care, cosmetic and pharmaceutical industries. It is not only intended for scientists and technologists but will also be of high interest to market development and business personnel. This book will cause a breakthrough in effective interaction among technology and marketing. It is a showcase for understanding, using and marketing the technology of why and how delivery systems work as well as current, emerging/potential applications and working formulations.

Each chapter is written by one or more experts in the field. A wide range of companies serving the global marketplace are represented. These companies offer numerous types of delivery systems containing highly desirable functional actives, delivery system technology development services, and opportunities for technology licensing, mergers and acquisitions.

A unique feature of the book is the use of Mind Map™ technology to capture and present the essence of the thinking of over 80 authors in a “Book-at-a-Glance” Executive Overview section. This section has been specifically designed to empower decision making leading to the development of innovative product differentiation in a global context.

Key Features:

- 46 comprehensive chapters, divided into 16 Parts, represent the critical thinking of over 80 authors from 43 companies, 4 universities, 3 consultants, and 9 countries
- Book-at-a-Glance, Executive Overview section provides a Mind Map™ overview of the important key words and concepts in each chapter and *how they are related to each other*.
- Skin physiology and penetration pathways, the impact of delivery system technology, and challenges in crossing the lipid barrier are presented at the beginning.
- The “Eureka!” moments of delivery system creation are discussed as well as in-depth descriptions of the technology and science. Applications, both current and potential are described. The evolution of delivery system technology from ancient times to the newest nano-vehicles in topical delivery systems is covered.
- Starting formulations and the function of each ingredient is presented for a wide range of personal care and cosmetic applications.
- Efficacy and safety evaluation is comprehensively covered.
- “Marketing by design” and advertising analysis provides input to identify the best personal care and cosmetic opportunities.
- A comprehensive glossary explains technical terms for non-technical personnel.
- Trade name and supplier lists provide direct access to rapid purchasing of formulation ingredients.

Specifications:

Title:	Delivery System Handbook for Personal Care and Cosmetic Products: Technology, Applications and Formulations	
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About the Editor:

Meyer R. Rosen is President of Interactive Consulting, Inc. Among his many distinctions, Meyer is a Fellow of the American Institute of Chemists; a Fellow of the Royal Society of Chemistry (London) and a past Vice-President of the Association of Consulting Chemists and Chemical Engineers. He has been a technical advisor and moderator for the HBA Global Beauty Expo and Chemical Week’s Global Beauty Congress and moderator for the PCITX product development conferences. His firm consults for many Fortune 500 companies. It provides management and technology solutions including custom market research, ideation sessions, and market & applications development services. Product areas served include consumer, household, personal care, cosmetic, industrial, pharmaceutical, and medical. Rosen has published over 40 technical papers and holds over 20 patents. He has written articles for Chemical Market Reporter, DCI, Global Cosmetic Industry, HAPPI magazine and Specialty Chemicals (UK). Meyer is the coauthor of the *Rheology Modifiers Handbook: Practical Use and Application* from William Andrew Publishing.

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