

# THE SCIENCE OF BEAUTY

What's in my beauty products?

Does it work?

Does it contain toxins?

There are millions of skin care and cosmetic products on the market, many of which claim to do wonderful things. In recent times, environmental groups have been claiming that many common cosmetic ingredients are toxic. How is a consumer to know which products will work as claimed? Should consumers be afraid of what's in their personal care products?

This seminar series covers the basic scientific concepts behind beauty products. Armed with this knowledge, attendees will learn the basics of how to interpret product claims and ingredient lists for various beauty products, and thus be able to make better, more informed choices for themselves.


Topics covered include:

- basic science of personal care products;
- cosmetic ingredients and their purpose;
- debunking common myths about beauty products;
- how to identify suitable skincare products;
- reducing the environmental impact of beauty products.

## CONTACT

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## ABOUT THE SPEAKER



Louise Hiding is a science writer and public speaker, focusing on cosmetic chemistry. She is also a patent agent and chemist, specializing in pharmaceuticals and biotechnology. Louise has handled numerous patent applications related to skin care products. Louise holds a Ph.D. in biological chemistry and a post-graduate certificate in cosmetic science.

In response to public demand, Louise began writing and blogging about the science of personal care products. Louise has contributed to *Cosmetics*, the trade magazine for the Canadian cosmetics industry, as well as two major online beauty publications, *BEAUTY The Guide*, and *The Skiny on Skin*. In 2014, Louise began speaking to the public about the science behind personal care products. Her seminars have been held at the Toronto Public Library, the Oakville Public Library, community centres, and private organizations in the Toronto area.



# THE SCIENCE OF BEAUTY

The “Science of Beauty” program series covers the science of personal care products and related science-based issues. Estimated time for each program includes a 15 minute question period.

## **No Filter Required: Tips for Great Skin (UPDATED)**

This seminar covers the basics on how to identify effective products will be covered, along with tips for usage. Ingredients and formulations to tackle specific skin issues will be discussed. A general version of this seminar covers the most common skin concerns including ageing, acne and hyperpigmentation. This seminar can be tailored for a specific audience (e.g. teens, seniors) or a specific skin concern (e.g. acne, sensitive skin, children’s skin).

Estimated time: 60 minutes                      Program fee: \$125

## **Beauty Hacks: Saving Your Money and the Planet! (NEW)**

Consumers are often encouraged to buy multiple beauty products to address their skin care concerns, but are all these products truly necessary? Topics include tips on how to identify multi-tasking skin care products that can take the place of two or more products, and skin care regimens that can save money and time while still providing good results. A major benefit of these practices is to reduce overall environmental impact.

Estimated time: 60 minutes                      Program fee: \$125

## **The Real Dirt on Beauty Products (UPDATED)**

Many cosmetic ingredients have come under fire from environmental groups as being “dirty” and “toxic”. What should the consumer believe? This seminar reviews the science of these ingredients, along with a discussion of known environmental toxins and what can be done to mitigate the risk of exposure.

Estimated time: 75 minutes                      Program fee: \$125

## **The Science of Beauty**

This seminar covers concepts and terminology in chemistry and biology as they relate to beauty products, along with the science of active ingredients for addressing common skin concerns. After covering these concepts, basic rules on how to interpret cosmetic labels and ingredient lists will be discussed. This seminar includes a live demonstration of how a simple emulsion base for a skin cream is made.



Estimated time: 75 minutes                      Program fee: \$125



## **The Science of Beauty Workshop: How to Make a Simple Skin Cream**

In this workshop, participants will learn the concepts taught in “The Science of Beauty” and make an unscented skin cream. Equipment will be supplied. For adults, ages 18 and over. Group size limited to maximum 15 people; pre-registration is required, no drop-ins allowed.

Estimated time: 90 minutes                      Program fee: \$250

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