



Elizabeth TenHouten

Chief Executive Officer at BEAUTYRICH SKINCARE

CEO of BeautyRich Skincare, Elizabeth TenHouten is an accomplished beauty expert and International bestselling author.

She has authored two beauty books: *Cooking Well: Beautiful Skin and Natural Beauty: Homemade Recipes for Radiant Skin and Hair* (Hatherleigh Press, Random House 2009, 2013). Her sought-after tips and expert advice regularly appear on television, online, and in national publications.

She is a member of Cosmetic Executive Women (CEW), a National Affiliate of the Society of Cosmetic Chemists (SCC), and is on the Board of Directors of Beauty Industry West (BIW). She resides in Los Angeles, CA.

Naturals - Trending Natural Actives

Conference Track A

Tuesday, June 9, 2015

Chairperson: Elizabeth TenHouten, Chief Executive Officer, BEAUTYRICH SKINCARE

1:00 pm - 1:25 pm

The Skin's Microbiome: Science-backed Probiotic Microbiome Technology – What You Don't Know Could Lose You Money

In less than five years, the skin's microbiome has gone from the dustbin of orphan research to being recognized as the skin's 'Second Barrier.' Learn why most of what you know about the body's microbial population is wrong and discover cosmetic ingredients available to work with – instead of against – the skin's microbiome.

- What is the skin's microbiome and what new product opportunities does it offer?
- How knowledge of the skin's microbiome will affect skin, hair, and wound care in the future
- Prebiotics, probiotics, and symbiotics in cosmetics and oral supplements for skin care and the control of skin diseases

Rebecca Gadberry, Cosmetic Sciences, UCLA EXTENSION | Chief Ingredient Expert, SKIN CARE INGREDIENT EXPERTS

1:25 pm - 2:05 pm

Panel Discussion: Four Pressing Questions About Antioxidants and Skin Care

- How do you keep antioxidants stable in product formulas?
- How well are antioxidants absorbed into the skin?
- What concentrations are required to make them effective but also non-irritating?
- What new developments and discoveries have been made surrounding the use of antioxidants in skin care, including new agents or benefits?

Christiane Waldron, Founder & Chief Executive Officer, JENETIQA PROFESSIONAL SKIN CARE

Christopher Hausman, Executive Vice President, GLO PROFESSIONAL BRANDS

Matthew Delfico, Assistant Lab Manager, VERLA INTERNATIONAL

2:05 pm - 2:30 pm

Functional Actives for Clean & Natural Formulations

- Consistency of natural, plant-based ingredients via conventional plant breeding technologies
- Using efficacious natural antioxidants and emulsifiers
- Increased consumer awareness leads to increased emphasis on clean/natural label copy

Marsha Bro, Vice President of Marketing, KEMIN PERSONAL CARE