



Intelligent
Formulation
Everything can be better



Personal Care
Programme

Novel, New & Natural

An event for the Personal Care Sector
interspersed with structured networking

You will end the day with new contacts and new knowledge!

12th October 2011, 9:30-17:00
Cedar Court Grand Hotel, York

A one day meeting for **industry technical & research staff** in the whole personal care supply chain as well as researchers. The agenda includes presentations from industry/academic experts but also be prepared to participate in **structured networking**. Refreshments and lunch (and free wifi) are provided during which you will be able to network, but the **One-Slide structured networking** will really ensure you get to know people, who they are and what they are seeking.

The day will be interlaced with expert presentations as well as *One-Slide* Networking where attendees will have 5 minutes to speak to *One-Slide* on: **Who they are; Why they are there; and Two things they are seeking**. After several such *One-Slide* pitches simultaneous Question & Answer sessions will take place with those who have presented, allowing you to ask clarifying questions and exchange business cards to start collaborative work there and then.

We are very pleased that a **contingent of companies from Scotland** are specifically travelling to attend the event with Scottish Enterprise, so expect to meet companies from across the UK. There will also



be a small number of stands, allowing you to make connections with new providers and partners.

Presentations already confirmed will include

- **Stearidonic Acid from Novel Sources**
- **How the East can meet the West's needs for new, novel & natural personal care products**
- **Polyphenols: their role in health related personal care products.**

Book now to ensure your place and also to register your interest in one of the limited number of *One-Slide* presentation slots (we will also provide helpful notes specifically for those giving *One-Slide* presentations)

The Conference will provide high quality information and connections for your business so it is appropriate it is to be held in a high quality 5 Star hotel in York, within very short walking distances from car parks, the main railway station and bus connections. This historical hotel was built in 1906 as a 'Palace of business' for one of the most powerful railway companies in Edwardian England and the conference will take place in The Grand Boardroom and Chairman's Suite, with stunning views of the roman city walls and York Minster.

The Speakers:

Prof Keith Coupland is an Independent Research Consultant working for many companies both large and small. He is also Director of the Centre for Lipid Research in the School of Chemistry at the University of Hull as well as a visiting Professor in the Department of Biology at the University of York. Keith works in the area of natural product chemistry.

Keith will provide a presentation on 'Stearidonic Acid from Novel Sources'. Stearidonic Acid, or SDA, is a plant produced Omega-3 PUFA oil, so a natural ingredient with many functional uses.

Dr Ian Scoular has more than 20 years marketing and business development expertise. He has been responsible for identifying, assessing, structuring and negotiating many different types of commercial agreements. Ian started his industry career at Reckitt & Colman Pharmaceutical Division in Hull.

Mankind has for centuries relied on plants as a valuable source of therapeutic agents to treat disease and maintain good health. Using traditional Chinese medicines (TCM) as a discovery engine and starting point, Phynova develops patent-protected pharmaceuticals, OTC drugs, cosmetic and functional ingredients. Ian will provide a presentation on how the East can meet the West's needs for new, novel & natural personal care products.

Fraser Courts studied and undertook research at the University of Leeds and from there has moved to the HONEI (Humber Obesity, Nutrition, Education and Innovation) project at the University of Hull, where he is actively working with industry in the functional food and related areas. He has also worked in the food industry in NPD and as a process technologist.

Fraser was the post-graduate winner of the Institute of Food Scientists (IFST) and Society of Chemical Industry (SCI) Food Commodities & Ingredients Group North of England Young Scientists Competition in 2009. His research has been in the area of polyphenols and he will provide a presentation on their role in health related personal care products.

Keracol Limited (www.keracol.co.uk) is a spin-out company from The University of Leeds. The foundation of our company and our products is sustainability with performance. They combine high-end physical science with innovative consumer product applications. Keracol develops novel approaches to the extraction of active molecules from plant sources, and fractionating and purifying them for multiple applications, both existing and novel. Their extracts are effectively applied in cosmetic products for hair coloration, hair care and skin care.

Dr. Bob Hefford is an Industry Consultant to Keracol Limited, with over 30 years experience in cosmetic R&D with Unilever, Clairol and P&G. His consultancy provides technical advice and direction mainly for industry especially in hair colouration (with both synthetic and natural dyes) where he is a recognised expert. He has clients based in the UK, EU, USA and India.

Bookings are being handled by YCF Ltd and can be made by email to Zoe@YCF.org.uk or over the phone on 01484 346 541 or by post to: October Personal Care Conference, YCF Ltd, Textile House, Red Doles Lane, Huddersfield, West Yorkshire, HD2 1YF

Booking forms are available from www.intelligentformulation.org/events