SCC ONTARIO CHAPTER MEETING

“Consumer Perception of the Cosmetics Industry”

- Louise Hidinger

Thursday, May 25th, 2017

Location: The Venetian Banquet & Hospitality Centre
219 Romina Drive, Vaughan, ON, L4K 4V3 (tel: 905-264-9960)

Time:
5:00 Cocktails
6:00 Dinner
7:00 Presentation
8:00 Adjournment

Fees:
$45 pre-paid SCC member
$55 pre-paid non-member
$10 pre-paid student
$60 at the door

Abstract: Consumer Perception of the Cosmetics Industry

Gaining consumer trust and loyalty is a major issue for any industry but particularly the cosmetics industry. In the past decade, the cosmetics industry has come under fire from environmental groups who have successfully portrayed conventional cosmetics and personal care products as being “toxic” and “dirty”. At the same time, false information about cosmetics has become rampant. These issues have been magnified by the explosion of internet usage and social media, and the widening gap between the scientific community and the general public. This talk will cover how these converging factors have impacted consumer perception of the cosmetics industry and what consumers are asking about when they are shopping for cosmetics and personal care products. Suggestions on how to improve consumer perceptions of the cosmetics industry will also be covered.

Bio: Louise Hidinger – Biography

Louise Hidinger is a science writer and public speaker, focusing on cosmetic chemistry. She is also a registered patent agent, with more than a decade of experience working for major Canadian law firms, specializing in the fields of pharmaceuticals and biotechnology. During this time, Louise handled numerous patent applications related to skin care products and topical pharmaceutical formulations. Louise has 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 behind 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 Skinny on Skin. In 2014, Louise began speaking to the public about the science behind personal care products. Her seminars have been held at public institutions including the Toronto Public Library, and at private organizations such as the Diane Frankling Co-operative Homes and Delmanor Retirement Homes. For more information, see Louise’s website, www.theingredientslist.ca.