

Preface

Life is all about possibilities and taking chances. When I walked the exhibition floors of in-cosmetics in Barcelona in 2000, I ran into Clare Henderson, Editor of *Soap, Perfumery and Cosmetics* who asked me whether I would be willing to write an episode in her series of cosmetic science columns. Of course, I asked her what I should be writing about but she said that that was completely up to me. I described to her what just had happened in the lecture theatre on the first floor. I was still furious with the low level of cosmetic science that I had just witnessed but that the audience hardly seemed to care. Would that be a suitable subject? Clare quickly said yes and the idea for my first column was born. Although I thought that that was it, very quickly there was a request from Clare for a second column. Of course, I had no clue what to write about but with time, I developed it into a habit of collecting weird subjects to discuss in columns.

In 2007, I started my own consultancy JW Solutions and joined *Cosmetics & Toiletries* Magazine as their Technical Advisor. They allowed me to continue with my columns. Secretly, I had enjoyed writing them, especially when I got some feedback from my readership. Most of the time, there were no reactions but I only had to walk the floors of in-cosmetics or IFSCC Congresses and Conferences to notice that these columns were better read and remembered than my scientific articles. Under the editorship of Katie Schaefer of Allured Publishing's Newsletter, more and more columns were produced and published on a regular basis.

But there was only one little hiccup. As an author I am very critical about every word that I write in my columns. Pedantic some would say. And both Clare and Katie had the habit of correcting my columns. How could they correct my art pieces? My writings had to fit within company writing policies, not be offensive to anyone reading them, whereas it was my purpose to irritate, annoy, agitate and get people to move into action and rebellion. To my annoyance,

jokes were removed or altered. I was nice but not irritating any longer... But you, my readership, should be annoyed, not me. These columns were starting to backfire at me!

This was the reason why I asked Allured Publishing whether they would allow me to republish all my columns in their unabridged version. I re-read them all, made adaptations where issues (especially relating to cosmetic regulations) have changed that much over time that they no longer made sense to today's audience and reintroduced those few sensitivities that my former Uniqema boss, Dr. Jane Mockford, or my editors, Clare Henderson and Katie Schaefer, eliminated. Here in this book, you've got what I really wanted to say. Maybe they were right and my jokes have been lost in translation. Maybe I am irritating you by what I write. Don't blame Allured Business Media who is publishing this book. Blame me but also yourself. After all, I am only writing about you and your behavior as a cosmetic scientist.

Dear Clare, Katie and Jane, I dedicate this book to you. You pushed and stimulated me to go on and start an endeavor that, without you, I would never have started. But as in a real column, you try to end with the beginning. Life is all about possibilities and taking chances. You, ladies, gave me this possibility, I took the chance and now it is up to you, dear colleagues in the cosmetic industry, to show whether I have been successful by the sales of this book. And that is why this little introduction also encompasses the whole book. I just told you how I wrote my very first column, and in my very last column I write that too many cosmetic scientists have become sales people. Me included. I am just as good or bad as the rest of us. No exceptions there. But the message of this book is that we need to do something to ensure that cosmetic science still exists in 10 years time. Therefore, let's make sure that the second book with 50 or so columns in 2020 will also talk about the successes of cosmetic science as my columns written in 2000 were remarkably similar to those written in 2010, leading to the justified question whether something did change at all during the first decade of the twenty first century. As I write so often in my columns, only **YOU** can make the change. Life is all about possibilities and taking chances. The possibility is in this book, but it is up to you to decide whether you take that chance

and make that change. That is why I would also like to dedicate this book to every cosmetic scientist in the world...

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