

Introduction

If you work in the cosmetic industry—in *any* capacity—you need this book! Whether you are a formulating chemist, a microbiologist, a process engineer, an industry vendor, a marketing manager, a cosmetologist or even a science student who would like to work in this industry, **THIS BOOK WILL HELP YOU!** So read on, and we'll tell you why...

To everyone who is new to this industry, welcome! We hope this book, the third edition of our best-selling *Beginning Cosmetic Chemistry*, will be helpful to you as you start your career. On the other hand, if you've been around the industry for awhile and you're familiar with *Beginning Cosmetic Chemistry*, we hope you'll find plenty of new and updated information that wasn't in the first two books.

With this edition, we will re-emphasize the importance of providing introductory technical information to those who would like to improve their understanding of cosmetic science. As we noted in the original edition, we started this book because we were frustrated with the lack of technical resources available for beginners in our industry. We believed then, and continue to believe now, that this lack of introductory material has an increasingly negative impact on our industry's ability to recruit and retain fresh talent.

We're proud to say that, through the dedication of Allured Business Media, much progress has been made in this regard. *Cosmetics & Toiletries* magazine has been the only publication with a column specifically dedicated to providing technical information for beginners. We applaud their commitment to the beginning cosmetic chemist.

For better or worse, things keep changing. Since the first edition of *Beginning Cosmetic Chemistry*, thousands of new chemical raw materials and new formulations have been developed, billions of new marketing concepts have been tested (okay, we're exaggerating for dramatic effect), and hundreds, if not thousands, of new cosmetic regulations have been enacted (seriously!). So, rather than simply reprinting the 2nd edition, we decided it was time to update it with a substantial amount of new information. Hence, the book you now hold in your hands.

We hope you find it be a valuable resource for many years to come!

Randy Schueller
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