

Introduction

Cosmetic science is a constantly evolving, ever-changing world. Changes come from consumer preferences, but they are always flavored by chemistry, formulating, regulatory and legal disciplines. The formulation of consumer acceptable high performance personal care products is one of the most challenging undertakings for a chemist. There are many reasons why the challenge is so great and becoming more acute. The industry has undergone a metamorphosis in recent years. Every year new technology, formulation techniques and raw materials come into existence. Along with these, new regulations, registrations, patent pressures and ever-changing consumers' preferences are a daily event. In addition, the number of chemists formulating has been reduced and the product life cycle is compressing.

Chemists have a need to keep up to date with the available technology to respond to the new market needs. This includes not only formulating techniques, but basic science. *Formulating Strategies in Cosmetic Science* presents the work of a variety of individuals that have been published in *Cosmetics and Toiletries* magazine that is timely and valuable to formulators in addressing the science and art of personal care. It is not intended to be all-inclusive and the reader is encouraged to look at the various references in each work to expand their knowledge.

Armed with the proper knowledge raw materials become formulator friendly and formulations become multi-functional.

Happy reading!