

P&G Science Behind Symposia 2017.

I want to thank the WDS Awards selection committee for giving me the opportunity to attend this year's *P&G Science Behind Symposia*. The Symposia was held at various *P&G* sites across the Cincinnati Ohio area, on April 28-29 2017.

Procter and Gamble Company, *P&G*, is a global fortune 500 company with head-quarters in Cincinnati OH. Founded in 1837 by immigrants from England and Ireland respectively, William Procter and James Gamble, men who married sisters, joined forces and began the company primarily making and selling candles and soap. The company has grown from its humble beginnings to become a multi-billion dollar in sales consumer products company. Honesty and trust were part of these two men's business motto at the inception of their company, and even after 180 years, the Science Behind Symposia demonstrated that the motto still very much holds true. That is, the Science Behind Symposia demonstrated to me that the reason why the *P&G* company and in essence, each and every employee, stand by their brands, is due to the passionate effort and desire to produce a product that delivers the claims advertised. As a former *P&G* employee, Process Engineer, *Crest®* brand, I knew this from working there. Now as a dermatologist, who cares about the effect of consumer products on patients' skin, hair and nails, it was gratifying to see that same zeal, passion and dedication to get it right, had not changed.

The first day of the Symposia was Friday April 28, 2017. I met fellow WDS mentee and mentors Drs Jeannette Jakus, Arlene Ruiz de Luzuriaga and Linda Marcus in the hotel lobby. We were soon joined by other Symposia attendants, dermatologists from Canada: Drs Jerry Tan, Lauren Yee, Carrie Lynde and Sonya Abdulla as well as dermatologists representing the Skin of Color Society Drs Nada Elbuluk, Pooja Sodha, Lynn McKinley-Grant and Susan Taylor. Our host, a *P&G* employee based in Canada, joined us on the shuttle ride to the *P&G* Mason Business Center in Mason Ohio. Our group of dermatologists spent the rest of the morning and early afternoon listening and interacting with the presenters as well as each other, as the company representatives: Dr. Neuser, Principal scientist Olay skin care, Dr. Karl Wei, Research fellow, Personal Care development, Dr Rosmarie Osborne, Research Fellow *P&G* Beauty Technology division, Dr Randy Watson, Open Innovations manager and Dr Scott Stanley, Principal Scientist each gave us an excellent overview and detailed scientific results demonstrating efficacy towards claims about several of the products in the Oil of Olay Skin Care brand. This includes products in their cleansing as well as anti-aging line-up. During our time at the Mason Business Technology Center, we were also given a tour of several labs and imaging centers – the latter introducing me to the state of the art, art and science, of taking excellent before and after images.

We left Mason and were shuttled together to the *P&G* global head-quarters, located in downtown Cincinnati. We spent the rest of the afternoon, first learning about the company's dedication to ingredient safety and then proceeded to the company's archives division to learn more about the history of the *P&G* company. From the company's historian, we learned about the importance of making connections, and this is how the company grew from just making soap and candles to 60+ well known brands today. Our historian gave us more background about William Procter and James Gamble, two men competing for the same raw material for their individual business. Procter – a candle maker; Gamble a Soap maker, were asked to join forces by their father in-law and form a single company. This ability to use a common raw material to make new products (and brands)

continues today as different brands have evolved from an existing one. One of the many examples shared during this session was an anecdotal story of how *Pampers*® was born. *P&G* has a business in paper goods, but it was not until a manager, baby-sitting his grandchild had a not so pleasant experience changing a soiled diaper, did the idea of an *affordable* disposable diaper come to fruition. The keyword in the last sentence is *affordable* as disposable diapers did exist but were cost prohibitive to use on a daily basis. *Pampers*® is one of the company's most profitable brands. While we did not have a tour of the *Pampers*® facility, as a consumer, mother to twin boys who are now toddlers, I can attest to all *Pampers*® claims. We ended the day with cocktail and dinner, where we all enjoyed each other's company.

On day two and the final day of the Symposia, our group met in the hotel lobby and were shuttled this time, to the Sharon Woods Innovation Center where we spent the morning learning about the technology and science behind *P&G*'s hair care products, Male grooming products and Fabric Care products. Emphasis was made to the science behind formulating products for consumers, our patients, with sensitive skin. Dr. James Schwartz, Research fellow Beauty and Grooming, gave an excellent presentation on the science behind the *Head & Shoulders*® formulation, in a talk that included *P&G*'s introduction to hair care and the pathophysiology of seborrheic dermatitis. He has published papers in many peer-reviewed journals including the *Journal of the American Academy of Dermatology*. He is also an active member of the AAD. Dr. Jennifer Marsh, Research Fellow, Beauty Technology Division, gave a presentation of how understanding what consumers of different ethnic groups love about their hair and grooming methods, translated to formulating different product categories to meet each group of women's needs. Caitlin Orszulack Principal Researcher South Boston Innovation Center, gave an overview of male grooming habits and the evolution and efficacy of several of their razors. Last but certainly not least, the Symposia ended with an exciting presentation given by Mary Begovic Johnson, Principal Scientist and C. Elaine Cella, Principal Researcher, *P&G* Fabric care, on the importance of choosing the right detergent to care for your family's clothing. As everyone knows, clothing comes in contact with skin everyday, thus caring for the fabric becomes important particularly for many of our patients.

Overall, it was a wonderful Symposia. It gave me the opportunity to network with other dermatologist and *P&G* scientists. I am in debt to the WDS and thankful for the opportunity given.



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