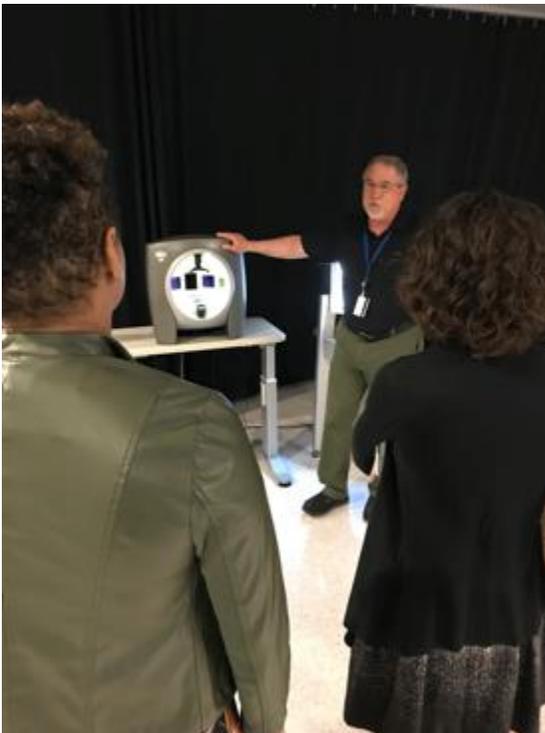


May 4 – May 5 2018
Marlyanne Pol-Rodriguez

After a stressful Thursday morning dealing with flight delays, I luckily made it to Cincinnati with enough time to catch a few hours of sleep at the 21C, a trendy museum-hotel in the heart of downtown. Bright and early on Friday morning, we headed to the P&G Mason Business Center for breakfast and to begin the symposium. The first few sessions pertained to the science behind skin care and included visits to the genetics and high-throughput ingredient screening labs, the bioenergetics, pollution and human skin culture lab and the imaging lab.





There we saw the science in action and even got to take home some old Gene chips as souvenirs. After lunch, we had a couple of sessions on the science behind scalp and hair care. Then we departed to the P&G general offices.



While sitting in the grand boardroom, we listened to an enlightening presentation about ingredient safety.



The highlight of the day came after the boardroom, when we visited the P&G heritage center and museum and listened to a spirited presentation about P&G history, connecting their product technologies over time.

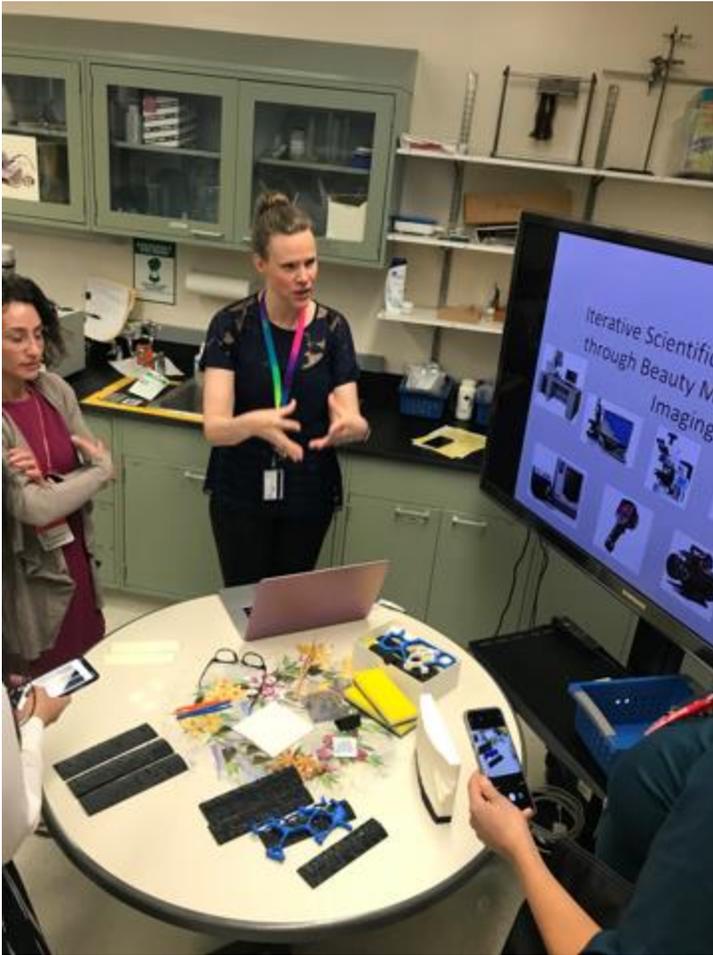




Did you know that P&G created a radio station to promote its soap products? And that the romantic dramas they broadcasted are now called soap operas because Ivory soap was the sponsor of the programs? Cool trivia, right? We closed the day with a delicious dinner at Prime Steakhouse.

We started again early morning on Saturday with a couple of sessions about ethnic hair care followed by a visit to the hair research labs.





We concluded the symposium with a very interesting session about fabric care that included some fun live demonstrations.



We shared the symposium experience with dermatologists representing the Skin of color society and the Canadian dermatology association. We met P&G scientists and researchers and even their historian! Overall this was a wonderful opportunity to learn and network and I am grateful to the WDS and P&G for selecting me for the symposium and for their hospitality.

