

In some measure, I have been curious how commercial moisturizers, shampoos, and conditioners are formulated. Was there any science behind them? Was there any testing? Were companies concerned about quality and actual results? The P&G Symposium provided some insight regarding these questions. We spoke with scientists, chemists, and engineers regarding the goals of various products, and then we were given access to the labs in which these products were tested to see if they achieved their purported aims.

Overall, it was enlightening to learn of all the efforts required to bring a product to market. From gene chip arrays to minimizing potential allergens, commercial product development is a serious endeavor, and I left Cincinnati with a new-found respect for the ingenuity and industriousness of those who work to develop the myriad of topical products seen on store aisles today.

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