

I was very honored to be awarded attendance to the 2017 Procter & Gamble Science Behind symposium in Cincinnati, Ohio. The weekend was filled with education and insight into the world of skin and hair care at P&G!

The weekend began after a 4 hour delay at my home airport, when I arrived to the chic 21c Hotel in Cincinnati late Thursday night, and was greeted to a fantastic art display at our art gallery / hotel and a wonderful selection of cheeses left in my room to nibble on before bed. After a good night's sleep, I arose early the next morning and headed down to the hotel lobby where our group of 4 WDS members were joined by a larger mixed group of dermatologists and P&G employees from around the country (and Canada!).

We boarded a bus and were whisked off to P&G's global healthcare headquarters at the Mason Business center where we were greeted by a team of P&G scientists to start our morning of learning. Lecture after lecture we learned about the impressive science behind aging and cleansing products. I was amazed to learn that P&G employs the latest and fastest equipment to run more genomics studies than any institution in the world! Together with their collaborators at 23 and me and universities around the world P&G is leading a revolution in our understanding of skin again and biology. We watched videos of people showering (yes, they do this!) to understand cleansing behavior around the world. We engaged in interesting conversation on diversity of skin care practices and behaviors around the world. After our morning of discussion, we were taken on a tour of their research and development facility including genetics labs, product development labs and imaging lab.

WDS in the genetics lab....



For the afternoon we were transported back to Cincinnati to visit P&G world headquarters and home of P&G Corporate Governance. We were escorted to the chairman's boardroom and under the watch of William Proctor and James Gamble we continued to learn about and engage in conversation on product safety followed by a private guided tour of the P&G museum. Did you know that early soap operas were sponsored by soap manufacturers like P&G?

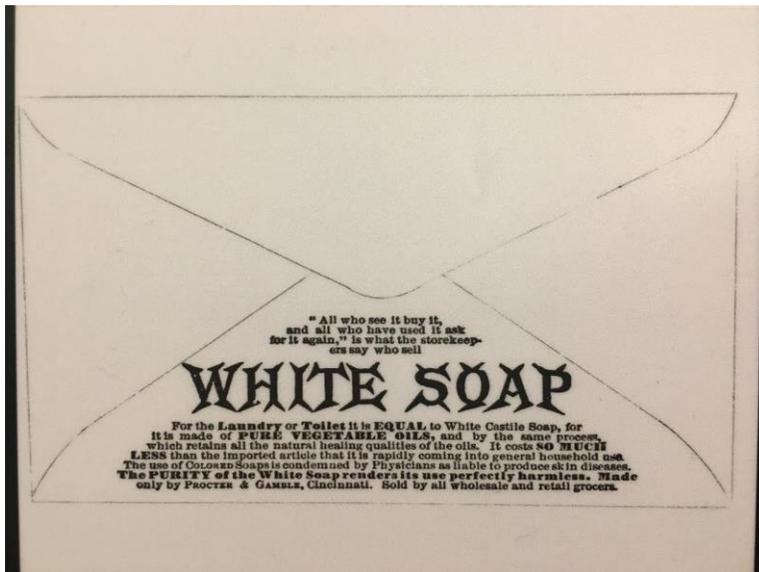
WDS in the boardroom (portraits of William Proctor and James Gamble in background)



The P&G Emmy for "As the World Turns"....



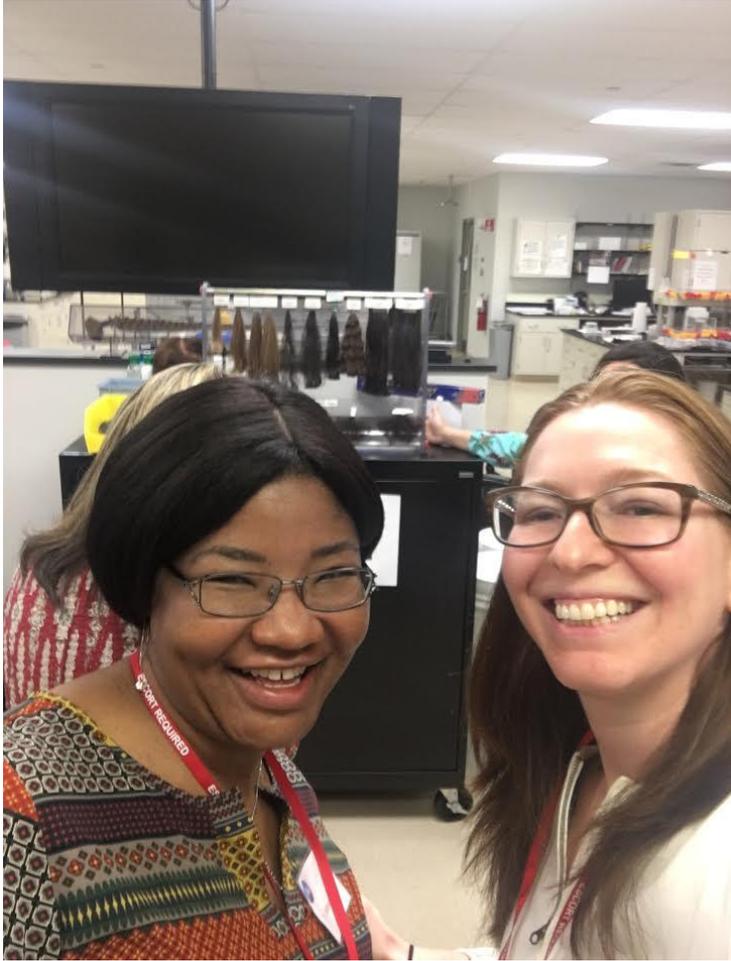
The original white (“Ivory”) soap... because “the use of Colored Soaps is condemned by Physicians as liable to produce skin diseases”.....



After wrapping up at the archives, we had a short walk back to our hotel where we wrapped up the evening over dinner.

Bright and early the next morning we started day 2 at the Sharon Woods Technical center - home to hair innovation. Hair scientists shared decades of hair data and analysis supporting lead products such as Head and Shoulders and Pantene. We also learned about hair removal and technology behind the Gillette and Venus brands. Both ethnic and gender diversity in hair practices were hot topics of discussion during this session. A final highlight of the weekend was our tour of the hair R&D labs including a visit to the hair imaging lab where with enthusiasm abounding, we geeked out on images of hair electron microscopy! Did you know that P&G buys more hair than any other organization in the world???

WDS in the hair lab (notice hair samples hanging in background).....



Our weekend ended here but the experience will live on for years to come. I come out with greater understanding of the impressive science behind consumer products related to skin care and hair. I now know more about aging and cleansing and seb derm than I could imagine and plan to bring this knowledge home to my colleagues, patients and friends. I thank the WDS for this opportunity to make new and hopefully long-lasting connections with colleagues both in dermatology and industry.