

Tradition breaking seminar at in-cosmetics

organized by Meyer R. Rosen, Editor-in-Chief EURO COSMETICS



From left to right:
James D. Oxley, Ph.D., Dr. Howard Epstein, Irena James, Meyer R. Rosen

Meyer R. Rosen, Editor-in-Chief of EURO COSMETICS Magazine, organized and conducted a tradition-breaking seminar at in-cosmetics show in New York. He discarded the industries over-use of the phrase “anti-aging” and replaced it with a more realistic view of the industries goal to face the needs of the world’s most difficult challenges: we all get old and we want to look and be seen by ourselves and others as “young”. So he created his seminar: “The age-defying paradigm: newest thinking, concepts & practical approaches”. The powerful seminar was designed to address the ultimate mission of the Cosmetic Industry: Look Good; Feel Good and Be Healthy while dealing with the viscidities of the aging process.

Meyer R. Rosen had won three of the top thought leaders working on understanding the aging phenomenon and, while facing the inevitability of our demise, aggressively addressing, at the very least, how to slow down our aging process. As a result three cutting edge approaches were covered in this whirlwind approach to deal with the most difficult of human challenges.

The first speaker was the dynamic **Irena James**, Instructor of Cosmetic Sciences at UCLA Extension. Her talk was based in part on the recently awarded **Nobel Prize** delving into the Circadian Rhythm and its effect on cellular life. Ms. James discussed her application of the science behind “Beauty Sleep” and new thinking that affects our nighttime skincare routines by inclusion of the diurnal cycle of skin. Her talk was entitled: “Recent impactful, innovative trends in skincare and ingredient research”

The next speaker in Rosen’s seminar was **Dr. Howard Epstein**, Technical Services Director at *EMD Performance Materials Corporation/Merck*. Dr. Epstein’s presentation addressed a second important concept; that of the critical and exponential growth of our knowledge of genetics and useful alterations of human biochemistry to effectively push-back on the aging process of skin and body. Dr Epstein named his cutting edge talk: “Gene expression: a quantum leap in new pathways for development of anti-ageing skin care”. The interesting, complex talk addressed, in part, the level of expression by specific genes – as necessary to maintain the “Homeostasis-of-Youth”.

The third speaker was **James D. Oxley, Ph.D.**, Staff Scientist in the Microencapsulation section at the Southwest Research Institute (SwRI®). Dr. Oxley’s interesting approach and eye-catching title involved novel thinking to provide new pathways for introducing a multitude of “actives” onto and into the skin. It was entitled: “Nanoencapsulation: transporting age-defying active ingredients across the valley of death”. ■



From left to right:
Meyer R. Rosen,
Irena James and
Dr. Howard Epstein.