

HANDBOOK

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EXPERT GUIDE 2025

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COSMETICS

A LOOK AT FUTURE TRENDS

By Meyer R. Rosen, CPC, CChE, FAIC, FACFE, FRSC



Ever since Ancient Egyptian times, the face and body have commonly been covered by coloured liquid and powder ornamentation. Why? Throughout history, we find that both men and women have taken on covering the “blemishes of times arrow”.

Fast-forward more than 4,000 years and the sun’s radiation still ravishes our skin today – especially in certain geographical areas. In addition, the internet floods modern civilisation with a bath of radiation globally.

From on high, the Earth moves along its merry path and present research expands to formulate vigorously and find more and more reasons to cover ourselves up with protectants that attack the uncontrollable ravishing of the largest organ of our body.

Looking with “modern” eyes, I see a shift in the tsunami – winds of radiation beyond the simple coverup; to noticing we are indeed bathed in a sea of electronic bombardment.

Quality scientific research notes the skin can detect and respond to applied electric and electromagnetic fields (EMF’s). These fields can, will and do alter the skin’s complex biological and neurological configurations. In fact, on closer look, we see that the skin itself is inherently comprised of variations in the positive/negative attributes of various and numerous points and areas ranging from our head to our feet.

Sophisticated devices, readily available online, can locate areas of the skin that vary in degree of contained energy. They can/ do represent themselves as having positive or negative attributes. Further, the skin has been identified as an electrosensitive organ. It has a high density of sensory nerve endings;

electroconductive properties and does indeed interact with the autonomic nervous system. Some people are, in fact, “electrosensitive” and can “feel” the energy!

The Ancients knew how to support the skin by inserting tiny needles at individual and multiple coordinated points (acupuncture) to reduce pain and provide increasing health. Thus, hopefully accelerating humanities long sought path to “anti-ageing”.

As a long-time fascinated student of cosmetic trends, as well as having a deep interest in skin properties ranging from healthy to irritated/ painful body parts, I gently expose and foresee a business and humanitarian opportunity has come to us in the here and now.



We, in the cosmetic industry, have the capability to design layers of delivery systems for our “cosmetic products”. We can develop ingredients of selected cationic and anionic character to specifically attach to particular “undesirable” parts/points of our body. Aside from making us look good, I propose and predict, they also can be capable of skin and health improvements biologically.

The road not travelled before is now open to the formulators of mind to further our trek along the long path to true molecular, biochemical “anti-ageing”. Come, strengthen your lemming feet as we all rumble along the path towards the cliff of being: no more.



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Meyer R. Rosen’s international career spans the range of author and editor of multiple books on the subject of cosmetic science. These include, but are not limited to, the 1,100-page Delivery System Handbook for Personal Care and Cosmetic Products: Technology, Applications and Formulations. This book has reached the 2,500-read milestone, as reported by Research Gate.

Mr Rosen has been editor of Elsevier’s Cosmetic Dermatology Series. He has co-authored the Rheology Modifier Handbook and is author and editor of his iconic contribution to the science of cosmetics: Harry’s Cosmeticology, 9th ed. (3 volumes). This book has been acknowledged as the most comprehensive reference guide to cosmetic chemistry, drawing on expertise from industry, academia, and the dermatological profession. Meyer notes the book is intended for cosmetic scientists, universities and cosmetic societies worldwide.

Beyond the above-stated accomplishments, Mr Rosen has also served as Chief Scientific Advisor and Director of Technical Programming for 10 years at the HBA Global Expo annual conferences as well as being emeritus Editor-in-Chief of Eurocosmetics.

