

elevating consumer experience: connecting rheology, consumer science and formulation architecture

Ashland 1041 U.S Highway 202/206 - Bridgewater, NJ, USA

- 8:30 - 9:00am** registration / breakfast
- 9:00 - 9:10am** opening remarks
Osama Musa, Vice President and Chief Technology Officer, Ashland Specialty Ingredients, Bridgewater, USA
- 9:10 - 9:55am** dynamics, flow, and stability of emulsions and foams
Prof. Vivek Sharma, Dept. of Chemical Engineering, University of Illinois, Chicago
- 9:55 - 10:40am** using FT rheology to build texture
Dr. Seher Ozkan, Dept. of Materials Science, Ashland Specialty Ingredients, Bridgewater, USA
- 10:40 - 11:00am** break/posters
- 11:00 - 11:45am** predicting skin sensory properties of cosmetics by instruments - from "pick-up", "rub-out" to "after-feel"
Dr. Xin Qu, Global R&D Lab Manager, Ashland Specialty Ingredients, Shanghai
- 11:45 - 12:30am** hacking your competitors' products with rheology and tribology profiling
Neil Cunningham, Founder and CEO, Centre for Industrial Rheology, Warnford, UK.
- 12:30 - 1:30pm** lunch/personal care texture bar
- 1:30 - 2:15pm** speaker TBA
- 2:15 - 3:00pm** hair conditioner - it is all about rheology
Dr. Coralie Alonso, R&D Manager, Hair Care, Ashland Industries Nederland, B.V.
- 3:00 - 3:45pm** rheological fingerprinting of skin care formulations: insights into sensorial behavior
Dr. Roger McMullen, Principal Scientist and Dr. Hani Fares, Senior Director, R&D Care Specialties, Ashland Specialty Ingredients, Bridgewater, USA
- 3:45 - 4:00pm** break / posters
- 4:00 - 4:45pm** sensory drivers of consumer liking
Prof. Jean-Xavier Guinard, Dept. of Food Science, University of California, Davis, USA
- 4:45 - 5:00pm** closing remarks
Osama Musa, Vice President and Chief Technology Officer, Ashland Specialty Ingredients, Bridgewater, USA
- 5:00pm** beer taste foam experience