

Book Review

FORMULATING, PACKAGING, AND MARKETING OF NATURAL COSMETIC PRODUCTS, by Nava Dyan and Lambros Kromidas (John Wiley & Sons, 2011). Price: \$125.00. 427 pp.

Formulating, Packaging, and Marketing of Natural Cosmetic Products attempts to introduce cosmetic industry professionals to all the aspects of creating and marketing products that will appeal to green-conscious consumers. Overall, it provides an excellent resource for the current philosophies and issues related to formulating natural products, although there are a few areas that could have been expanded to make it more useful to cosmetic chemists.

This 427-page volume contains 21 chapters and is organized into five sections that include market and trends, regulatory aspects, safety aspects, formulation, natural product analysis, and biodegradation.

The first section is designed to provide the reader with a definition of what the term “natural” means in the context of cosmetic formulations. Here the authors do an excellent job of communicating what they mean by the natural market, sales figures, and the type of consumer that buys these products. They also give a detailed description of the different kinds of standards that will affect the job of a cosmetic formulator. They do a particularly good job of including information about the global market rather than just focusing on the US market.

The second section repeats much of the information included in the first section, which

is slightly disappointing. The problem is that there are not many specific natural cosmetic regulations, and so a whole section on regulation is probably not warranted. There are nuggets of useful information, particularly in the discussion of the marketing and allowable claims for these products. However, this could have been covered in the first section.

The third part of the book deals with the safety aspects of natural formulating. There are some useful chapters here for cosmetic formulators, particularly the chapters on cosmetic formula preservation and the microbial risks of packaging. The list of alternative preservatives and an evaluation of how well they work is enlightening.

The fourth section is the one that is most relevant to cosmetic chemists. It discusses the different ingredients that can be used in formulating natural products. The information included is helpful to anyone looking for formulation guidance in this area. Unfortunately, there are significant cosmetic ingredients, such as surfactants and silicones, that are not addressed. It would be useful if this section is expanded in future editions.

The fifth section gives some useful information about how a cosmetic scientist would go about analyzing natural products. It will be quite helpful for quality control and competitive product analysis. These chapters are focused on providing practical information, which is helpful.

The final section describes the environmental impact of cosmetic ingredients and also reviews packaging options for natural cosmetic

products. These are certainly areas that are important to formulators and this section will be helpful as background information.

Given the title of this book, the primary audience for it will be cosmetic formulators, marketers, and entrepreneurs interested in launching natural cosmetic products. Overall, it contains useful information

for each of those audience groups. However, for cosmetic formulators it is lacking in some areas related to formulation and alternatives to standard cosmetic raw materials. Still, it has sufficient useful information to make it a good addition to any cosmetic science library.—**PERRY ROMANOWSKI**—*Brains Publishing*.