

# Inspiration for Hair Care Products

**March 20, 2018**

Norwalk Inn & Conference Center  
99 East Avenue  
Norwalk, CT 06851

Registration: 5:30 – 6:00 pm

Dinner: 6:30 pm

Speaker: 7:00 pm



**Speaker:**  
**Joseph J. Cincotta,**  
**Ph.D.**  
JJC Creative Consulting

## Abstract

Where can chemists find inspiration to develop successful hair care products? As formulating chemists, where can we go for ideas for new product development? Traditional sources yield boring me-too products. Marketing expects multifunctional benefits and powerful claims from each product. Gone are the days where a shampoo simply cleans the hair. Formulating high end hair care products can be a challenge. What sparks the inspiration allowing us to create the innovation customers are seeking? How do we make our brands successful and keep employers satisfied? What's behind a "hero" product? Joe will explore some ways in which through chemistry, and a bit of imagination and creativity, you can use available raw materials to create innovative hair products.

## Biography

Dr. Joseph J. Cincotta received his Ph.D. in Organic Chemistry in 1983 from the City University of New York. His career now spans over four decades spent in the personal care industry using his research background and chemical knowledge to devise and formulate innovative new personal care products for both professional and retail markets. Over those years he has developed over 160 formulations which made hundreds of millions of dollars for his employers and several of his formulas won prestigious awards from major Beauty magazines and CEW. In 2003, Dr. Cincotta created his own LLC (JJC Creative Consulting) in his home state of Connecticut. His company specializes in formulating professional and retail formulations for a variety of personal care applications where his chemical knowledge and skill of formulating consumer products is essential.

In addition to his product development services, Dr. Cincotta enjoys sharing his chemical knowledge and is currently holds the position of adjunct assistant professor within the Connecticut State University system. He teaches General Chemistry to students interested in entering the nursing profession at a local college.

Dr Cincotta's goal in all his new product development work is to create products that supersede those products presently available to the targeted marketplace. In some cases working with innovate marketing groups to create new categories of products.

Dr. Cincotta holds three patents, is an expert adviser for Conde Nast magazine group in the area of personal care products and has published several technical articles in industry journals throughout his career.

Dr. Cincotta currently holds a position as R&D director at Federici Brands, LLC in Wilton, CT and formulates products for their award-winning Color Wow haircare line and Timebomb anti-aging skincare line. He is also the personal care application manager for J-Tech Sales, LLC, a distributor of HI&I and personal care raw materials. He also has a small group of start-ups and established companies for whom he develops formulas.



### CTSCC Monthly Meeting Registration

Online at [www.ctscc.org](http://www.ctscc.org)

Email Cynthia at [cvalovich@zotos.com](mailto:cvalovich@zotos.com)

### Chapter Meeting Cost

SCC members: \$45

Non-members: \$50

Students and Unemployed: \$35



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