



Sonia Dawson, Chair of NYSCC, tells us what innovations and events we can expect about the 40th anniversary of the NYSCC Suppliers' Day

Sonia Dawson is Regional Marketing Manager for DSM Personal Care North America, with responsibility for the regional marketing strategy across all the segments of DSM's Personal Care product portfolio. She has over 15 years of experience in the Personal Care industry spanning marketing, sales and R&D. In addition to her professional experience, Sonia has also served on the Executive Committee of the NYSCC as Secretary, Treasurer, and is currently Chair for the organization.

EURO COSMETICS: *First, we would like to congratulate you on the 40th anniversary of the NYSCC Suppliers' Day. What does this "big birthday" mean to you and the whole team?*

Sonia Dawson: It is an honor and privilege to be celebrating our 40th Anniversary in this dynamic industry. To have created and sustained a face-to-face forum where suppliers, cosmetic chemists and product development teams come together to discover and discuss what's new and what's next as well as to foster professional development is quite an achievement. Every year Suppliers' Day gets bigger and better so we are very proud to know that this association-run forum will continue to be of value to future generations of chemists and industry professionals.

EURO COSMETICS: *When you look back across the development of the Suppliers' Day, there are important milestones. Which ones were particular highlights?*

Sonia Dawson: Being in the industry for 15 years, I haven't personally witnessed all the Suppliers' Days. From what long-time members have recollected, the first Suppliers' Day was at a very small venue with no parking and attendees had to park in other businesses lots and walk across them to get to the event. It also was just one day and took place in small venues for almost 20 years. However, every year the show got bigger and better and in the late 1990s became a 2-day event in various NJ convention centers.

An exciting milestone that I did witness was the move of Suppliers' Day from New Jersey to New York's Javits Center. Being in the center of the beauty industry, we have elevated the show's perception and created an exciting week of beauty. We have also expanded our partnerships with other professional organizations, including the national SCC and the IFSCC and created an important and relevant national tradeshow and conference.

EURO COSMETICS: *An anniversary is also an occasion to celebrate. What may we especially look forward to this year?*

Sonia Dawson: This year, Suppliers' Day will be very festive, starting with the ribbon-cutting ceremony that officially kicks-off the event and will bring together NYSCC leaders, fellow association executives, iconic brands and suppliers who have guided Suppliers' Day from its inception 40 years ago as well as a few surprises. We are also planning "**The Evolution of Beauty**" **Retrospective** – that will take attendees back in time and then into the world of tomorrow! This installation will depict the 40 years since the first Suppliers' Day and will be located between Halls C & D. A visual and audio journey will detail the launch of the show with photographs visually showcasing the evolution of cosmetic chemistry, product development, branding and packaging that will certainly take many attendees and long-time NYSCC members down memory lane. This retrospective will lead attendees into "Tomorrow-

land” as the innovations and solutions across the 100,000 net sq. feet of contiguous Suppliers’ Day expo space that surrounds this area will provide them with the very best and most comprehensive products, solutions and services available in formulations and product development.

In addition, this year’s INDUSTRY AWARDS NIGHT event on May 7th, will have an 80’s theme that will transport attendees back to the look, feel, and music of some of the first Suppliers’ Days in New Jersey!

EURO COSMETICS: *What kind of innovations can we expect to see at this event?*

Sonia Dawson: Suppliers’ Day has added an exhibit hall that is being designed as “The Chemists Classroom”. This new area will house the INNOVATION HUB & THEATER – an interactive, innovative activation area that will feature ingredients, formulations and solutions that are transforming and impacting product development. Many of these new products will be unveiled for the first time in North America.

The SHOW FLOOR PRESENTATION THEATER will offer interactive exhibitor talks from BASF, Clariant, Givaudan, Jungbunzlauer, Sensient, Silab, UL and more suppliers.

The popular Future Chemists Workshop will also take place in “The Chemists Classroom” area of the exhibit floor.

We are also excited about these new educational programs focused on “**Fragrance: The Invisible Art**,” an in-depth program co-produced by the American Society of Perfumers and NYSCC that will bring together experts and perspectives that include the formulator, perfumer, marketer and product development lead.

“**Microbiome: Inside Out Beauty**,” will cover a very hot topic in beauty that allows for tailor-made solutions in cosmetic formulation and personal care products. This new program will include discussions on microbiome health and an illumination of the latest approaches in beauty related to this exciting research area.

We also will have returning programs on the “**World of Chemistry**” with forecast, trends, and solutions from specific regions, including “J-Beauty.”

“**Digital Age of Beauty**,” focused on key strategies and innovations that influence product development, and speed to market – as well as digital tools that drive, measure and analyze consumer engagement and the demands they set forth.

“**Discover Sustainability**,” quick, but powerful presentations from leading companies implementing green beauty, and sub-zero waste as well a discussions on the state of sustainability.

On Thursday, May 9th, ICMAD will again hold its **FDA Cosmetics Regulations Workshop** as a post-show educational experience.

The workshop provides cosmetic and personal care industry professionals with necessary regulatory and safety updates.

The SCC will also be holding its pre-show **CEP Courses** on May 6th that includes educational programming on: Skin Measurement Workshop; Cosmetic Chemists Guide to Product Development; and Lipids in Personal Care.

We are also very excited about a new award that we are sponsoring with CEW, an international organization of 10,000 individual members representing a cross section of beauty and related businesses. “Supplier’s Award: Ingredients and Formulation” will recognize new ingredients or formulations that bring innovation and new

technology to the beauty industry.

The finalists of this award will have their innovations displayed at Suppliers’ Day in the Innovations Hub and the winner will be announced at the event. The winner of this new award will also be recognized at the prestigious CEW Beauty Awards later in the month.

EURO COSMETICS: *What special program features will there be with regard to safety & testing?*

Sonia Dawson: We are excited about another new educational program: “**Innovation & Compliance: Regulation, Safety & Quality Assurance**,” produced by PCPC (Personal Care Products Council) in collaboration with the IKW, the German Cosmetic, Toiletry, Perfumery & Detergent Association on May 8th. Innovation is at the heart of the personal care products industry and delivering innovative safe and high-quality cosmetics the highest priority. Yet, in many instances, companies have to rely on third party experts to help to assure their products meet regulatory, safety and quality requirements. This new session will highlight the fundamentals of global regulatory, safety, and product quality requirements for the non-expert to facilitate their understanding of the essential elements in assuring the successful development and marketing of personal care products across many regions.

EURO COSMETICS: *What kind of support do you offer students who participate in order to encourage them?*

Sonia Dawson: I love answering this question! As we are planning to launch a formal mentoring program that will provide “seasoned” members the opportunity to discuss the industry, trajectories for success and more – this will not only engage students, but those in the industry that are looking to grow or expand their horizons.

The Future Chemists Workshop at Suppliers’ Day also continues to expand and grow in its outreach, with students from all over the country participating in this interactive and informative event at the show. This team-challenge workshop, led by Team Captain – Christina Bishop, Senior Manager for Hair Color Product Development, Coty Inc. – will take place on Tuesday, May 7th. Selected students from NY area schools such as Rutgers University, Fashion Institute of Technology, Seton Hall University, Montclair State University, Fairleigh Dickinson University, Kean University, and Long Island University are invited to participate along with the colleges and universities represented by the students from the participating SCC Chapters.

Students will also be very visible and active during Suppliers’ Day as part of the NYSCC social media team and sharing every aspect of this event and engaging our community in real-time.

EURO COSMETICS: *What are your goals in this anniversary year?*

Sonia Dawson: It is such an honor to be the NYSCC chair during this milestone year for Suppliers’ Day, my goal is to make this a truly relevant, beneficial, and immersive event for all those who attend. I look forward to welcoming our industry to Suppliers’ Day in May 7–8, 2019 at Jacob K. Javits Convention Center in New York and encourage everyone to register to attend and to begin planning their agenda at the event at www.nyscc.org/suppliers-day

EURO COSMETICS: *Thank you very much for the conversation.* ■