



# Apply Topically: A Practical Guide to Formulating Topical Applications

By Nava Dayan

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If you are a chemist of semi-solid skin care formulations or a student in need of a reference on how to approach the task of creating a formulation with specific properties or troubleshooting the day-to-day challenges of formulating, this book was written for you. The focus is on "properties" rather than "activity." Dr. Dayan, whose tenure in the industry includes more than 150 publication credits and an in-cosmetics Gold Award for product formulation, has endeavored to bring you the ultimate handbook on topical product development. This book includes exclusive expert reportage from industry icons, such as Roger L. McMullen, Paul Thau, Hemi Nae, Ada Polla, and Dr. Dayan herself, along with many others.

This book is useful to anyone in Research & Development, Marketing and Sales and it can serve as a guide to Pharmacy schools (compounding classes and labs) as well as University programs.

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### Editorial Review

#### Review

Intended for chemists new to the skin care product industry, this handbook describes the current approaches for formulating, manufacturing, and testing commercial cosmetic and pharmaceutical products that are applied to the skin. A detailed chapter on making skin care products with silicones provides specific formularies for face cream, cosmetics, sunscreen, cleansers, and shampoos. Other topics of the 22 chapters include texture profile analysis of emulsions, scale-up from lab to pilot production, foam as a delivery vehicle, rheological properties, viscosity measurement, Fourier transform infrared spectroscopic imaging analysis, and stability testing --Eithne O'Leyne, Editor ProtoView

Apply Topically provides a comprehensive overview to formulating topical applications. It serves as a valuable guide for formulation chemists at any level. Complex information is supplemented with straightforward models, cases, and illustrations, to ensure the reader's thorough understanding of the material. Apply Topically reviews the fundamentals to formulating topical applications, in addition to providing contemporary approaches to optimizing formulas.

Chapter 1 offers great teaching material for beginner formulation chemists. This chapter provides a basic introduction to product development, which elaborates on planning and executing formulation development. In addition, the chapter also gives insight into how to read technical product sheets, and safety and regulatory considerations that a formulator need to be aware of, before embarking on producing a new cosmetic formulation.

Chapter 3 on delivery system gives an excellent overview of topical delivery systems such as liposomes and other encapsulation technologies, focusing on topical delivery of salicylic acid. However, its narrow focus on salicylic acid alone does not give a full appreciation of the bigger issue of stabilizing and enhancing the topical delivery of active compounds in cosmetic formulations.

Chapter 10 is particularly informative and enlightening in its instruction on using experimental design to optimize formulations. The chapter provides a range of statistical designs that can be used in a prognostic manner in order to predict synergistic interactions and opportunities of a formula in an efficient way. Additionally, the circumstances in which to best use each of the statistical approaches is provided, which serves useful.

Chapter 16 is very useful in reviewing the fundamental issues relating to topical product stability. The section on packaging interaction and product/package compatibility is well covered. This is an issue very important, but often not discussed much by cosmetic formulators. The issue of chemical stability of active components in a cosmetic formula is an important one. This is not covered in this chapter. As the author correctly point out, (page 454), this is beyond the scope of this chapter and will not be discussed in detail. However, it would be useful to include a chapter in future editions a review of methods used for following the chemical stability of active compounds in formulations.

Chapter 17 gives an excellent overview on preservatives used in topical formulations, their limitations and uses. The author rightfully indicates the inadequate preservation provided by the natural alternatives, although it is becoming more fashionable in cosmetic formulations to label as no artificial preservatives. --Kumar Pillai, PhD., Director, Early Clinical Research, L'Oreal USA, New Jersey and Megan Manco, M.S.,

Senior Scientist, Early Clinical Research, L'Oreal USA, New Jersey

#### About the Author

Nava Dayan, PhD, boasts a quarter-century's experience in the personal care industry, during which time she has served as head of R&D/safety assessment for Lipo Chemicals and adjunct professor with Rutgers University, published more than 150 papers, and been recognized by the NYSCC and in-cosmetics for excellence. She is currently president of her own consulting firm and is a regular contributor to Cosmetics & Toiletries magazine.

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