

“Putting Anti-aging Beauty Products to Test ”

by *Good Housekeeping* magazine

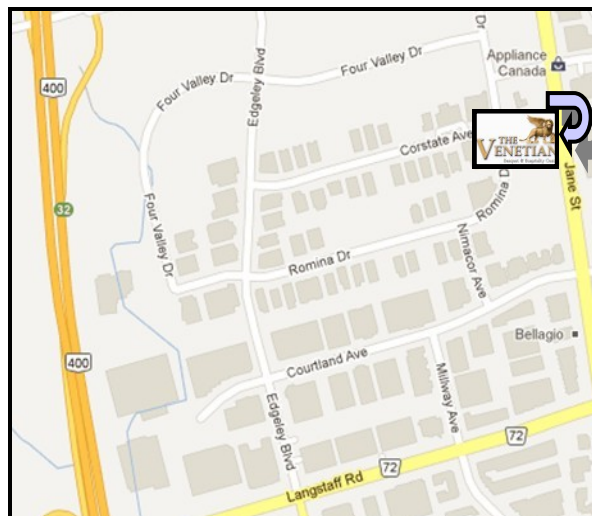
-Birnur Aral

NOVEMBER 6TH, 2014

Location: **The Venetian Banquet & Hospitality Centre**
219 Romina Drive, City of Vaughan,
ON, L4K 4V3 (tel: 905-264-9960)

Time: **5:00 p.m. Cocktails**
6:00 p.m. Dinner
7:00 p.m. Presentation
8:00 p.m. Adjournment

Fees: **\$45 pre-paid SCC member**
\$55 pre-paid non-member
\$10 pre-paid student
\$60 at the door



Abstract:

The talk will cover the approach to testing anti-aging skin, hair, and make-up products at Good Housekeeping in the last 5 years. Highlights will be given of their results and learnings, consumers habits and aspirations as well as their unmet needs in the anti-aging beauty market.

Bio:

Birnur Aral is a scientist with M.Eng. and Ph.D. degrees in Chemical Engineering. She has held various responsibilities in industries ranging from instrumentation, to personal care, to fragrance, and most recently publishing and media. She has published more than 10 articles in the area of rheological behavior of highly concentrated suspensions. From her R&D days at Unilever, she holds several patents in the personal wash area.

At the Good Housekeeping Institute, Birnur and her team of scientists evaluate products designed to meet health and beauty needs of consumers. Their product tests and investigations have ranged from self-tanning lotions to eye makeup removers, from facial moisturizers with SPF to efficacy of water purifiers in taking out emerging contaminants, and more.

Launched in 2010, her group's testing is behind the success of Good Housekeeping Magazine's yearly Beauty Awards. She has also contributed to the brand's 2013 book "7 Years Younger", comprising a 7-week holistic plan to looking and feeling younger. Most recently, Birnur started the Certificate in Sustainability Analytics Program at Columbia University and hopes to make a difference in channeling consumer and industry behavior towards becoming more sustainable. You can follow Birnur on Instagram and Twitter.

About Good Housekeeping

Founded in 1885, *Good Housekeeping* magazine reaches 19 million readers each month through print and 10 million through the goodhousekeeping.com and millions more through social media. The Good Housekeeping Institute, the consumer product evaluation laboratory of *Good Housekeeping* magazine, was founded in 1900. The Institute is dedicated to improving the lives of consumers and their families through education and product evaluation. Scientists in the labs evaluate products for the Good Housekeeping Seal, which is backed by a two-year limited warranty, and the Green Good Housekeeping Seal, an environmental overlay to the primary Seal. It helps consumers choose products that are environmentally responsible on a wide range of criteria. In addition to its U.S. flagship, *Good Housekeeping* publishes 10 editions around the world. Hearst Magazines is a unit of Hearst Corporation, one of the nation's largest diversified media and information companies. With 21 titles in the U.S., Hearst is the leading publisher of monthly magazines in terms of total paid circulation (AAM 1H 2014) and reaches 83 million adults (Spring 2014 MRI; includes HGTV prototype). Follow *Good Housekeeping* on Facebook, Twitter, Instagram, Pinterest and on the Inside the Institute blog.