

SCC Ontario Chapter Meeting

"Color Trends: Do you want to be the front-runner or follower?"

*Understanding the Origin, Influences,
and Development of today's colors"*

Amy Marshall



THURSDAY FEBRUARY 6th, 2020

PRE-REGISTER TO SAVE MONEY

If you prefer you can reserve a spot by email. Send us a note that you will be there. We will confirm receipt of your reservation. You can then either bring the payment with you or put it in the mail. Please make your reservation before the Monday prior to the meeting.

Please note:

Should you register and not attend you will be invoiced the meeting fee.

Students must have their payment in by Monday prior to the meeting. To make your reservation today contact

Rob at: rob.castillo@univarsolutions.com

or by fax at (416) 740-2227 OR

on-line at:

<http://sccevent.coffeecup.com/forms/sccregistration/>

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*“Color Trends: Do you want to be the front-runner or follower?
Understanding the Origin, Influences, and Development of today’s colors”*

- Amy Marshall

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

Time: 5:00 Cocktails
6:00 Dinner
7:00 Presentation
8:00 Adjournment

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



Abstract :

Color. It’s more than a visual stimuli. From Tiffany’s light turquoise gift box to UPS’s big brown box trucks, color is the essence of iconic existence.

Join Amy as she explores the oft-times obscure external influence that sometimes drives the cosmetic industry, sometimes reacts to the industry, and always is present in reflecting or contrasting our industry. While most recognize the influence of a simple bridesmaid’s gown’s color on the choice of lipstick and eye shadow, most do not realize how automotive colors, furniture fabrics, fashion, paints and appliance impact both makeup’s colors and textures. Likewise, while, at some intrinsic level, we all are able to understand someone’s mood or personality by observing their bright red nail polish and lipstick from someone else’s black nail polish and lipstick, this conversation will explore the concept of the Mood Board in developing the trends of tomorrow.

The presentation will provide marketing and sales people with a historic perspective that will empower them to lead the market instead of reacting to it and for cosmetic chemists to initiate the process that may result in the next Big Thing.

Bio:

Ms. Marshall started her career as a cosmetic formulating chemist prior to moving into sales. She trained new sales people, and developed and implemented strategies for opening new markets in the Americas.

Amy worked at Cardre Inc. and Presperse Inc., where she built a strong color presence for both companies. Her passion for creating unique, new colors that follow the current trends has resulted in product placement throughout the globe. Since joining ECKART in 2007, as Head of Sales, Ms. Marshall’s portfolio has grown to include Marketing Technical Services, where she identifies new markets, develops, implements and execute sales plans.

In 2015, Ms. Marshall became one of the first recipients to receive the SCC’s designation as a Marketing Fellow. She had held several positions within the SCC including National Secretary, Area I Director, and NYSCC Chapter Chair. She is currently the By-Laws and Special Events Coordinator Chair for the NYSCC.

Amy Marshall earned her Masters of Cosmetic Science from Fairleigh Dickinson University.