

SCC Ontario Bonus April Meeting

“Innovating for Sustainability”

- Leah Sutton & Tara Ocenar

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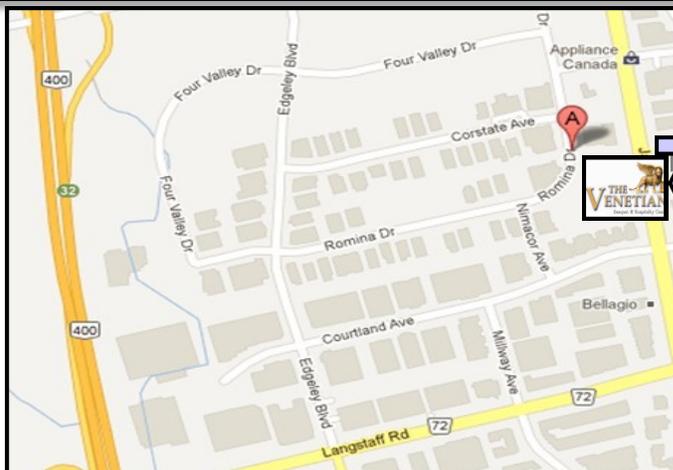
Seneca Capstone Project Presentations

WEDNESDAY APRIL 8TH, 2020

Location: The Venetian Banquet & Hospitality Centre 219 Romina Drive, City of Vaughan, ON, L4K 4V3

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 :

As the consumer landscape is vastly changing, Leah and Tara will be talking about how companies within and adjacent to the personal care space are innovating for sustainability. How can companies stay on the cutting edge of innovation with formulations, packaging as well as make consumers feel good about making a purchase?

Bio:

Leah Sutton & Tara Ocenar—Manager, Product Development at Estee Lauder Cosmetics.

Leah and Tara have very similar education and experience paths; they are both graduates of Pharmaceutical and Food Science Technology and started their careers within Estee Lauder in Quality Assurance, working as Colour Analysts. After gaining the valuable skill of shade matching all colour cosmetics, including knowing pigment and pearl nuances and effects, they both moved into Corporate Product Development. There, they continuously utilize their colour matching techniques for all categories and textures to support launches from the laboratory, pilot to massive production batches and finished goods. After over a decade of honing their skills in the beauty industry, Tara and Leah found they are able to strategically identify and monitor patterns and trends within the industry on a macro and micro level. Tara and Leah provide trend information to support R&D projects, deliver targeted visual data and ingredient/story direction for Brands to create new categories and expand on existing product attributes. Their breadth of trend identification and understanding the changing landscape of the personal care industry bridges creativity and innovation.

SENECA CAPSTONE PRESENTATIONS

We will have 4 short presentations (approximately 5 minutes each) from the student groups. The four teams this year are presenting on the following;

- Team 1 - Hair Treatment
- Team 2 - SPF 30 Cream
- Team 3 - Makeup Remover
- Team 4 - Resurfacing Smart Skin Treatment

Each team is in the process of formulating their product, plan a media campaign, write SOPs, source their packaging, develop a marketing plan and check Regulatory for their area of sales. All teams are currently working on the formulations, have sourced their packaging and developed a marketing plan and will have the final product completed by the April 8th meeting.