

Basic & Applied Dermatology Forum Event

Incorporating Genomics into Skin Care Product Development: How Do Products Really Work?

June 3rd, 2014

In recent years, the skin care industry has seen a rapid influx in the use of genomics and the introduction of gene expression-based biomarkers in personal care product development. This presentation will provide an introduction to gene expression principles and methods, and demonstrate how the methods are used to enhance the cosmetic product development pipeline. For example, gene expression is often used as a method for screening raw materials and formulations that contain combinations of ingredients or different concentrations of raw materials. This approach aids in elucidating the underlying mechanisms of action, streamlines product development costs and helps create improved products that target specific clinical endpoints.

More recent genomics technologies, including the analysis of epigenetic mechanisms and genotyping to identify individual variations in gene sequence in relation to skin care endpoints will also be discussed.



Anna Langerveld, PhD - President and CEO of Genemarkers

Anna founded the company in 2007. Genemarkers conducts genomics testing for clients in the personal care, pharmaceutical and molecular diagnostics industries. She holds a BA from SUNY Binghamton and a PhD from the Interdisciplinary Neurosciences Program at Tulane University. Prior to starting Genemarkers, Anna set up and then served as the Lab Director of the Environmental Institute's Genomics Facility at Western Michigan University.

Anna has over 10 years of experience with state-of-the-art gene expression technologies, has published multiple peer reviewed articles, presentations and abstracts, and has become a favorite speaker at many events. She was recently honored as a semi-finalist in the Ernst & Young Entrepreneur of the Year Program (2013).

- LOCATION:** Life Sciences Building Rutgers - The State University of New Jersey,
145 Bevier Road, Piscataway, New Jersey 08854, New Jersey Center for
Biomaterials Suite - Conference Room 102
- TIME:** 12:30PM - 2:30PM
- HOST:** Bozena B. Michniak-Kohn, Ph.D., M.R.Pharm.S. Director, Center for
Dermal Research, Professor of Pharmaceutics, Ernest Mario School of
Pharmacy