

RUTGERS' CENTER FOR DERMAL RESEARCH (CDR)  
INSIGHTS SESSION

Guest speaker: **Jennifer Donahue**

September 28<sup>th</sup>, 2015

*“Sensory mapping methodology detects the unexpected effect of emulsifiers in emulsions”*



Jennifer Donahue is the North American Skin Care and Make-Up Marketing Manager at Croda International PLC in Edison, NJ. Jennifer began her career as a bench chemist in skin care at Johnson & Johnson and then at Coty where she developed makeup products. She has held sales roles with Collaborative Labs and Lipo Chemicals prior to joining Croda over 11 years ago as Key Account Manager. Over the past four years in Personal Care Marketing, she has been an invited speaker nationally and internationally on the topic of sensory innovation. She has published numerous articles in the areas of natural product sustainability, emulsion chemistry, emulsion science and consumer perception. Jennifer has an M.B.A. from Rutgers University and graduated cum laude from Cornell University with a B.A. in Chemistry and a minor in French Studies.

**ABSTRACT**

Consumer demand for a pleasurable sensory experience extends to everything we touch, including our cosmetic emulsions. In personal care, the feel of a product provides important clues to consumers about the product's function and purpose. If feel is everything, how can you quickly and easily achieve your desired aesthetics?

Sensification™, the science behind sensory innovation™, is an easy-to-use system that allows formulators and marketers to navigate the complex landscape of sensory descriptions in a clear, defined way. Utilizing the quantitative and objective Spectrum Descriptive Analysis (Sensory Spectrum Inc, New Providence, NJ) method as well as Principle Component Analysis, Croda's scientists have found that the fundamental sensory signature of an emulsion is defined, and to a previously unexpected level, by the choice of the emulsifier (or emulsion stabilizer system).

**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:** 5:30PM

**HOST:** Bozena B. Michniak-Kohn, Ph.D., M.R.Pharm.S. Director, Center for  
Dermal Research, Professor of Pharmaceutics, Ernest Mario School of  
Pharmacy