



RUTGERS' CENTER FOR DERMAL RESEARCH
(CDR) SEMINAR SERIES

Guest speaker: Robert Falcone

Rutgers, The State University of New Jersey
December 15, 2016 at 5:30pm

“Personal Care Product Development - Considerations on how to avoid pitfalls”

ABSTRACT:

“9 out of 10 products are introduced to fill a void in the company’s product line, not to fill a void in the market”
Ries and Trout

We will discuss / share strategies on how new products should be developed on a domestic and global basis. Product development should not be a singular but a multicomponent effort where all aspects ranging from marketing to regulatory must be considered. At the present, 90 - 95 % new products launch fail due to the lack of understanding all factors involved either be domestic or global in nature.

BIOGRAPHY:



Robert received his B.S. in Physical Chemistry and Chemical Engineering from Villanova University and the U.S. Naval Academy. He received his M.S. in Chemical Engineering from MIT and his Ph.D. in Material Science and Engineering from NJIT.

From 1979 to 1989, he worked with the USA - ONR as a Materials Scientist/Line officer. He then worked at ICI from 1989 to 2001 as a Research Scientist in Polymers and Surfactants - Home, Personal and Animal Care. From 2001 to 2006 Robert became a Senior Scientist for the Hartz Mountain Corporation working with Veterinary/OTC, FDA & EPA, Home & Animal Care Products. Then he went to Church & Dwight Co., Inc., as the Program / Research Manager in New Product Development of Home, Animal & Personal Care in FDA & OTC lines from 2006 to 2008. He is presently working as R&D Director for Nice Pak Industries in Personal, Animal & Household Care products.

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