

“Rapunzel, don’t let your HAIR down!” SOFW eVENT! The Facts

Almost **500 persons** registered for the digital **SOFW eVENT** on hair care on **December 2, 2021**. Again, it was a **successful continuation** of the new **SOFW eVENT** series.

Under the motto **“Rapunzel, don’t let your HAIR down!”**, important questions and new research results concerning **hair** and **scalp** were discussed.

The following presentations were given:

- “A Guide to Testing Hair Care Product Performance” by **Dr. Ines Sellami**, SGS Institut Fresenius
- “Get a sharp look into the Naturality & Sustainability Hair Care Market” by **Anna Momméja**, Seppic
- “PENTAVITIN®, a natural & biodegradable ingredient for scalp applications” by **Emmanuel Martin**, DSM
- “Amylomer Conditioner- the plant-based Substitution” by **Nicole Herhaus**, Gräfe Chemie GmbH
- “In vitro testing of active ingredients for efficacy in the development of hair care products” by **Dr. Joachim Storsberg**, Fraunhofer IAP Potsdam



- “Novel cosmetic solutions targeting the complex field of Dandruff” by **Léa Schmidt** and **Laura Meunier**, Symrise
- Interview with **Ines Imdahl**, Iönneker & Imdahl rheingold salon

This digital **SOFW eVENT** series is a valuable **information forum** for all **detergent** and **cosmetic formulators**. Full **interaction** is possible with speakers, sponsors and all participants via **App**, **chat** and **video** function. Throughout the event, participants can ask questions and interact.

Be sure to join us for the next **SOFW eVENT!** Follow our **schedule for 2022** on our website or subscribe to our newsletter to stay up to date.

www.SOFWeVENTS.com

Mark your calendar

Mar 24, 2022

10:00 CET - 16:00 CET

World Wide
Web
HOME
CARE

**Clean Cleaning:
Sustainable,
biodegradable,
naturally sourced and
efficient!**

Jun 23, 2022

10:00 CET - 16:00 CET

World Wide
Web

**PACKAGING
The Coconut: What can
we learn from
packaging by nature?**

Sep 15, 2022

10:00 CET - 16:00 CET

World Wide
Web

**PERSONAL CARE
Skin Microbiome: How to
manoeuvre through the
metropolis of our skin!**

Dec 08, 2022

10:00 CET - 16:00 CET

World Wide
Web

**PERSONAL CARE
I have green hair: The
natural way to care**