

For Immediate Release
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TWO WELL RESPECTED COSMETIC SCIENTISTS JOIN PERSONAL CARE TRUTH

Australian & US based experts to share expertise on educational web portal

SALUDA, SC – Personal Care Truth, the comprehensive personal care product web portal, is pleased to announce its partnership with two well-respected scientists from the cosmetic industry, Amanda Foxon-Hill and Doug Schoon. Through this partnership, consumers will learn from their years of expertise in the personal care industry including research, product development, and consumer advocacy, on PersonalCareTruth.com.

Amanda Foxon-Hill joined the cosmetics industry in 1998 when she was offered a graduate job with chemical distributor Brenntag on condition that she complete a diploma in Cosmetic Science. She accepted the challenge; with her background in chemistry and love of hands-on experimenting she became hooked (and a nightmare to take shopping as she would read ALL product labels). The next move was to chemical manufacturer Octel (now Innospec) where she was responsible for formulation development of the cosmetic ingredients range in the UK and across parts of northern Europe. A move to Australia led Amanda to join another leading chemical distributor, Bronson and Jacobs as a Product Manager. Here she deepened her understanding of sunscreens, silicones and antiageing actives before leaving in 2007 to set up her own company. Amanda now divides her time between blogging, professional writing and consulting for cosmetic companies. Her Realize Beauty blog has developed a solid and loyal fan base of people looking for a sisterhood approach to skin and hair care information and her Cosmetic Kitchen workshops have been the highlight of many a kids and adults party.

Doug Schoon is an internationally-recognized scientist, author and educator with over 30 years experience in the cosmetic, beauty and personal care industry. He is a leading industry authority, known for his technical and regulatory work that has helped shape the beauty industry. He is Co-Chair of the Nail Manufacturers Council (NMC), and as Creative Nail Design's (CND) Chief Scientist, was head of the R&D laboratory, and

Field Testing/Evaluation departments for almost 20 years. Schoon has authored several books, video and audio training programs, as well as dozens of magazine articles about salon products, safety, and best practices for salon professionals. Schoon is well known for his unique ability to make complex concepts easy to understand. Schoon serves as an expert witness in legal cases, and doctors, dermatologists and podiatrists often consult Schoon when writing articles, books or scientific papers.

“Personal Care Truth is honored Amanda and Doug accepted our invitation to join the family. Not only will consumers learn a great deal from them, I feel industry people will learn a thing or two as well,” said Rodgers.

“Amanda and Doug bring fabulous perspective to Personal Care Truth, and complement our team of experts,” co-founder Cotte commented, “I’m thrilled they will be sharing their knowledge with us all.”

To learn more about Personal Care Truth, please visit www.personalcaretruth.com. Or follow us at [@prsnalcaretruth](https://www.instagram.com/prsnalcaretruth), and on LinkedIn and Facebook – key words Personal Care Truth.

About Lisa M. Rodgers

Lisa M. Rodgers serves as CEO and Founder of [Cactus & Ivy](http://www.cactusandivy.com). Cactus & Ivy is a wholesale/retail manufacturer of cruelty free and vegan, natural bath and body products, utilizing ingredients high in essential fatty acids to revitalize and restore the skins normal balance. Cactus & Ivy creates products with a purpose, where the ingredients benefit the application.

About Kristin Fraser Cotte

Kristin Fraser Cotte is the founder of [The Grapeseed Company](http://www.thegrapeseedcompany.com). She has studied plant-derived ingredients around the globe. Living off the grid for 2 years sailing the Atlantic and Caribbean, Cotte discovered the benefits of natural oils and plants used by local islanders making cosmetics. After creating and testing formulas on land in Santa Barbara, California, Cotte launched a line of bath and body products centered on a local byproduct, grape seeds. Since 2004 The Grapeseed Company has created premium eco-friendly skin and personal care from locally grown, certified organic and natural ingredients.

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