

Untangling the Internet  
How a Cosmetic Chemist can use it to be More Productive  
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A number of websites were discussed in this presentation. Below are the links and a description of how you might use them.

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**Chemist's Corner.com** – <http://chemistscorner.com> - Website dedicated to providing training, innovation, and career advice to current and future cosmetic chemists.

**The Beauty Brains** – <http://thebeautybrains.com> - Website which features answers to consumer questions about cosmetic and personal care products. Like “Dear Abby” meets “Mythbusters” for cosmetics.

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## Section 1 – Introduction to the Internet

### Reference Websites

Sites that are good for background research and news

**Chemidex.com** - Site listing a number of raw materials relevant for cosmetic chemists. Hub site for a number of raw material suppliers. Also has a database of formulas. Free to sign up.

**Sconline.org** – The main site for the national Society of Cosmetic Chemists. Keep up with the latest news of the chapters and also get the entire Journal of the Society of Cosmetic Chemists right online.

**Personal Care Products Council.** <http://www.cosmeticsinfo.org/> - Find consumer information, regulatory news, etc. all relevant for the cosmetic chemist.

**FDA Cosmetic site** - <http://www.cfsan.fda.gov/~dms/cos-toc.html> - A wide range of articles concerning the FDA and its position on various topics like labeling, ingredients, and enforcement.

### Online Magazines

Happi.com – <http://happi.com>

Cosmetic World - <http://www.cosmeticworld.com/>

GCI Magazine - <http://www.gcimagazine.com/>

Cosmetics & Toiletries - <http://www.cosmeticsandtoiletries.com/>

Skin and Allergy News - <http://www.eskinandallergynews.com/>

Womens Wear Daily - <http://www.wwd.com/>

Allure – <http://allure.com>

## Science News Sources

Eurekaalerts.com – The latest news release in all areas of science.

Sciencedaily.com – Another news release site. Easier to search than Eurekaalerts.

Newschemist.com - A science magazine that has some great articles & provides innovation inspiration.

To get article headlines sent to you, sign up for RSS feeds using <http://bloglines.com> or <http://google.com/reader.com>

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## Search Engines

Websites designed to help you find information on the Internet

**Google.com** – The biggest and best keyword research tool around.

**Simply Google** - [http://www.usabilityviews.com/simple\\_google.htm](http://www.usabilityviews.com/simple_google.htm) - Lists all the different Google search options on one page.

**Chacha.com** – Search engine where you can ask a specific question

**Kartoo.com** – Search engine that gives a visual representation of your results

**Stumbleupon.com** – Focused but random search engine that helps you find interesting new websites and ideas. Great source for generating new ideas.

**Pubmed.com** – Search engine for science/health journal articles

**Life Hacker List of 10 alternate search engines** - <http://tinyurl.com/dcrw54>

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## Blogs

Frequently updated sites that talk about a narrow topic. Beauty, Science, and Innovation blogs are most useful to cosmetic chemists

### Top Beauty Blogs

The Beauty Brains – <http://thebeautybrains.com> -

Beauty Addict – <http://beautyaddict.blogspot.com>

A Girl's Gotta Spa - <http://gottaspa.blogspot.com/>

Blogdorf Goodman - <http://blogdorfgoodman.blogspot.com/>

eBeauty Daily - <http://www.splendicity.com/ebeautydaily/>

Lipstick Powder N Paint - <http://lipstickpowderpaint.com/>

### Top Science blogs

Chemists Corner – <http://chemistscorner.com>

Science News - <http://www.sciencenews.org>

Wired Science - <http://blog.wired.com/wiredscience>

Science Magazine - <http://www.sciencemag.org/>

Science blogs - <http://scienceblogs.com/> - Aggregate site of all the best science blogs

### Top Innovation Blogs

Killer Innovations – <http://killerinnovations.com>

Creating Blue Oceans – <http://blueoceanstrategy.typepad.com/creatingblueoceans>

Next Big Future - <http://nextbigfuture.com/>  
Seth Godin's blog - [http://sethgodin.typepad.com/seths\\_blog](http://sethgodin.typepad.com/seths_blog)  
Innovation Tools - <http://www.innovationtools.com/weblog>

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## Forums

Discussion centers where people interested in a topic share their views, opinions, and knowledge. Excellent for finding out what kind of problems consumers have and new ways of solving them.

Makeup Alley - <http://makeupalley.com>  
The Long Hair Forum - <http://thelonghairforum.com>  
Makeuptalk.com (<http://www.makeuptalk.com/forums/>)  
Totalbeauty.com (<http://www.totalbeauty.com/community>)  
Beauty Fashion & Style Forum - <http://beautyfashionandstyle.yuku.com/forums/3>

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## Outsourcing Sites

Websites that allow you to hire experts to help you get specific tasks done. Open Innovation sites can help solve technical problems or even develop new solutions.

**Innocentive** - <http://innocentive.com> - Open innovation site that allows you to pose challenges to their community of solvers. Great for getting things done.

**Nine Sigma** - <http://www.ninesigma.com/> - Another open innovation site that may give better results than Innocentive for certain topics.

**Elance** - <http://elance.com> - Website for numerous different freelance professionals like writers, computer programmers, marketers, and even chemical engineers. Provides a cost effective way to get projects / tasks done.

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## Social Networking

Websites that allow you to connect to people around the world. An excellent place to find people within your industry or those who are interested in your subject. These sites are likely the future of the Internet.

**LinkedIn** - <http://linkedin.com> - The primary place for professionals to get connected with people around this industry and others. A great place to find experts in any field, to showcase your own expertise and to find people that you formerly worked with. Everyone should create a Linked In profile (It's FREE!)

**Twitter** - <http://twitter.com> - Social networking site that allows you to broadcast and follow experts in any subject you choose. This site keeps messages brief (140 characters max) but allows for unlimited postings. An excellent place to follow trends, get new product ideas, and find help to solve your problems.

## Glossary of Terms

<b>Term</b>	<b>Meaning</b>
Aggregators	Websites that keep track of all different types of websites
Blog	Website about a narrow topic that is updated frequently. A good source of news, information and ideas
Bookmarking	A way to quickly save a website address to refer to it later
Browser	The software you use to connect your computer to the Internet
Chat	A piece of software that allows you to chat with other people in your network
Email Alert	A periodic message sent to your email about a specific keyword or topic
Forum / Group	A site where people with similar interests gather and talk about relevant issues and ideas.
Home Page	The first web page you see when you log on to the Internet
Outsourcing Sites	Websites you can use to help you get things done.
Podcast	Audio "show" published periodically which you can download and listen to whenever you like. Great for getting news, training, new ideas.
RSS	Really Simple Syndication. A way for websites to send you information rather than you having to go get it.
RSS Reader	Website that allows you to sort and read all of the stories you might find interesting.
Search Engine	Tool on the Internet that helps you quickly find information
Social Networking	A website where you connect with other people, broadcasting information to them and receiving information from them.