

tance of performance criteria, processing and cost in surfactant selection. Ted Matson of Conoco was a co-author.

Union Carbide's Denise Galante spoke on "Techniques for Optimizing Liquid Detergent Formulation" including reflectance, gravimetric and radiotracer methods. Other analytical techniques described included isodetergency contours and ternary blend diagrams. Co-author was Paul Dillon of Union Carbide.

"Selection of Bleaching Agents for Dry Bleaches" was discussed by John Parker of Interlox America. Parker reviewed typical formulations, describing the chemistry involved and the desirability of various oxygen bleaching agents.

Jeannene Williams of Sherex reviewed "How To Choose Cationics for Fabric Softeners," which covered softeners used during rinse, wash and dry phases of laundering. The emphasis was on performance distinctions among the three major classes of cationics used.

Ruut van den Hoef of DMR discussed the importance of packaging, including the use of color and common themes in design format to convey a readily perceived message to potential consumers.

The event was the group's first all-day seminar and the section now hopes to hold such programs annually. Seminar chairman was John Barrett of Purex; committee members included Jack Hudson, Purex; Brian Flynn, Purex; Marjorie Besemer, Georgia-Pacific; Tom Felt, Detergents Inc.; and Larry Copeland, Pilot Chemical. The Southwest Section is centered in the Los Angeles area and consists principally of persons involved in the soap and detergent industry.

Calendar

AOCS NATIONAL MEETINGS

Annual Meeting, 1983: May 8-12, Chicago Marriott, Chicago, IL.

1982

September

12th International Congress of the International Federation of Societies of Cosmetic Chemists, Sept. 13-17, 1982, Palais des Congres, Porte Maillot, Paris. Contact: Congress Secretary, Cie des Wagons-Lits Cook, 14 Blvd. des Capucines, 75440 Paris Cedex 09, France.

Society of Cosmetic Scientists' "Cosmetic Science 1983," Nov. 17, 1982, London Press Centre, 76 Shoe Lane, London. Contact: SCS, 56 Kingsway, London WC2B 6DX, England.

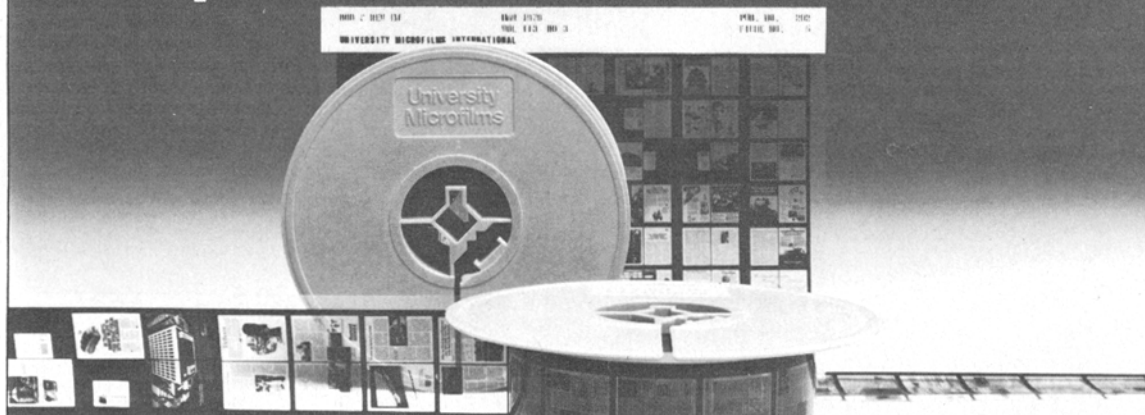
December

Annual Scientific Meeting of the Society of Cosmetic Chemists, Dec. 2-3, 1982, Sheraton Center, New York, NY. Contact: SCC, Suite 1701, 1995 Broadway, New York, NY 10023.

1984

"Surfactants in Our World—Today and Tomorrow," CESIO Surfactant World Conference, May 6-10, 1984, Munich, Germany. Contact: CESIO, Avenue Louise 250, Boite 102, 1050 Brussels, Belgium.

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