



# Apply Topically: A Practical Guide to Formulating Topical Applications

*Nava Dayan*

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# Apply Topically: A Practical Guide to Formulating Topical Applications

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## **Apply Topically: A Practical Guide to Formulating Topical Applications** Nava Dayan

If you are a chemist of semi-solid skin care formulations or a student in need of a reference on how to approach the task of creating a formulation with specific properties or troubleshooting the day-to-day challenges of formulating, this book was written for you. The focus is on "properties" rather than "activity." Dr. Dayan, whose tenure in the industry includes more than 150 publication credits and an in-cosmetics Gold Award for product formulation, has endeavored to bring you the ultimate handbook on topical product development. This book includes exclusive expert reportage from industry icons, such as Roger L. McMullen, Paul Thau, Hemi Nae, Ada Polla, and Dr. Dayan herself, along with many others.

This book is useful to anyone in Research & Development, Marketing and Sales and it can serve as a guide to Pharmacy schools (compounding classes and labs) as well as University programs.

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