The Wonderful Wizards of Oz  
* turbo-charging beauty, by keeping it simple*

The new generation of consumers (and formulators) wants future technology that is quick, easy and effective. Cosmetic professionals must journey back to basics to see how current and future practices can accommodate this. Mastering the basics of cosmetics may just be the yellow brick road that leads us to fulfill such a challenge.

**Call for Papers**

The 45th ASCC Annual Conference Organising Committee invites expressions of interest to present platform, workshop and poster presentations. Papers will be accepted in the areas of Cosmetics, Toiletries and Therapeutics, with preference given to relevant and original work that relates to the underlying theme of the conference.

**Abstract**

Abstracts are to be submitted in English and be 100 to 250 words in length. Submissions should be in Microsoft Word format, double-spaced using Arial font in 10 or 12pt.

Please include the following information: Preference for Platform or Workshop, Presentation Title, Name of Author(s), presenting Author's name to be underlined, Company/Organisation, Postal Address, Phone, Fax and Email Address.

It must be clearly stated if the presenter is not one of the authors.

**Submissions as Abstracts or Full Papers should be emailed by December 31st 2012 to ascc@ascc.com.au**

Presentations should be of 25 to 30 minutes duration including 5 minutes for questions. Workshops may be of 60 or 90 minutes including 5 minutes for questions.

Successful abstracts will be notified by 15th February 2013. Submission of full written papers will be required by 31st March 2013.

**Awards**

To be eligible for the Lester Conrad Award (best original paper presented) or the Jack Jacobs Award (best paper based on original research conducted in Australia or New Zealand) full written papers must be submitted.

Terms and conditions for these Awards are available via [www.ascc.com.au](http://www.ascc.com.au).

We look forward to seeing you at the 45th Annual ASCC Conference.