

SCC OOP

October 2012 • Vol. XLIV No. 7

Next Meeting: **October 9th**

Fountain Blue Banquets
and Conference Center
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Phone: (847) 298-3636

The Midwest Chapter of the Society of Cosmetic Chemists

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LOCAL SCC EVENTS Save the Date:

**2012 MWSCC Dinner
and Education Meetings**

November 13

Additional Events

Free Continuing
Educational Program
October 9

SCCcoop is published 8 times per year for members of the Midwest Chapter of the Society of Cosmetic Chemists.

Newsletter editor is Cinda Carlson:
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Midwest SCC Free Continuing Education Program (CEP) SILICONE CHEMISTRY Instructor: Tony O'Lenick

Tuesday, October 9, 2012, 8:30 a.m. to 4:00 p.m.

Fountain Blue Banquets, 2300 Mannheim Rd., Des Plaines, IL 60018
www.fountainblue.com

This course is intended to review silicone chemistry in a relevant manner, providing an understanding of the richness of the chemistry and the use in personal care formulations. Structure / function relationships will be discussed for products presented.

1. Silicone
2. Rochow Process
3. Hydrolyzate
4. Nomenclature and construction of silicone polymers
5. Silicone homopolymers (structure and properties)
 - a. Cyclics
 - b. Fluids
 - c. Silanols
 - d. Resins
6. Organo Functional Silicones (structure and properties)
 - a. Amino silicones
 - b. Dimethicone copolyol
 - c. Alkyl silicones
 - d. Fluoro silicones
 - e. Alkyl dimethicone copolyol
 - f. Dimethicone copolyol esters
 - g. Dimethicone copolyol phosphates
7. Formulations

About The Instructor

Tony O'Lenick is President of Siltech LLC., located in Lawrenceville, GA. Siltech LLC., is a silicone specialty company. Prior to that he held technical and executive positions at Henkel Corporation and Mona Industries. He has been involved in the personal care market for over 30 years. Tony has published over 25 technical articles in trade journals, written six books, and is the inventor on over 300 patents. He received a number of awards for work in silicone chemistry including the 1996 Samuel Rosen Award given by the American Oil Chemists' Society, the 1997 Innovative Use of Fatty Acids Award given by the Soap and Detergents Association, and the Partnership to The Personal Care Award given by the Advanced Technology Group. Tony has been a member of the Committee on Scientific Affairs and the Education committee of the Society of Cosmetic Chemists and is currently National Treasurer.

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Elaine's... News, Notes and More!

"Twas not my lips you kissed, but my soul."

~ Judy Garland

The Copernicus Theater, previously known as "The Gateway Theater" was the place for well-known stars such as Astaire and Rogers, Hepburn and Tracy, Bacall and Bogart, Garbo, Davis, Stuart, Grant and many, many more during the grand old days of Hollywood. Therefore, it was only fitting that our colorful and charismatic speaker, Gary Agisim, Principal Scientist, Pfizer Consumer Healthcare adorn the stage to deliver an educational and entertaining scientific presentation on lip anatomy and UVA/UVB protection titled, "A Breakthrough Approach to Lip Balm Sunscreen Formulation – Savor the Flavor". Gary pointed out the importance of protecting the lips, why consumers do not protect them when technology is readily available and the importance of sunscreen taste. With a bit of consumer insight, creativity and a lot of formulating, a patented solution was developed to solve the bad taste of high effective sunscreens components.



Stay abreast, mark your calendars for the fall meeting activities and meetings; we promise to delight, educate and on occasion entertain. As, I tell my son on a daily basis, learning can be fun; you get out of it what you put into it!

Please remember to complete the speaker surveys so that we can tally up your votes for 2013 MWSCC speaker of the year award!

Next month, we are hosting a free CEP - continuing education course titled "Silicon Chemistry". This course is free to MWSCC members, which means your pre-registration fee will be returned to you for participating. Now that's what I call a win-win situation and a way of giving back to our membership. This course will review silicone chemistry, provide an understanding of the richness of the chemistry and the use of silicon in personal care formulations. See the website for registration details.

We still have spots available for poster sponsorships! November 13th is the next educational meeting. Contact program@midwestscc.org to reserve your poster space.

Help us to get the word out to college students pursuing chemistry, biology, cosmetics or allied sciences; MWSCC is accepting applications for \$1000 scholarships. See the website for further information and application.

As we approach the end of the year, we have three board positions, chair-elect, secretary and treasurer elect on the ballot for 2013. If you are willing to answer the call to serve, submit a brief bio and picture to chair@midwestscc.org or chair-elect@midwestscc.org for balloting ASAP! Remember, the organization is only as strong as its volunteers, which of you will step up and take on a leadership role? Officer installation will take place at the November 13 meeting.

Michael Frushour- MWSCC treasurer has taken a new position and relocated to Texas! Please join me in thanking him for his dedicated service as 2012 MWSCC treasurer and extending our best wishes to him and his family.

MWSCC-Operation "Make a child smile holiday drive for the holidays" is on! Once again, our Chapter is participating in the "Toys for Tots" Drive. If you would like to contribute, please bring one or more unwrapped toys to the November 13 meeting or make a monetary donation at <http://www.toysfortots.org/>. Thank you all for your past generosity and we hope that you will continue to support this cause again this year.

Regards,

Elaine Harris, Chair

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Tuesday, October 9th MWSCC Free Continuing Education Program

Location:

Fountain Blue Banquets and Conference Center

2300 Mannheim Road
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Phone: (847) 298-3636

Parking: Free lot

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From the South


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Midwest SCC Chapter Elections 2013

The Midwest Chapter Society of Cosmetic Chemists needs **YOU** to join the ranks of Chapter Chairs and Secretaries as either the 2013 Chair-Elect, Secretary and Treasurer-Elect.

The chapter is looking for chemists, biologists, sales people and researchers to be a part of the team. General Members in the Midwest area can be elected as an Executive Board member. Both General Members and National Affiliates can be appointed as board members and be responsible for planning next year's events.

The chapter will be electing by paper ballot the 2013 Chair-Elect, Secretary and Treasurer-Elect to the Executive Board. Those interested in running for office are encouraged to contact the current Chair, Elaine Harris at chair@midwestscc.org Chair-Elect, Tom Lehman, at chair-elect@midwestscc.org or Secretary, Dusanka Colovic, at secretary@midwestscc.org for more information.

2013 Membership and Dues Renewal

We hope we are as important to you as you are to us. With the time to renew your SCC membership right around the corner, I wanted to let you know how much we're looking forward to having you as a member again next year.

You can pay your dues online at <http://www.sconline.org/website/index.shtml>

To note: Dues Payments received after December 31, 2012 will be charged a \$25 late fee. The last day to make a payment for 2013 Dues online is January 4, 2013.

American Chemical Society's Annual Chemistry Day

Will be on Saturday, October 27 from 9:30 am- 2:30 pm.

Location this year is at University of Illinois, Chicago Campus, 845 W. Taylor Street, Chicago, IL.

The theme for this year is Nanotechnology: The Smallest BIG Idea in Science.

The Public is invited to Chemistry Day, which is a **free** event. Fun and Learning All Day (All ages welcome!) Hands-on Lab Activities, Chemistry Demonstrations, Exhibits and Workshops, Poster-Making Contest, Boy Scout Merit Badge Activities. Society of Cosmetic Chemists will have hands on activities for participants.

We need a volunteer to be responsible for the table at this event this year.

All supplies for making lotion, glitter gel, bath salt, and giving away temporary tattoos will be provided if you are able to offer your time/talent. Although it ends at 2:30 pm, the event for the table top demonstrations is usually over about 1 pm because they have a grand finale that students usually attend. If you wish to volunteer to handle the event or volunteer for part of the day, please contact **Chris Daraska at (312) 607-6278 or email christine.daraska@croda.com**.

Please visit the ACS website at <http://chicagoacs.net/> for additional information or any last minute changes.

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Now Accepting Applications for Midwest SCC Chapter 2012 Scholarship

The Midwest Chapter Society of Cosmetic Chemists each year offers multiple \$1,000 scholarships to undergraduate or graduate students exhibiting excellence in either coursework or research in the fields of chemistry, biology, cosmetic, or allied sciences. Special consideration is given to students actively pursuing careers in cosmetic science. Applicants must have a letter of recommendation from a faculty member where the recipient is attending.

The **deadline for this year's application is October 15, 2012.**

The application guidelines and the application form can be found on the MWSCC website at <http://www.midwestscc.org/blog2/2012/08/2012-midwest-scc-chapter-scholarship/>.

Please contact MWSCC Scholarship Chair, Dr Eugene Frank, genef@raanicorp.com with any questions.

Send your completed application by US Mail to: Eugene M. Frank, R.PH, Ph.D., MWSCC Scholarship Chair, Raani Corporation, 5202 W. 70th Pl., Bedford Park, IL 60638

Poster Sponsor for Monthly Meetings Now Being Accepted

For \$150, your company can sponsor our monthly meeting poster.

Posters can be commercial in nature, and typical size is 24 x 36.

Contact program@midwestscc.org to reserve a sponsorship for our upcoming meetings.

You will need to have your company logo, poster title and a brief description (one paragraph) of the poster, along with payment, submitted one month prior to the meeting for our newsletter and website. It is recommended, but not required, that you have a representative at the meeting to address questions and interest in your poster.

Call for Papers

The SCCoop invites all interested parties to submit feature technical articles for publication in the MWSCC monthly newsletter. Authors of feature articles are eligible to win a prestigious Award for the best article published during the calendar year. Also, authors receive \$50 reimbursement. Writing an article for your peers is a very rewarding experience, both personally and professionally, and would reserve your place in MWSCC history.

You may choose whatever topic you feel would be interesting to fellow colleagues in our industry. We also welcome any other types of commentaries or articles that may be published in the Employment Corner or as a Letter to the Editor.

Please send correspondence to: newsletter@midwestscc.org.



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Toys for Tots Drive at the MWSCC November 13th Chapter Meeting



MWSCC "Make a child smile drive for the holidays" Once again, our Chapter is participating in the "Toys for Tots" Drive at our November 13 Educational Dinner Meeting. The mission of the Marines for Tots Foundation is to help less fortunate children throughout the United States experience the joy of Christmas; to play an active role in the development of one of our Nation's most valuable resources – our children and to unite all members of local communities in a common cause. We would like to continue helping this cause, which several other Chapters have contributed to in past years.

If you would like to contribute, please bring one or more unwrapped toys to the November 13th meeting. If you would like to contribute a toy but don't have a lot of time, there is a shopping center with a Target store on Mannheim road right by the restaurant. If you would like to make a monetary donation, please go to <http://www.toysfortots.org/> to arrange to make a donation.



Address Changes??

Throughout the year many of our members change jobs or relocate and forget to notify the National Office. Without notification, these members may not receive Important mailings and eventually are made inactive. We have created a form that is now available on the SCC website which allows members to make changes to their information and it is sent to the National office.

Please visit the following website to make your changes; <http://www.scconline.org> or e-mail scc@scconline.org.

27th IFSCC Congress

Oct 15-18, 2012

Sandton Convention Centre, Johannesburg, South Africa

"Beauty in Diversity – A Global Village"

After years of anticipation and preparation the IFSCC Congress is almost upon us. Please feel free to visit our website for further updates (www.ifsc2012.co.za) and do not hesitate to contact us should you have any questions about the event.

Exhibition:

The Cosmetex Exhibition will be run concurrently to the IFSCC Congress, visit www.cosmetex.co.za for more details.



And DON'T Forget

US SCC Annual Scientific Meeting & Technology Showcase - December 6-7, 2012 - New York Hilton 2012 - New York, NY

US SCC 2013 Annual Scientific Seminar - June 6-7, 2013 - Union Station Marriott - St. Louis, MO

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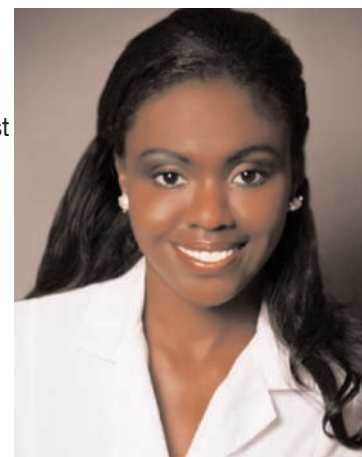
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Part 2: Seven Game-Changing Steps to Innovative Ethnic Product Development

by Eunice N. Cofie, President and Chief Cosmetic Chemist

In part one of my last article on “Seven Game-Changing Steps to Innovative Ethnic Product Development”, I discussed several ways to take your work as a cosmetic chemist to the next level. Just to recap, I defined the seven steps:

1. Understand that the ethnic population is immensely growing and there will be a growing need for innovative cosmetic products for this group.
2. Distinguish what it means to be ethnic.
3. Recognize that not all skin and hair are created equal.
4. Read about the history of various ethnic cultures to understand who they are, where they came from, and where they are going.
5. GET OUT OF THE LAB
6. Develop an awareness of the psychosocial role history has played on the ethnic market.
7. Draw from the unique cultural beauty and health regimens of the various ethnic groups.



In part two of this series I will focus on step 1 and 2 which are integral into understanding the needs and the opportunity in the ethnic market.

In order to create innovative products for ethnic populations there must be thorough research into the demographic and how it impacts the beauty industry. The United States ethnic population is comprised of African-Americans, Hispanic, Middle Easterners, Native Americans, Asians and Pacific Islanders. The term ethnic is sometimes used interchangeably with the term “skin of color”. It is estimated by the U.S. Census that over half the population will be of ethnic background by the year 2050. Hispanics represent the fastest growing ethnic population in the U.S. at 50 million in 2010 and projected to grow to over 65 million in the year 2050. Hispanics have the spending power of \$1.2 trillion. African-Americans represent 13% of the U.S. population at 39 million in 2010 and are expected to grow to 44 million in 2020. The spending power of African-Americans is at \$1 trillion. Nearly 14 million Asians live in the U.S. and the population is expected to reach 19 million. The Asian buying power will expand to 1 trillion in 2016. Native Americans, Pacific Islanders, and mixed race together represent 16 million people. The total buying power of the ethnic population is \$12.2 billion according to Packaged Facts.

The Ethnic HBC (Hair, Beauty, and Cosmetics) industry reached nearly \$3 billion in sales in 2011 and is expected to reach nearly \$4 billion in 2016. The ethnic HBC industry includes hair, color cosmetics and skin care categories. The hair care category is the leader amongst the other two categories and had \$1.5 billion in sales in 2011. The color cosmetics category reached \$1 billion in sales while the skin care category had \$231 million in sales. Ethnic consumers spend enormous amounts of money in the hair care category. Needless to say there is still much needed innovation in all of the categories because the variety of hues and hair textures ethnic men and women possess. For instance, African-American and Hispanic women use relaxers to straighten their hair. But now, there is a surge of them opting to “go natural” because they desire to go “chemical-free”. Relaxer sales have taken a big hit as women of color journey to be natural. This growing trend has caused women of color to slowly “transition” into natural hair and they are in need of products which take into account the fragileness of where the relaxed hair and natural hair meet and reduce breakage or shedding. Each ethnic group desires to have products that are designed specifically for them and support brands who take the time to understand them.

In analyzing these numbers, they reveal how powerful and viable the ethnic market is in the U.S. and the capacity to which they hold in dictating the types of products created and marketed to them. The ethnic population can no longer be ignored. Cosmetic brands must innovate or die. In part three of Seven Game-changing Steps to Innovative Ethnic Product Development, I will highlight the structural and functional differences of ethnic skin and hair. Stay tuned...

About the Author

Eunice Cofie is making great strides in the cosmetic and pharmaceutical industry. With her entrepreneurial spirit and her passion to create beauty products, she is the President and Chief Cosmetic Chemist of Nuekie - an ethnic dermatology company. She was recently named by the World Economic Forum as a 2012 Young Global Leader. This year, Scientific American featured Eunice in an article entitled “What a Scientist Looks Like”. Eunice was recognized by the Governor of Florida and the Florida Commission on the Status of Women with the prestigious Florida Achievement Award for her commitment to improving the lives of women and families in her community. In 2008, Eunice was named by the Tallahassee Democrat newspaper as one of the “25 Women You Need to Know in Tallahassee”. You can follow her on

New EU Fragrance Allergens? Janet Winter Blaschke, International Cosmetics & Regulatory Specialists, LLC

European product ingredient labeling has always been different than the requirements in the U.S. Many ingredient names have been melded in the hope of minimizing differences. However, discrepancies remain.

One of the major differences in labeling is the requirement set forth in 2003, for labeling of any of 26 fragrance allergens for product sold in the E.U. This was the first major requirement that forced certain confidential information to be exchanged between fragrance suppliers and their customers. This is now a matter of course for companies selling products in Europe.

The 26 allergens requiring labeling are:

Amyl cinnamal
Amylcinnamyl alcohol
Benzyl alcohol
Benzyl salicylate
Cinnamyl alcohol
Cinnamal
Citral
Coumarin
Eugenol
Geraniol
Hydroxycitronellal
Hydroxymethylpentyl-cyclohexenecarboxaldehyde
Oak moss extract
Treemoss extract

Other less frequently reported allergens, but still require listing

Anisyl alcohol, Benzyl Benzoate, Benzyl cinnamate, Citronellol, Farnesol, Hexyl cinnamaldehyde, Isoeugenol, Lilial, d-Limonene, Linalool, Methyl heptine carbonate, 3-Methyl-4-(2,6,6-trimethyl-2-cyclohexen-1-yl)-3-buten-2-one

The sheer presence of these components does not necessarily trigger listing on the label. In many cases, there is a lack of data to determine a threshold amount which causes an allergic reaction. Therefore a somewhat arbitrary level was chosen- 0.001% for leave-on products, and 0.01% for rinse-off products. Amounts in a product which are at or over these levels require incorporation in the ingredient listing.

And now, there has been a renewed focus in flagging additional allergens. The Scientific Committee on Consumer Safety (SCCS) in the E.U., the technical arm of the European Commission, has published an opinion about no less than 147 ingredients, which can be found in fragrances.

Now that time has passed, the SCCS is pursuing more quantification of risk levels. While this could be a lengthy task for all of the ingredients, it is very telling that this part of the regulation is being re-visited.

Dermatologic conditions found as a response to fragrance ingredients include: allergic contact dermatitis, irritant contact dermatitis, photosensitivity, immediate contact reactions, in addition to other less frequently observed conditions.

After over 130 pages of discussion, ultimately it was stated that, of the 147 fragrance ingredients::

- 1) 54 chemicals and 28 natural extracts can be categorized as established contact allergens. This is in addition to the existing list of 26 ingredients.
- 2) An additional 33 chemicals and 14 extracts have limited evidence for allergic response.
- 3) 18 additional ingredients were patch tested and did not show a positive response. However it is the opinion of the SCCS that the number of subjects tested was not significant to judge allergenic potential, and are subject to future scrutiny.
- 4) 39 chemicals that are widely used have not shown any clinical evidence of allergenic potential.

According to certain population studies, which are not cited in the opinion, the SCCP estimates that frequency of contact allergy to fragrance ingredients is 1-3% of the population in Europe, with other "special" populations at higher levels. Those would include individuals with eczema, who have shown a 16% sensitization rate.

It is unclear how many additional allergens will be incorporated into the next version of the regulation. But it is clear that the original labeling requirements will continue to be expanded and threshold levels will be further scrutinized, likely for years to come.

Frequently, consumer activist groups reference the EU laws as appropriate for the U.S., inferring that U.S. consumers are not as well informed. This subject has been raised numerous times, and we can expect that it will continue to be raised, with the possibility of being included in U.S. legislation. Even if companies are not selling in the E.U., it makes sense to monitor the progress of the fragrance allergen regulatory process.

Be kind to your fragrance representative. You will be partners in regulatory issues and labeling for the foreseeable future.



What's in a body wash, and why? by Gary Neudahl

The long, hot summer days in the Midwest are coming to an end, and the busier days of fall are arriving, so perhaps it's time to put away last month's bath oil and start using a body wash.

Body washes typically consist of the following:

Water (aqua)	to 100%	Thickening Agents	0 – 4%
Primary Surfactants	8 – 20%	Opacifiers or Pearlizing Agents	0 – 2%
Secondary Surfactants	3 – 8%	Suspension Aids	0 – 1%
Fragrance (parfum)	0.4 – 2%	Chelants	0 – 0.2%
Preservatives	0.1 – 1%	Colorants	q.s.
Conditioning Agents	0 – 25%	"Label-Copy" Ingredients	q.s.



Body washes are compositionally very similar to shower gels and liquid soaps, and have higher surfactant loads than shampoos since hair has a much greater surface area upon which to generate foam. Primary surfactants are the ingredients that produce immediate and copious quantities of foam in body washes. The lauryl (linear C12) fatty chain length for anionic surfactants is optimal for foam generation in aqueous systems. Hence, the most commonly employed anionic surfactants are the salts of lauryl and lauryl ether sulfates, such as Ammonium Lauryl Sulfate and Sodium Laureth Sulfate. Laureth sulfates may be used to reduce the freezing point of clear body washes (so they don't become hazy until they become quite cold) and/or to reduce the irritancy of lauryl sulfates. Another way to reduce irritancy is to keep the longer chain length fatty alcohols derived from coconut oil and/or palm kernel oil (from which lauryl and laureth sulfates are typically made), while still stripping the shorter fatty alcohols, prior to sulfation. Doing so yields Sodium Coco-Sulfate, rather than Sodium Lauryl Sulfate, at least on the package ingredient label! With ongoing vociferous, albeit unwarranted, attacks on sulfates (and on Sodium Lauryl Sulfate in particular), other surfactants, including alkyl glucosides, taurates, sulfosuccinates, and others, are finding wider application in body washes.

Foam volume, richness and stability are boosted (and, by judicious selection, body wash irritancy reduced) with secondary surfactants that typically include nonionic and amphoteric surfactants such as Cocamide MEA, Cocamidopropyl Betaine, Disodium Lauroamphodiacetate and Cocamidopropyl Hydroxysultaine. These secondary surfactants typically reduce the critical micelle concentration of the product, which means there is less free surfactant present to induce an irritation response.

Fragrance (parfum) is almost always included in body washes. It may be present as a compounded product or as a combination of essential oils, often at rather high levels. In an increasing number of markets, if known fragrance allergens are present in the product, they must be listed individually in the ingredient listing.

Preservatives are almost always needed in body washes given their high water content and the consequential potential for microbial growth. The most cost effective approach to body wash preservation is typically the use of formaldehyde donors (preservatives that work at least in part by releasing low levels of methylene glycol (formaldehyde hydrate)). These include preservatives such as DMDM Hydantoin, Diazolidinyl Urea and Quaternium-15.

To improve the feel of skin, during and after cleansing, conditioning agents including polyquaternaries (for slip) and/or superfatting agents (for softness) may be added. Using structured surfactant liquid technology, up to 25% conditioning agent, such as Petrolatum, can be added to deliver excellent emolliency to skin, while still achieving good foaming in use.

The preferred thickening agent (when composition allows it) is a simple salt, such as common table salt, Sodium Chloride. When viscosity cannot be built in this manner, polymers such PEG-150 Distearate may be used. With such polymers, the rheology of the finished product may be almost Newtonian. That means that the product would spread more like a syrup than like a styling gel.

A variety of options are available when opaque (or more opaque) appearance is desired. Fatty alcohols such as Cetyl, Cetearyl or Stearyl Alcohol may be added. Alternatively, Distearyl Phthalic Acid Amide can be used. When a pearlescent effect is desired, Glycol Stearate or Glycol Distearate is commonly utilized, although Glyceryl Distearate provides an all vegetal option.

When suspension of particulates (e.g., Titanium Dioxide- coated Mica pearlescent agents) or unemulsified droplets (e.g., Dimethicone) is required, a suspension aid such as Xanthan Gum or the earlier mentioned Distearyl Phthalic Acid Amide may be used.

Chelants such as Disodium EDTA are used to tie up multivalent ions that become part of the composition, whether through the water supply or through other ingredients. Many of these ions can promote the oxidation of unsaturated ingredients found in fragrances and elsewhere. By sequestering these metal ions (making them inactive), the chelants enhance fragrance stability and so extend product shelf life. They also enhance the efficacy of preservative systems by making it more difficult for microorganisms to acquire these multivalent metal ions for growth.

Colorants may be added at very low level for their esthetic benefits. The use levels of these water soluble dyes are so low that skin and fabric staining are rarely if ever a concern.

And our final ingredient category is the almost always popular "label copy" ingredient. These ingredients may make up the majority of the ingredient listing, and often do so intentionally towards adding to the appeal of the product, thereby enhancing purchase intent.

And that's it for today. If you have additional questions about body washes, or about skin cleansing products in general, you may contact the author at gneudahl@hallstar.com. Gary Neudahl is currently Product Application Manager, Personal Care Ingredients, for the HallStar Company and is based at the HallStar Manufacturing and Technical Center in Bedford Park IL USA.

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Spot the Traits of Success to Ensure Superior Performance by Patrick B. Ropella

Q. How do I spot a high achiever?

A. Go beyond traditional hiring techniques such as resume review and interviews. Pay attention to behavioral traits typically linked to superior performance. Most top performing employees are "take charge" kinds of people. Ask the candidate to provide specific examples of where he or she went above and beyond the call of duty.

Determine if the candidate is confrontational, has a positive self-image, and can focus clearly on goals and objectives.

Find out how if the candidate finds alternate ways to succeed when faced with roadblocks.

Look for functional product knowledge, comprehensive knowledge of the market or territory, or basic critical thinking skills.

Top performers accept constructive criticism, deal with controversy, and understand that others can provide valuable ideas.

Effective leaders are honest and have integrity. They work to develop other's strengths, and show trust in the abilities of their co-workers and associates.

Q. How can I demonstrate that I'm a high achiever during an interview?

A. Respond with answers that clearly identify personal traits commonly linked to high potential employees.

Demonstrate Initiative. Tell about a time when you created a new process that was considered risky.

Express Personal Effectiveness. Describe a specific goal you set for yourself and explain how successful you were in meeting it.

Show Flexibility. Explain a situation that caused you to abruptly change what you were doing.

Portray Knowledge. Tell about products or services that were sold or implemented primarily because of your efforts.

Be a Team Player. Describe how you overcame obstacles with the most difficult co-worker or boss with whom you have ever had to work.

Reveal Leadership. Discuss a time when you had to delegate responsibility and assign roles.

Patrick B. Ropella is President & CEO of Ropella & Associates, an international executive search and consulting firm based in Milton that specializes in working with the world's largest corporations. For more information on taking charge of your career, visit www.ropella.com or call Patrick Ropella at (850) 983-4777.

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