

PRINCETON CONSUMER RESEARCH EXPANDS

● **Princeton Consumer Research** has opened its North American site, a newly constructed state of the art consumer research facility. “We’re happy to introduce our latest accomplishment to the community and thank everyone who helped bring this project to fruition,” said Jane Tervooren, executive director, business development US/Canada/Brazil. “The opening of our new site marks the launch of a new era for the greater Princeton area and an expansion into North America for Princeton Consumer Research after twenty successful years headquartered in the United Kingdom.”

“Our dream of expansion and constructing this facility began several years ago and now allows greater access for our clients to cost effective testing in America,” said Tervooren.

This new facility is 8,000 square feet with expansion plans already in the works,



PRINCETON CONSUMER RESEARCH GIVES TO THOSE IN NEED

Princeton Consumer Research completed a successful food drive for HomeFront, a program designed to end homelessness in central New Jersey by harnessing the caring resources and expertise of the community.

“As a new member of the greater Princeton community, we feel the need to support our neighbors and help those that have fallen on hard times. We feel deeply for those in need and hope that our Thanksgiving baskets will bring them some joy.” said Jane Tervooren, executive director of business development, at Princeton Consumer Research.

and offers one of the world’s largest climate controlled hot rooms and an enormous database of test subjects to fulfill any research requirement. PCR’s business focuses on product testing in areas such as skin, hair, eyes and teeth. Essentially, the firm performs clinical trials to substantiate any claim that a cosmetic, beauty, personal care product or ingredient states as a benefit or hazard to the consumer.

“We pride ourselves on providing the highest quality customer service, and work with large and small clients alike,” said Tervooren. The company has brought together a large team of seasoned, experienced researchers who offer clients consistent study reliability and quality assurance.

Princeton Consumer said is proud to bring new jobs to central New Jersey and has already begun giving back to the local community with a food drive for HomeFront, Lawrenceville, NJ.

More info:

www.princetonconsumer.com

Dermalogica’s Wurwand Presented CEW Achiever Award

● **Jane Wurwand, founder, co-owner** and chief visionary of Dermalogica and The International Dermal Institute (IDI), and founder of the brand’s social impact initiative, FITE, has named one of the Cosmetic Executive Women (CEW) Achiever Award. The Awards ceremony took place in October at the Waldorf Astoria Hotel in New York City.

The Achiever Awards recognize the accomplishments of women leaders in the cosmetic industry. The Awards serve as an inspiration to future leaders and for companies to support executive women’s advancement. In years past, CEW recognized top level executives of major cosmetic corporations. In the spirit of its 60th Anniversary, CEW recognized women within a new awards category: trailblazing

entrepreneurs who have changed an industry.

“We are excited to have Dermalogica recognized by CEW in this first-time ever entrepreneurial category,” said Wurwand. “The cosmetic industry has given birth to incredible entrepreneurial brands, many founded by women with a singular passion and vision. The professional salon skin care industry puts more women into their own businesses than any other, and I am very proud to represent the hundreds of thousands of professional skin care therapists who make up our tribe worldwide.”

Rechelbacher Widow Supports Children’s Hospital

● **Kiran Stordalen, widow of Horst Rechelbacher**, the late cosmetics entrepreneur and founder of Aveda Corp. and Intelligent Nutrients, donated \$1.5 million to expand Children’s Hospitals and Clinics of Minnesota’s Pain, Palliative and Integrative Medicine program into a new one-of-a-kind center. It is the largest gift the couple has ever given to a non-profit organization, conceived long before Horst’s death from pancreatic cancer in February.

Children’s will name the clinic the Kiran Stordalen and Horst Rechelbacher Pediatric Pain, Palliative and Integrative Medicine Clinic in recognition of this lead gift.

Aside from his pioneering work in organic beauty products, Rechelbacher’s legacy is that of a pioneer in integrative, non-pharmaceutical therapies, such as aromatherapy.

Already one of the largest of its kind in the country, Children’s program helps manage pediatric patients’ pain by combining pharmacological therapies with integrative medicine such as aromatherapy and massage. The gift will allow Children’s to further advance care by moving to a