

Special Issue

Personalized Cosmetics

Message from the Guest Editor

All of us need a tailor-made cosmetic product! Individual physiology and its relative ability in responding to environmental stress are closely linked to our genes. Today throughout the genome analyses and the application of scientific tools we are able to characterize individual needs. The understanding of molecular mechanisms and the identification of interactions between raw materials and human body can lead to the formulation of customized products. Over the last few years, many new companies started their business focusing their attention on the development of tailor-made cosmetics, using different approaches from DNA analyses to skin and hair characterizations. Moreover, Big Data analytics, Quality by Design and marketing studies allowed to develop new commercialization methodologies. This special issue aims to highlight this new trend and to support further discussions on personalized cosmetics among all the different actors involved. Original research articles, reviews, industrial case and short communications are welcomed and encouraged.

Guest Editor

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Cosmetics is an international, scientific, open access journal on the science and technology of cosmetics, published by MDPI online quarterly. Original articles, reviews and other acceptance. The scientific community and the general public can unlimitedly access the content free of charge as soon as it is published. As a new journal, the publication fees are fully waived for papers submitted to *Cosmetics* in 2017. We would be pleased to welcome you as one of our authors.

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