

## Daniela Ciocan

Director of Marketing  
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**CHARGED WITH KEEPING** the Cosmoprof North America trade show fresh and new, Daniela Ciocan initiated Discover Beauty—a program and floor space now entering its fifth year—designed to match new beauty brands with national and international retailers and unveil unique new products to the current marketplace.

The positive outcomes of the effort have not been limited to the show floor or solely to the brands involved. “These brands bring excitement and new innovative concepts to the industry that can then trickle into more mainstream brands” says Ciocan.

Based on her experience overseeing all aspects of product brand management for Awake Cosmetics and other lines, Ciocan realized the need for such an effort by both start-up brands and retailers.

“I thought if we could bring together the retail buyers seeking innovation and newness and the entrepreneurs with fresh ideas, it would be a win-win all around,” she says. “In the course of a few hours, the buyers get to see what trends are developing and the brand [owners] can get invaluable advice. This type of access is very difficult and costly, both financially and from a time perspective, to a new start-up business entrepreneur.”



## Daniel H. Maes, PhD

President/Consultant  
Sirtuins and Beyond

**AS SENIOR VICE PRESIDENT**, R&D at The Estée Lauder Companies, Inc., Daniel Maes oversaw all aspects of skin biology, biochemistry, cell biology, microbiology, analytical chemistry, raw material administration, public relations, polymer technology, physical chemistry and the external research program in the U.S., as well as in Europe. In short, Maes did a lot for the creation of many well-known, high sales products—including Estée Lauder’s Advanced Night Repair.

Now retired and an industry consultant, Maes remains devoted to the development of new antiaging technologies for cosmetics, leveraging a career that spans more than 30 years and his deep-seeded knowledge of product development.

And Maes’ place in the industry does not rest solely on his ability to develop cutting-edge technologies (though he has been regarded as an authority on DNA repair, glycation, collagen synthesis and skin barrier function). He has also earned a reputation for understanding consumer needs and communicating discoveries with great passion and clarity.

In January 2009, Maes was awarded the prestigious “Prix Recherche” Award for his work on Lauder’s Perfectionist [CP+] wrinkle-correcting serum, as well as for his work in research during the past two decades, at the annual *Marie Claire* “Prix D’Excellence de la Beauté” Awards held in Paris, France.

In addition, Maes is known for championing the idea of “aging as an inflammatory disease” that should be treated by slowing down the aging process and controlling oxidative and inflammatory reactions.

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