

Example Application

Workshop title: Make Up – Beauty or Cruelty? How do we know it is safe to use?

Workshop leader(s): Lorraine McDowell & Samantha Warden

Company or organisation: Merck Serono

Date of conference: EYH 2013

I. What is the main goal of your workshop? In 2-3 sentences describe what the participants should know, be able to do, etc., after attending.

Participants will understand that what we put on our skin or in our body has to be tested for safety and efficacy. They will learn about what is needed to assess those aspects in a simple and fun way.

The aim is to demonstrate that it is important to plan your experiment, and to collect the right information, but even then there are many factors to be weighed up when deciding whether a product is safe for use.

II. Please provide us with a bulleted summary of your planned activities during the workshop and the learning objectives for each one. We would like to use these to get an idea as to what the exact content of the workshop would be, please be as detailed as

Learning Objective: set the scene and provide motivation for the task, brain storm the criteria that they will use to measure the success of their products

1. Introduction: I start with a briefing on the history of make-up use and the purpose of the task that they will be asked to participate in.

2. Interactive brainstorming on the possible side effects and benefits of make-up

Learning Objective: create a lipstick using ingredients which have characteristics which can be good and bad, work together to select the ingredients and the amount of each ingredient

3. Split into groups to design a lipstick. We have prepared information cards for each ingredient – they have to select at least one base, one colour and one fragrance.

4. Lipstick is applied to the mannequin head.

Learning Objective: collect and analyse the results of their experiment

5. Agree the categories which will be measured and vote by a show of hands for each category. The final category is side effects and is measured by rolling a dice.

6. Show the results in a 3 D graph (using lego building blocks) to see which of the make-up types has the greatest benefits (according to what they have identified as a benefit) and which have the most side effects.

Learning Objective: Hear about the career paths of the workshop leaders

7. We will finish the session with a summary of what we do at Merck Serono and how we ended up in these roles. Scientists who do not work in the labs....

III. *What prior knowledge (if any) do you expect the girls to have to complete your workshop?*

None.

IV. *What materials do you anticipate needing to obtain to make the workshop as interactive and engaging as possible?*

Enough space for interactive and active breakout groups

Flip Chart if possible

Projector for computer if possible

1 large table for each group (approx 2m x 1.2m if poss)

We will bring ingredients, ingredient cards, mannequin heads (1 per group for each session), mixing equipment and posters.