



Engineering
& Computing

FLORIDA INTERNATIONAL UNIVERSITY

Biomedical Engineering
Wallace H. Coulter Foundation
Seminar Series

“Measurement Science in the Cosmetic Industry: a Quest for Beauty”

Dr. Paulo R. Bargo
L’Oreal USA

Friday, September 13th, 2013
LECTURE: 11:00 AM -12:00 PM

ENGINEERING CENTER
ROOM EC1116
10555 WEST FLAGLER STREET
MIAMI, FL 33174



Abstract: Assessment of physiological attributes of biological tissues, such as skin or mucosae, is critical for the development of effective products that may transform one’s life. The challenges, henceforth, are many, as a scientist has to evaluate the status of the tissue and its interaction with products from multiple perspectives to satisfy the needs of a customer. This presentation will focus on how tools from different fields of science can be applied *in vivo* to gather knowledge that will ultimately lead to new products. Emphasis will be given to skin and examples of applied spectroscopy, imaging and microscopy to evaluate aging, inflammation, acne and pigmentation will be discussed.

Biography Paulo R. Bargo received a BS in EE from INATEL, Brazil (1992) and a MS in Biomedical Engineering from Universidade Vale do Paraíba, Brazil (1995). He was a visiting student at the G. R. Harrison Spectroscopy Laboratory, MIT, Cambridge, MA (1995-96) and an assistant professor at Universidade Vale do Paraíba, Brazil (1996-98). He received a PhD in EE from the Oregon Health & Science University, Portland, OR (2003) and joined the R&D department at Johnson & Johnson Consumer Companies, Skillman, NJ as post-doctoral fellow continuing to the position of Research Fellow. He is currently R&D Director at L’Oreal USA. He has published several papers in peer-reviewed scientific journals and presented in national and international conferences. His research interests are biomedical optics, tissue spectroscopy and medical imaging particularly applied to skin and hair evaluation.

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