

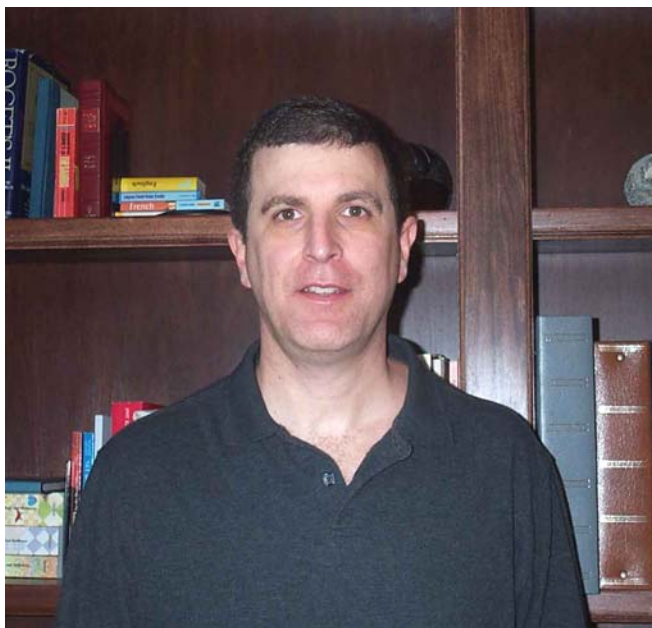
The Departments of Chemistry  
and Chemical Engineering

present

# THE ALMQUIST LECTURE

8:00 p.m., Tuesday, February 28, 2006  
Renfrew Hall 111

Dr. Erik Hasenoehrl  
Procter and Gamble



## From Light Bulb to Store Shelf: Innovation at P&G

### **Abstract:**

Three billion times a day, Procter & Gamble brands touch the lives of consumers around the world. P&G's innovation engine that fuels these brands consistently delivers high quality, unique products that become huge successes on store shelves. One such product is "Olay Daily Facials" winner of the 2001 Good Housekeeping product of the year award. Dr. Hasenoehrl will discuss product development strategies using Olay Daily Facials as an example of how new product ideas are generated, how ideas transform into products and finally how new products are commercialized and brought to market.

### **Biographical Sketch:**

Dr. Erik Hasenoehrl received his PhD in Analytical Chemistry at the University of Idaho in 1992 under the direction of Dr. Peter R. Griffiths. He joined the Beauty Care Analytical Division of the Procter & Gamble Company immediately after graduation. For the past 10 years he has developed new technologies for improved cleansing. His expertise spans holistic product design from concept to commercialization; with specific expertise in nonwoven based cleansing products. He holds over 26 US patents on cleansing technologies and product designs. Erik enjoys returning to Idaho as often as possible to raft, mountain bike, hike and ski.

*The Almquist Lecture is presented in honor of J. Arthur Almquist, a du Pont executive, who received a BS in Chemical Engineering from the University of Idaho in 1919 and who left a bequest to encourage Idaho undergraduates in chemistry and chemical engineering to continue in graduate study.*