

Vibrating Mascara



In a recent Sunday papers around the world, a large full page, color (not cheap!) advertisement was shown displaying a new mascara brush from Lancome:

<http://www.lancome-usa.com/makeup/mascara/oscillation.aspx>

When you watch the video at this site, you will hear things like: "Pulls lashes apart" "Coats all sides" "Vibrates at 7000 cycles per minute" "Let the oscillation do the work" "Repeat to improve the results" Now ask yourself--are you listening to a mascara application commercial or an ad for a vibrating toothbrush from years ago? A vibrating sander commercial from 30 years ago? How long have we had vibrating toothbrushes that massage gums, operate at thousands of cycles per minute, replace the work of had brushing, cleans all teeth and gum surfaces? What is it about eye lashes that are different than teeth and gums? I would submit not very much. Why does it take 5 years plus for a cosmetic company, whose goods are usually displayed in the same aisle of the store, to make the connection between oscillation and separation? Who else does, FUNCTIONALLY, what you need done? What can you learn from them? All systems evolve via increased dynamism and higher frequency of field--if your product or system is static in this regard, you have many opportunities in product development!

Upcoming Events:

American Institute of Chemical Engineers Annual (and centennial!) Meeting
Philadelphia, PA November 16-20, 2008

Two presentations by Jack Hipple:

"Identifying Discontinuities for Strategic Research"

"Patterns of Invention to Broaden Intellectual Property"

Introduction to Chemical Engineering for AIChE

New Orleans, LA February 9-11, 2009

Atlanta, GA May 4-6, 2009

<http://www.aiche.org>

Course presented by Jack Hipple

American Creativity Association, Annual Meeting

Philadelphia, PA March 1-4, 2009

<http://www.americancreativityassoc.org>

Altshuller Institute Annual TRIZ Conference

Canoga Park, CA (Los Angeles area) March 16-18, 2009

<http://www.aitriz.org>

Sponsored by Pratt Whitney

Introduction to TRIZ for ASME and AIChE

Las Vegas, NV April 6-8, 2009

Course presented by Jack Hipple