

Journal of Surfactants and Detergents: The Legacy and Future for Formulators

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It is hard to believe it was June 2003 when we had an S&D division strategy session in the Washington DC offices of the Surfactants and Detergents Association, now called American Cleaning Institute. AOCS wanted to drop the *Journal of Surfactants and Detergents* because the cost was greater than the revenue. The team rallied and the companies supported *JSD* with logos on the cover of the journal to make up the difference in publishing costs. It is a pleasure to see that *JSD* has continued to expand over the years.

During the strategy session it was determined that the unique proposition of the S&D division as well as for AOCS was the applied science, or more specifically, how to assemble formulated products and how those products are applied to solve real world problems.

Product formulation is not taught in school. For the most part, it is a skill taught on the job. The group determined

that *JSD* had a unique position in the market teaching the application of surfactants and formulating products. We realized that this is an underserved market space with a broad potential. Nearly every liquid mixture in a merchant store is a formulated product. Almost every application of a chemical in an industrial process is formulated. Formulated products apply the same fundamental concepts. With an aging workforce, *JSD* was positioned to be a channel for educating the future formulators.

The surfactant community was born out of soap from the fats and oils which is the heart of the AOCS. It is the applied science of oleo and synthetic molecules that is the future. We thought if we could pull scientists from all the various markets and get them to come to the annual AOCS meeting, the organization would grow. The AOCS annual meeting would become mandatory because of the cross fertilization of concepts from different markets, e.g. Agriculture, Cosmetics, Food, Medicine, Pulp and Paper, Oil Field, Metal Working Fluids, Textiles, I&I, Household, and so on.

JSD not only provides a place for published applied science but also serves to explain the history of the development and application of surfactants. *JSD*'s purpose has not diminished because there will always be a need to educate about the history of surfactants and to review our knowledge. Our community's strength comes from our ability to connect to one another. *JSD* is our legacy and the future of how the surfactant community uniquely interfaces.

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