

Alayna Bouie, M.S.P.S.

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PROFESSIONAL SUMMARY

Entrepreneurial cosmetic chemist with 6+ years in cosmetic and OTC formulation looking to blend technical skills with marketing and business. Skilled at understanding customer needs, building trusted client relationships, and translating market and ingredient trends into business opportunities.

CORE COMPETENCIES

Market & Competitive Trend Analysis · Technical Consultative Selling · Cross-Functional Collaboration · Canva Pro · Meta Ad Manager · Entrepreneurial Business Development · Technical Presentations

PROFESSIONAL EXPERIENCE

Senior Formulation Chemist Solecence Inc.

January 2025 – Current

- Serve as technical subject matter expert for brand clients, presenting ingredient and formulation solutions during customer meetings and supporting growth initiatives across multiple accounts.
- Build and maintain long-term client relationships by understanding evolving customer needs and translating them into tailored technical recommendations.
- Research emerging ingredients, competitors, and market trends to identify new business opportunities; coordinate cross-functionally with Marketing, Quality, Regulatory, and Manufacturing, maintaining project records

Product Development Associate Sula Labs

May 2023 – December 2024

- Advised brand clients on ingredient selection, regulatory considerations, and technical claims across multiple concurrent accounts.
- Supported business development by supporting consumer panels for claim substantiation, preparing technical presentations, infographics, and info sessions using Canva Pro and Microsoft Powerpoint

Founder Shereen Cosmetics

January 2020 – 2024 (Currently Inactive)

- Founded and actively operated an independent cosmetics brand (2020–2024), overseeing product development, marketing, and customer acquisition
- Utilizing social media, SEO, Google Analytics, and A/B testing via Meta Ads, and selling products face to face at tradeshows

Colorants Chemist, Co-Op American Colors Inc.

August 2023 – December 2023

- Led color matching and shade development for R&D color dispersion projects from concept through execution.

Graduate Teaching Assistant The University of Toledo

August 2021 – May 2023

- Delivered technical instruction on GMP and FDA-aligned regulatory principles to 30+ students across 80+ cosmetic and pharmaceutical preparations, building strong presentation and communication skills.

EDUCATION & CERTIFICATIONS

Master of Science in Pharmaceutical Sciences, Industrial Pharmacy The University of Toledo

Bachelor of Science in Pharmaceutical Sciences, Cosmetic Science Minors: Chemistry & Marketing The University of Toledo

Laws and Regulations in OTC Preparations Continuing Education Course, Society of Cosmetic Chemists

PUBLICATIONS

“Effect of Ultramarine Blue on the Color of Loose Powder Foundations,” **Journal of Cosmetic Science**
“Iron Oxides and Ultramarine Blue in Inorganic Sunscreens for Dark Skin,” **Journal of Cosmetic Science**

EXTRACURRICULAR ACTIVITIES

Secretary, American Association of Pharmaceutical Scientists
Member, Society of Cosmetic Chemists