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PRESS RELEASE

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PRESTON BLEVINS CONTRIBUTES TO COSMETIC INDUSTRY TEXT

DURHAM, NC - Preston Blevins, Client Manager for Datacraft Solutions recently contributed a chapter to the new book, *Global Regulatory Issues for the Cosmetics Industry, Volume 2*, Edited by Karl Lintner. The text, ISBN: 9780815515692, is 250 pages and addresses the regulatory issues affecting the manufacture, packaging, and marketing of cosmetic products across the globe.

Blevins suggests, "This book is an essential reference for anyone involved with cosmetic regulation, including policy makers, lawyers, and those working in the formulation, marketing, packaging, and export of cosmetic products. Anyone intending to export cosmetics beyond the borders of their home country will need this book."

This second volume examines regulatory issues of ingredients, manufacturing, and finished products, as well as claim substantiation, packaging, and advertising.

- Keynote paper by Professor John Warner adapting his principles of Green Chemistry to cosmetics.
- Simplifies global regulations for anyone exporting cosmetics.
- Excellent reference not only for manufacturing and marketing, but for legal departments and packaging as well.
- Describes how to develop a global regulatory strategy.
- Includes a chapter on Intellectual Property (patents) with regard to innovation.

Blevins has expertise in the cosmetics, food, and nutraceutical arenas and holds several APICS (Association for Operations Management) certifications including CFPIM (certified fellow in Production and Inventory Management), CIRM (Certified Integrated Resource Management), and CSCP (Certified Supply Chain Professional). Blevins serves on the International Board of Directors for APICS; he is also an active member with ASQ (American Society for Quality), which is heavily vested in Lean management.

Blevins specializes in the implementation of good business practices for enterprise resource management, lean thinking, supply-chain management and e-collaboration. Positions held include all positions associated with materials, manufacturing and plant management in a variety of manufacturing environments. Following his manufacturing industry career, Preston has spent the last twenty-five years in the consulting and the



manufacturing software industry. Preston has had extensive international experience. He lived on multi-year extended assignments in the UK, Sweden, and Belgium. Preston also has had project oversight in Asia-Pacific and collaborated with co-workers in India. Most recently he served as Sales and Marketing Manager for BatchMaster Software and had previously worked with Oracle, Peoplesoft, Glovia and Cincom.

Blevins is a well respected public speaker and author as he continues as he continues in his current role as Client Manager for Datacraft Solutions, which delivers a revolutionary digital kanban process of automation solutions to lean manufacturers through a secure Internet gateway, eliminating the need to install and maintain a complex IT infrastructure. The company has experienced significant growth in the past two years by eliminating complicated, expensive, time-intensive software implementations as well as extensive training regiments and the need for internal support. The Datacraft Solutions' replenishment supply chain digital kanban lean system allows customers access and fully utilize powerful lean benefits immediately for a low, predictable monthly fee. Services are scalable so manufacturers can design an appropriate digital kanban solution.

Datacraft Solutions (www.datacraftsolutions.com) delivers a revolutionary digital kanban process of automation solutions to lean manufacturers through a secure Internet gateway, eliminating the need to install and maintain a complex IT infrastructure. The company has experienced significant growth in the past two years by eliminating complicated, expensive, time-intensive software implementations as well as extensive training regimens and the need for internal support. Datacraft Solutions' replenishment supply chain digital kanban system allows customers to access and utilize powerful lean benefits immediately for a low, predictable monthly fee. Services are scalable so manufacturers can design an appropriate digital kanban solution.

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