

12<sup>th</sup> World Congress on  
**Pharmaceutical Sciences and Innovations in Pharma Industry**

&

9<sup>th</sup> Edition of International Conference on  
**Alternative Medicine**

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## Margaret Shine

*SRL Research, Ireland*

Educating the audience of the importance of sensory and consumer science for taste masking medicine for paediatrics and geriatrics

### Biography

Margaret Shine is an accomplished sensory professional and founder of SRL, which is specialize in product understanding through the application of sensory and consumer research, providing industry, academia and governments with business and technical solutions for confident decision-making. Product experience in: Pharmaceuticals including taste masking and palatability. OTC medicine, Foods/Beverages, Personal Care Products, Oral Care Products, Cosmetics, Household products. Develop the appropriate methodology for R&D, Manufacturing, Quality Control and Marketing. Delivered sensory & consumer training courses across Europe Asia and the U.S Collaborated in FP7's European research projects. Recipient of the 2014 Rubicon Alumni award.

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