

GUIDELINES FOR AUTHORS

AIM AND SCOPE OF THE JOURNAL

HPC Today, Household and Personal Care Today, has become a regular independent journal from January 2007 on. Editorial contents deal with the response of the Industry and of Research Centres to the market demand facing the ever pressing issues required by innovative technologies, new products, sustainability, international regulations in the areas of detergency and personal care.

The journal is addressed to the Industry, the Academic World, to Research Laboratories and to People from the Marketing and it is distributed at the most important events in the sector worldwide.

The mission of the journal is to facilitate communication among different stakeholders of innovation, i.e. industry, academia and marketing. The world of industry is updated on the state of the art of scientific research in the sector, while reports on marketing trends allow both industry and academia to understand current market requirements. This means combining scientific background with state of the art information to make the topics addressed accessible and valuable to newcomers and experts in the field alike.

TYPES OF PUBLISHED CONTRIBUTIONS

Manuscripts submitted to *HPC Today* are original contributions not already published or submitted to another publication or electronic medium. Questions related to this policy should be directed to the editors.

Authors are asked to sign a **Copyright Transfer Form**, which can be found at the end of these guidelines, inclusive also of transfer of the copyright ownership to Teknoscienze in the event the article is published by HPC Today.

HPC Today is publishing two general categories of papers: **Peer Reviewed Articles** and **Customer Publications**. The latter category of papers isn't subject to the external peer reviewing process.

PEER REVIEWED ARTICLES

Technical/scientific articles or reviews: these publications critical comprehensive technical/scientific reports aimed to demonstrate innovation in a specific area of applied research. They may either focus on original results from the authors or be mini-reviews either on the state of the art in highly innovative fields of research & innovation or covering topics of particular interest.

- ✗ Technical/scientific articles or reviews **must not contain** any commercial information, i.e. promotional and commercial messages, etc. Brand names are allowed as a note and **only if** supported by experimental studies. Throughout the article only chemical nomenclature or generic terms (e.g. "formulation") should be employed. An exception of these rules is made in articles comparing or citing brands from different companies or brands which have become of common use. Another exception is made for the experimental section when citing reagents, materials or equipment from third parts.
- ✗ All assertions made within technical/scientific articles must be scientifically sound and supported by citation of the relevant reference in the literature. All data reported to have 'significant' value must be supported by corresponding numerical data and p values. Graphs should include error bars
- ✗ All technical/scientific articles are subject to a **peer reviewing** process (see ahead for details).
- ✗ All technical/scientific articles are **free of charge** for publication.
- ✗ Authors are warmly invited to present their scientific and technical data and conclusions in a straightforward and neutral way, in order to preserve the technical/scientific soundness of the editorial contents and avoid any conflict of interest.
- ✗ Authors are expected to resist any pressure to emphasize product names in their scientific articles as well as to avoid any inappropriate claim while discussing biological properties of products.

Peer Reviewed Industry Perspectives: these publications are **peer reviewed** technical/scientific papers exactly like the “technical/scientific papers”. The difference resides in the fact that these papers are dealing with specific brands, brand technologies or proprietary experimental technologies. Brands are allowed throughout the paper in a limited way. Please note that no advertising is allowed.

Authors are urged to cite the brands only when strictly necessary and to use chemical nomenclature or generic terms (e.g. “formulation”) throughout the text. Moreover, authors are warmly invited to present their scientific and technical data and conclusions in a straightforward and neutral way, in order to preserve the technical/scientific soundness of the editorial contents.

These articles are **free of charge** for publication.

Regulatory matters, market analysis, historical/cultural perspectives, events or commentaries:

Although we are mainly publishing technical/scientific papers, articles of particular interest dealing with regulatory matters, marketing analysis, historical and cultural perspectives, events or commentaries are also the welcome.

These publications are reviews, commentaries and opinion papers from acknowledged experts in the fields aimed to inform readers and stimulate the debate on specific issues. Articles falling in this category may be reviewed either internally or externally depending upon the editor's decision. Articles on Events are reviewed only internally. Please note that no advertising is allowed. These articles are **free of charge** for publication.

CUSTOMER PUBLICATIONS

Customer publications are **non-peer reviewed** articles published under the full responsibility of the customers. The Editors of HPC Today will only perform a limited reviewing to check the compliance with the guidelines and few other parameters. Customer Publications have a different graphic outline to differentiate them from peer-reviewed papers.

Customer Publication Industry perspective: these publications should be prepared following the same guidelines of the *Peer Reviewed Industrial Perspectives* with regard to the soundness of data and the use of brands within the article. Please note that no advertising is allowed.

Please consider that these articles represent an exception rather than a normally available format. They are available ONLY upon proposal of the editors or on request in the case there should be not enough time for the refereeing procedure. In general, not more than one of these articles should be published in each issue of the journal or its supplements.

These papers will be checked internally for their contents by the Editors of HPC today. Editors can also request a partial/total revision of the papers or could reject them if they don't follow the guidelines, are not of technical/scientific nature or are clearly classifiable as advertorials.

Finally, authors are warmly invited to present their scientific and technical data and conclusions in a straightforward and neutral way, in order to preserve the technical/scientific soundness of the editorial contents. These articles are **free of charge** for publication.

Product Focus and Company Profiles: these are papers denoted by a promotional and product-oriented content. They are classified as advertorials and are thus **charged** accordingly for publication. These articles are the appropriate place to publish commercial information, including brand names of products. If a manuscript submitted as a scientific article won't match the criteria to be classified within the scientific section of the journal, its publication as a Product Focus will be recommended by the Editor.

INTERNAL REVIEW AND PEER REVIEW

- ✗ Final decisions concerning all manuscripts submitted to *HPC Today* are under the responsibility of the Editors.
- ✗ Editors first perform a formal review of the submitted manuscript to verify its match to the criteria for classification as a scientific article or Product focus. Should any comment arise, Editors will discuss with the authors the best options to publish the articles before forwarding them to peer-review.
- ✗ To evaluate the scientific soundness of those articles suited to be classified within the scientific section of the journal, Editors seek the advice of scientific peer reviewers.
- ✗ Reviewers receive guidelines on how to perform their evaluation. Referees are asked to act according to principles of correctness and to consider all received information as confidential, thus not to disclose it to third parties.
- ✗ Reviewers are asked to fill an evaluation checklist on the manuscript. The checklist is inclusive of the following parameters: novelty of contents, scientific soundness, comprehensive exposition of data, discussion and results, interest for public, quality of writing, accuracy of bibliographic references. Reviewers are also asked for suggestions and comments on how to improve the manuscript, should this be required to achieve publication.
- ✗ Peer reviewers are selected by the Editors among experts in the field considered or among members of the Scientific Board of the journal.
- ✗ Reviewers remain anonymous. Authors may request upon valid motivations to exclude certain persons from being reviewers of the manuscript.
- ✗ Publication of articles is subject to positive evaluation of reviewers. The Editor will forward the corresponding author comments from referees and ask her/him to submit the amended manuscript. Authors may reply to the editor, who will forward their comments to the referees.
- ✗ Authors submitting articles to *HPC Today* may be asked from time to time to review manuscripts in the same field coming from other researchers.

PUBLICATION DEADLINES FOR SUBMITTING CONTRIBUTIONS

Deadline to submit manuscripts to be considered for publication are the following:

ISSUE	SCIENTIFIC ART./PERSPECTIVES	CUSTOMER PUBLICATIONS
1 - March	January 8 th	February 20 th
2 - June	February 24 th	April 16 th
Suppl. Sun Care	May 28 th	July 13 th
3 - September	June 18 th	August 10 th
4 - December	August 27 th	October 31 st

WRITING STYLE AND LANGUAGE

Spelling and grammar conventions must conform to **UK English**. Authors being not of English mother-tongue are kindly requested to ask the assistance of an English-speaking colleague or reviewer to prepare and review the manuscript prior to submission. This would greatly speed up the reviewing process and avoid request from Editors to revise the language. Authors may also ask the Editors to arrange for the review of the English-language: this service is charged accordingly to the length of the article being reviewed.

Standard conventions for scientific writing have to be used while drafting scientific contributions to *HPC Today*.

A more commercial style of writing is accepted for commercial contributions, i.e. advertorials, company profiles and Product focuses.

Authors are kindly advised to consult published papers available on the web site as example to guide writing: www.teknoscienze.com

ORGANISATION OF THE MANUSCRIPT

The following sections have to be considered while writing an article:

Title: The title should be clear and concise and allow to easily identify the subject of the paper. Abbreviations should be avoided. The title should be no longer than 55 characters. A subtitle can be added, this being no longer than 80 characters.

Authors' names and Addresses: the format to be used while listing authors names is:

- ✗ Name, Middle initial (if any) and Surname (for each of the authors)
- ✗ Full postal address (for each of the authors) (organisation's street address, city and nation)
- ✗ Corresponding author should be clearly identify by an asterisk (*) close to her/his name.
- ✗ Please clearly identify each authors' name with a progressive number 1, 2, 3 etc. Institutional affiliation for each author has to be provided in the following paragraph using the corresponding numerals.

Abstract: A brief abstract should be included to summarise contents of the article, results and conclusions. Standard length for abstracts is 80 to 120 words.

Contents:

- ✗ Technical and scientific contributions should follow the traditional scheme (introduction, results and discussion, experimental section, conclusion, references).
- ✗ This is not a tight requirement for other types of contributions. **The length of the manuscript should be 1500-2000 words.** Please stick to this word count recommendation due to the journal's policy of getting article contents across to readers in the clearest, most concise and simplest way possible.
- ✗ Should be impossible to meet the recommendations above, we recommend splitting the manuscript in two parts to be published in separate issues of the journal. In such an instance, please prepare the article for a two-issue publication beforehand by adding the appropriate information to the title (i.e. "Part 1" or "Part 2") and by linking the two parts together with appropriate text in the introduction and the conclusions in order to ensure readers fully understand the paper is in two parts. As regards references for an article requiring a two-issue publication, please include in each part its own specific references. We recommend adding a reference to Part 1 in the reference list at the end of Part 2.
- ✗ **Two or three sentences** - of about 10/20 words each -, extrapolated from the text, are needed in order to stress the main points of the article. The editor will choose, accordingly to graphic needs, which sentence to display.
- ✗ A photo of the corresponding author is highly appreciated.
- ✗ Two or three images – linked to the article topic - to be used without captions. The images need to be in high resolution (300 dpi at least) and saved as eps.

References:

- ✗ Please cite all documents in which part of the article contents were previously cited (including conference proceedings, patents, letters, theses, etc.)
- ✗ **References must be indicated in the text by Arabic numerals in brackets which run consecutively through the paper.**
- ✗ The number of **references should not exceed 30 items.**
- ✗ References cited should be reported at the end of the manuscript under the "REFERENCES AND NOTES" paragraph and numbered correspondingly in their order of appearance in the text. The following format for references must be used:
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Abbreviations should be according to CASSI (Chemical Abstracts Service Source Index). If in doubt, authors should always write the journal title in full.
 - 📖 **to a book:** F. Author, L. Author et al., *Title of book*, Publisher, **Vol. N°**, page-page (year).
 - 📖 **to a compilation:** F. Author, L. Author et al., "Title of contribution", *Title of book*, Publisher, **Vol. N°**, page-page (year).
- ✗ Authors are recommended to consult our journals for examples.

TEXT FORMAT

Please use Microsoft Word as the text editor to prepare the manuscript. The use of one of the advised version of the program would allow for a more rapid production phase:

Windows PC: Microsoft Word 97 or higher

Macintosh: Microsoft Word 98 or higher

Please note that PDF file are not accepted.

Please follow the following guidelines to make the text easier to be evaluated by reviewers and to be produced:

- ✗ Use A4 (21 x 29,7 cm) paper size and font Century Gothic as default;
- ✗ Do not protect the file with passwords;
- ✗ Automatic hyphenation should be disabled and line returns should be used only at the end of paragraphs and section headings;
- ✗ The font Symbol must be used for Greek letters and mathematical symbols;

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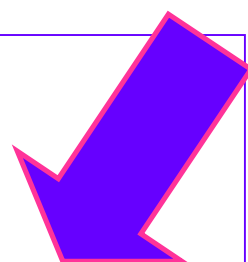
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GRAPHICS FORMAT

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- ✗ Table should be created with the same editor as text and placed close to their first mention in the text. Please number tables consecutively and insert also a self-explanatory title (i.e. *Table 1. Melting points for a series of aromatic ketones*).
- ✗ The font Symbol must be used for Greek letters and mathematical symbols.
- ✗ Please try to be as concise as possible also with respect to the number of charts, diagrams and photos to be included in the article. Graphic items should possibly not exceed 3-4 per article.
- ✗ Each figure should have a corresponding title allowing for an easy understanding of contents without reference to the text (i.e. *Figure 1. View of the new production plant*).

Use a Arial 8-points character to edit tables. The font Symbol must be used for Greek letters and mathematical symbols. Tables should be created with the same editor as text and placed close to their first mention in the text. Please number tables consecutively and insert also a self-explanatory title.

- ✗ Please send all charts, diagrams and photos in colour possibly since *HPC Today* pages are all published in colour.
- ✗ **Every single diagram/photo must be submitted as separate file** in order to speed up production phases and must follow these specifications:
 - Resolution: 300 dpi at least
 - Colour: CMYK (or Greyscale)
 - Average size: 7 cm width
 - Formats accepted: jpg, tiff, pdf
- ✗ When structures or reaction schemes are included in the article, they should be also **saved as jpg or tiff or pdf.**

SUBMISSION OF MANUSCRIPTS

The Editors won't accept hardcopy's submission of contributions.

Please submit all manuscripts by e-mail only to:

Florian Weighardt
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Access to submitted manuscripts will be limited to the editorial office and to those reviewers in charged of each specific article. The following 4 separate files must be submitted:

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- ✗ **The submission checklist:** to check that the paper is following our specifications and the submission is complete.

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DRAFT FOR PROOF-READING

Upon receipt of manuscripts and termination of the peer-review process (in case of amendments required by the referees), the editor will process each article making a pdf draft for proofreading out of it. Draft will be sent directly to the corresponding author for her/his final review. Author will be requested to give a prompt feedback, with comments and/or corrections, according to terms and times required. For drafts which will not be reviewed within deadlines, the publisher will delay publication to later issues until the article won't be cleared for publication by the corresponding author.

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