“When I think about creating a new lip gloss, lipstick, blush or foundation shade, I’m thinking about the life that goes on in the skin underneath the product.” She’s also thinking about water, or a lack thereof—Keheley’s formulas are anhydrous (made without water) so there is no need for preservatives.

To test drinks directly and avoid extraction of the caffeine, analytical chemists from Germany have developed a new method involving high temperature liquid chromatography coupled to isotope ratio mass spectrometry.