

# Nour Abochama Uses Podcast Platform to Demystify Beauty Product Risks and Ingredient Claims

*Chemical engineer and podcast host Nour Abochama leads conversations on ingredient safety, regulatory gaps, and scientific accountability in beauty products.*

IRVINE, CA, UNITED STATES, June 23, 2025 /EINPresswire.com/ -- Amid growing concern over the safety and transparency of cosmetic products, [Nour Abochama](#) is using her platform as a scientist, executive, and podcast host to help the public understand what's really in the products they use—and why it matters.

Abochama is the Executive Producer and co-host of [Nourify and Beautify](#), a podcast focused on peeling back the marketing layers of the beauty industry to uncover what's substantiated by science. Alongside leadership expert Linda Yates, she engages weekly with chemists, dermatologists, regulatory consultants, and brand founders to explore the hidden realities behind cosmetic safety standards.

"We're helping people connect the dots between what's promised and what's actually validated," said Abochama.

"There's still a major gap between product claims and scientific review—and that gap deserves a spotlight."



With a master's degree in biomedical engineering and nearly two decades of lab and quality operations experience, Abochama brings a depth of technical knowledge to public discussions. She currently serves as Vice President of Operations at Qalitex, a quality assurance company based in Irvine, California. Her previous roles include Director of Quality at American Testing Labs and Labofine, where she prepared laboratories for regulatory approvals from both the FDA and Health Canada.

Throughout her career, Abochama has led the development and oversight of testing systems for cosmetics and personal care products, advocating for rigorous documentation, risk assessment, and ingredient traceability. Her podcast brings that same scrutiny into the public sphere, helping demystify commonly misunderstood terms like “clean,” “hypoallergenic,” or “dermatologist-tested.”



Episodes of Nourify and Beautify frequently highlight the voices of women leading efforts in science-based beauty innovation. The show focuses on behind-the-scenes processes—such as formulation safety, packaging compatibility, manufacturing oversight, and the regulatory gray areas that impact consumers every day.

“Some of the most overlooked risks in cosmetics have nothing to do with the ingredients themselves, and everything to do with how products are stored, tested, or labeled,” Abochama noted. “We speak with the people who know how these systems work—and how they sometimes fail.”

Some episodes have explored topics such as misleading marketing language and gaps in quality assurance when products are manufactured at scale. Abochama believes these conversations are especially relevant now, as the beauty industry faces increasing scrutiny and as new regulatory frameworks like MoCRA begin to take effect in the U.S.

“Consumers are becoming more curious—and more confused—about what certain labels actually mean,” she said. “It’s not enough for a product to sound safe. It has to be supported by



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*Nour Abochama, Co-Host,  
Nourify-Beautify Podcast*

data, by testing protocols, by clear documentation. That's what we aim to bring to light."

Through her combined industry experience and podcast work, Abochama has become a respected figure in beauty safety advocacy—speaking not just to consumers, but also to professionals seeking clarity amid shifting expectations.

"Nourify and Beautify was created to raise the standard for transparency in beauty," she said. "And transparency can't happen without science leading the way."

The podcast continues to attract a growing audience of listeners interested in ingredient education, risk analysis, and the people behind regulatory reform. Future episodes are set to explore how cultural traditions, emerging wellness practices, ingredient storytelling, and lifestyle choices influence the way people approach beauty and self-care.

#### About Nour Abochama

Nour Abochama is a chemical engineer, executive, and beauty product safety advocate. She currently serves as Vice President of Operations at Qalitex and is the Executive Producer and co-host of the Nourify and Beautify podcast. With nearly 20 years of experience leading quality operations at international laboratories, she has helped guide multiple facilities through FDA and Health Canada compliance. Nour is committed to promoting scientific integrity and transparency across the cosmetics industry.

#### About Linda Yates

Linda Yates, "The Image Energizer," is a leadership consultant, international keynote speaker, and executive coach. She co-hosts Nourify and Beautify and the IntHERrupt podcast, and is a published author focused on empowering women through personal branding, image awareness, and intentional self-care.

#### About Nourify and Beautify Podcast

Nourify and Beautify is a science-focused podcast exploring the safety, testing, and transparency of beauty products. Co-hosted by Nour Abochama and Linda Yates, the show features weekly interviews with [expert guests](#) shaping the future of the cosmetics industry—from formulation scientists to regulators and brand leaders.

Nour Abochama

Nourify & Beautify

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