



COURSE ID 2932

REVISED!

The Art and Science of Product Claims

DIRECTED BY

Frank A. Anthony, PhD, Owner & President of Consumer Science Solutions, LLC

12

Hours

ACCREDITED
COURSE

- Product Claims Fundamentals and Strategy
- Creating and Developing Product Claims
- Different Types of Label and Advertising Claims
- Understanding Product Claim Support
- Tracking, Valuing, and Defending Product Claims
- Claim Support Requirements, Regulations and Best Practices

about the course

Product Claims explain what a product does, how it works, and why consumers should believe your message and purchase your product. Not surprisingly, differentiating product claims are often key to successful over-the-counter (OTC) and consumer packaged goods (CPG) products. Successful products include label and advertising claims that are understandable and compelling to consumers AND supported by competent and reliable scientific evidence. While agencies like the US-FDA, Federal Trade Commission (FTC), and TV networks have established guidelines on how to support different claims, requirements may vary across different countries. The industry may not always know how to develop effective claims, meet various support requirements, or understand their business value.

To address these challenges, we offer an intensive 12-hour course delivered over three consecutive days, which provides training on various types of OTC product claims for labeling and advertising. The course covers how to create and develop new claims for both existing and new products, including comparative claims, preference claims, sensory claims, recommendations, endorsements, and demonstrations.

We also cover guidance on claim requirements in the US and other countries, tracking and defending claims, as well as estimating the business value of claims. The course includes minimal pre-work where participants bring at least one example of an interesting product claim they have seen recently on labeling or advertising. Sessions incorporate various learning tools, including individual and team exercises, case studies, and problem-solving exercises.

All participants will be provided resources that will help them after the course has ended.

Since this training is highly interactive, those attending the live training event must have a webcam on their computer equipped with a microphone and speakers/headset to fully participate.

who should attend

This course is beneficial for any Consumer-Packaged Goods (CPG) or Over-the-counter (OTC) company that sells and markets such products as OTC drugs, cosmetics, medical devices, dietary supplements, and consumer products. The training is mostly USA-based but not exclusive to the US market.

This course is intended for professionals in the following industries

- Marketing/Research
- Consumer Research
- Scientist/Formulators
- Clinical Research
- Sensory Science
- Regulatory/Sales

Those new to this area as well as Jr. and Sr. Managers, Jr. and Sr. Scientists, Group Leaders, and Directors will find the course very beneficial.

learning objectives

Upon completion of this course, you will be able to:

- Summarize claim strategic elements
- Build product claims and create a plan to develop and test
- Describe different types of product claims and support requirements
- Explain the importance of claims support documentation
- List ways to track and value claims
- Explain how to defend claims and the potential risks of a challenge
- Utilize tools learned to solve a claims task

course outline

Review of Learning Objectives

Introduction to Product Claims

- Course Overview/Review of Learning Objectives
- Claims Introduction
- Claims Definitions and Terminology
- Claims as an Innovation tool to drive business growth
- Claims on Current Products in the market and New Products

Understanding the Fundamental Elements of Claims

- The Claims Story
- The Claims Development Process
- Fundamental elements of claims
- Case Study
- Important considerations for building a claim strategy

Team Exercise: Create a Consumer Empathy Map

Principles and Process to Create and Develop Claims

- How to create and build claims
- Claims ideation techniques
- Leading a claims workshop
- How to refine, develop, and test claims

- Practice building claims together

Understanding Different Types of Claims – Part 1

- Major types of product claims will be reviewed & discussed with examples
- When/how to use these claims and support guidance
- Examples of claims types include:
- Comparative, preference, ingredient, efficacy, dietary supplements, environmental

Understanding Different Types of Claims – Part 2

- Major types of product claims will be reviewed & discussed with examples
- When/how to use these claims and support guidance
- Examples of claims types include:
 - Sensory claims, recommendations, endorsements, guarantees, demonstrations.

Claim Support and Documentation – Part 1

- General claims support and substantiation requirements
- Agencies that govern claim support requirements
- Claims approval process (internal and external agencies)
- Tips for Reviewing claims in context
- Reasonableness and Risk
- Claims Documentation

Claim Support and Documentation – Part 2

- Major types of claim support, best practices, and documentation
- Claim Support Compliance
- Claim support approaches for some major types of claims
- Reputable Claim Support Sources
- How to Review Data/Reports for Claim Support
- Case Studies

Claims Guidance in the US and around the Globe

- Considerations when developing and launching claims globally
- General Guidance for claims in the US and other countries
- Country claims review processes and differences -- what is allowable and what is not
- Country/Regional differences and agencies that review claims and support
- Case studies

Launching, Tracking, Valuing, and Defending Claims

- Tips for Launching claims
- How to Track Claims after launch
- Ways to Value Claims
- Defending claims
- Risks and Consequences of Claims challenge
- Case Studies and examples

Team Exercise: Leveraging Your Knowledge

- Problem-solving workshop using tools learned in the previous modules.
- Small teams will be assigned a hypothetical product and consumer target to create sample claims, develop a support strategy, and launch plan, and how to track, value, and defend if needed.
- Each team will present their output from the problem-solving workshop

Claims Summary Learnings

- Product Claims Summary Review
- Q & A and claims advice as needed (15 min)

Assessment Opportunity

- Instructor Evaluation and feedback

course instructor

- Course Evaluation
- Knowledge Transfer Assessment

Frank A. Anthony, Ph.D. is the Owner & President of Consumer Science Solutions, LLC, specializing in Scientific, Clinical, Consumer Science, Claims, and Medical Affairs consulting for OTC Products. Dr. Anthony believes that successful products are the innovative combination of formula + package + claims, requiring a blend of both science and art. He has leveraged his years of scientific skill and creativity as a musician to drive ideas to innovations that successfully translate science into meaningful claims for consumers.

Before starting Consumer Science Solutions, LLC, Dr. Anthony was the Global Director of the Claims Centre of Excellence for Bayer Consumer Health. He has worked in the OTC industry for over 30 years at Bayer, Merck, and Schering-Plough and more recently consulted for companies such as Coca-Cola, Sanofi Consumer Health, and Arcadia Consumer Health. His claims expertise covers brands such as Aleve®, Afrin®, Alka-Seltzer®, Allegra®, Bayer® Aspirin, Berocca®, Claritin®, Coppertone®, Dr. Scholl's®, Elevit®, Kaopectate®, MiraLAX®, Nizoral®, One-a-Day®, Xyzal®, and Zantac360®. Dr. Anthony's experience includes basic and applied research, product safety, clinical research, consumer research, claims ideation, development, approvals, and defense, impacting products in the US, Canada, Brazil, Europe, Asia, and Russia.

Dr. Anthony has over 30 scientific publications/abstracts and 4 patents and has received numerous scientific achievements and leader behavior awards. He holds a Ph.D. in Chemistry from Texas Christian University with an emphasis in Neurochemistry and completed his post-doctoral training at St. Jude Children's Research Hospital in Memphis, TN.

Accreditations



International Accreditors for Continuing Education and Training (IACET)

Cobblestone has been approved as an Accredited Provider by the International Accreditors for Continuing Education and Training (IACET), www.iacet.org. In obtaining this approval, Cobblestone has demonstrated that it complies with the ANSI/IACET Standards which are widely recognized as standards of good practice internationally. Cobblestone is therefore authorized to offer IACET CEUs for its programs that qualify under the ANSI/IACET Standards. CEUs will be awarded for participation in Cobblestone's courses at the rate of .1 CEU per contact hour upon successful completion of the entire course and 70% accuracy in the required Learners' Assessment. This course offers a total of 12 contact hours or 1.2 CEUs.