

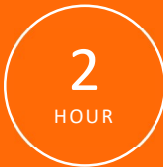


# Navigating Digital Marketing and Clinical Claims in the Cosmetic Industry

## Digital Content Rules for Clinical Claims and Brand Success

**DIRECTED BY**

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ACCREDITED  
COURSE

**Course Topics Include:**

- Clinical Claims to Marketing Content
- Social Media Do's and Don'ts
- Claims Support Rooted in Law, Science, and Media
- Key Performance Indicators for Digital Success

### about the course

The rules and regulations regarding supporting advertising claims for cosmetics have not changed. A claim cannot represent a cosmetic as a drug; the basis for claim support still needs to be consumer perceptible. However, the new vectors for sales and marketing via social media and website sales have brought forth a new paradigm for developing claim substantiation in these new media vectors.

This new era of marketing requires transparency, authenticity, and proven product efficacy to stand out from your competitors. The new cosmetic consumer is savvy, more eco-centric than ever, and hyper-aware of misleading information as well as the paid influencers. Learn how to navigate the convoluted world of clinical claims and how to turn this data into digestible marketing content. Understand the do's and don'ts of social media posts plus how to steer clear of controversial messaging. Find out how to test your product to reach the consumers you desire and how to share this information in a "safe" and positive way that gives the brand success you are looking for.

This intensive 2-hour accredited course will lay out the basics for claim support as rooted in law, science, and media.

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## who should attend

This online training is designed for professionals in the personal care and cosmetic industries. Those working in research and development, sales and marketing will benefit greatly from this training.

It will be especially valuable for your company's social and digital marketing teams. Product development professionals who take what marketing asks for and turn it into a product should also plan to attend. Given the new paradigm, it is essential that product development and marketing teams be "on the same page".

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## learning objectives

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

- List and explain current FTC guidelines
- Describe the 'gold standard' needed for supporting claims
- Explain the difference between a cosmetic and a drug
- Create the correct message on social media and website platforms
- List some do's and don'ts of acceptable social media postings

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## course outline

### Review of Learning Objectives

#### Module 1: The Law

- Review of current FTC guidelines and legislation
- Recent case law
- Emergence of a new watchdog group, class action lawyers
  - Developed and presented by: Stuart Friedel, former FTC attorney and one of the most knowledgeable legal minds regarding claim support.

#### Module 2: The Science

- Review of the gold standard for supporting claims
  - Trained technicians, consumer questionnaires and skincare technology
- Review of the cornerstones of testing such as "reasonable basis"
- What separates a cosmetic from a drug?
- Proper protocol development, technology examples and questionnaire design
  - Developed and presented by Stephen Schwartz, respected authority, author and lecturer in the field of claim substantiation and clinical testing

#### Module 3: The Media

- The new power and presentation of claim support and how it needs to be represented through social media channels
- Review of what you cannot say on social media as well as how to create the correct message by combining clinical science with before-and-afters, consumer testimonials and all the support one needs from professionals in this new field.
  - Developed and presented by Aimeann DeJohn, beauty industry professional, noted author, speaker and trainer, founder of Media Lab Science

#### Module 4: The Ad Spend

- How does Apple iOS 14 affect Facebook Ads and how to create content that sells in the new environment
- Insider tips for successful Ads and why return on ad spend metrics have changed.
- What are the new Key Performance Indicators (KPI) for digital success?
- Why Product Development and Marketing need to work together in this new paradigm
  - Developed and presented by Tom Murphy, Shopify store owner, eCommerce consultant

#### Question and Answer Session

#### Assessment Opportunity

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## course instructor

#### Steve Schwartz (science testing)

Stephen R. Schwartz is the former President and CEO of International Research Services, Inc. (IRSI) and is now Senior Partner at Stephen Schwartz and Associates, LLC.. Stephen Schwartz and Associates specializes in consulting with small and larger companies on all items relating to supporting advertising claims for the Cosmetic, OTC and Drug Industries. Mr. Schwartz is recognized as an expert with numerous publications and courses taught in this field.

#### Stuart Lee Friedel (mega claims)

Stuart Lee Friedel is a partner in the Advertising, Marketing + Promotions; Intellectual Property and Digital Media, Technology + Privacy Practice Groups of Davis+Gilbert. He represents numerous multi-national, national, and local advertising agencies, advertisers, direct marketers, telemarketers, and infomercial producers in connection with all aspects of advertising, promotions, marketing, direct marketing, and telemarketing, as well as national and international companies subject to FDA regulations.

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## additional faculty

#### Ameann DeJohn (marketing testing content)

Ameann is a multi-talented, creative, visionary leader, with more than 30 years in the beauty industry. Her successful record provides her the ability to see beyond the normal limits of conventional wisdom. Her gusto for generating dynamite solutions to business challenges has enabled her to assume positions in national and international companies. Ameann is widely acknowledged as a Skin Care and Cosmetics Industry expert, author, speaker, and educator. She has launched major beauty brands in the USA and has recently built a one-of-a-kind clinical testing lab in Los Angeles, California.

#### Tom Murphy (Facebook and Instagram rules, and what works for sales)

Tom is a Shopify store owner, eCommerce consultant, and partner with his wife of 25 years, Kelly, in a Meeting Management company serving pharmaceutical companies around the world. His passion is helping eCommerce brands look holistically at their marketing spending and optimize for growth. He lives in Evergreen, Colorado with Kelly and, occasionally, their 3 sons who are scattered at colleges around the country. When not working, Tom likes to mountain bike, ski, and occasionally play tennis and pickleball.

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## Accreditations



### **International Accreditors for Continuing Education and Training (IACET)**

Cobblestone has been approved as a CEU Accreditor by IACET and awards CEUs for participation in qualified courses. Cobblestone has demonstrated that it complies with the ANSI/IACET Standards and is authorized to offer IACET CEUs for its programs. 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. A minimum score of 80% is required for all courses within a Cobblestone Certification Program. This course offers a total of 2 contact hours, or 0.2 CEUs. For further information, visit [www.iacet.org](http://www.iacet.org)