



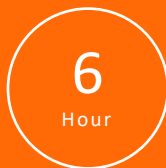
COURSE ID 2666

Cosmetic Claims Support Studies

Practical Applications in Regulatory and Design Fundamentals

DIRECTED BY

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ACCREDITED
COURSE

- Legislation: Updates & Impact
- Consumer and Advertising Claims
- Build your Claim–Team Exercise

about the course

As the cosmetic industry aims to create safer products and unique claims to stand out in the market, scientific resources need to prioritize testing products for their skin activity while meeting all product claims. Developing common criteria for justifying claims is a challenging aspect of product development, as it must be customized for the intended use and product type.

To address these challenges, we offer a 6-hour accredited training course that focuses on establishing best practices for claims support and experimental design with a strong regulatory framework that meets all government and agency requirements. This course is tailored to provide key insights and strategies for navigating the complex process of claims support, including experimental design and regulatory compliance. By taking this course, participants will obtain the knowledge and skills needed to develop effective claims that are grounded in science and meet all regulatory standards.

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 intended for professionals in the cosmetic, pharmaceutical skin care, and personal care industries. It will be especially beneficial to those in the following fields:

- Formulations
- Clinical Testing
- Development Marketing
- Regulatory Affairs
- Product Design

learning objectives

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

- Explain the basic limitations of testing skin care products
- Review common mistakes conducted during testing
- Develop alternative methods for more accurate testing
- Translate test data into rational, supportable claims
- Create rational communication plans for presentation to regulatory officials

course outline

Review of Learning Objectives

Session 1

Claims Development—Legislation, Updates & Impact

- Regulatory Body review (FTC, NAD)
- Recent Decisions
- Example Decisions and Impact

Session 2

Claims Development—Consumer and Advertising Claims

- Types of Claims
- Basic Rules of Cosmetic Claim Substantiation
- Examples and Discussion

Session 3

Claims Development – Study design

- Basics of Design – Types
- Matching Design to Claim
- Data – Capture, Validation and Analysis
- Example Designs

Session 4

Build your Claim—Team Exercise

- Scenarios will be presented, and design structure will be built
- Closing, Challenges & Opportunities

Question and Answer Session

Assessment Opportunity

co-course instructors

Stephen R. Schwartz is a consultant on claims support for Stephen Schwartz and Associates as well as the founder and former President and CEO of IRSI with over 50 years of experience in conducting claim support clinical trials. Mr. Schwartz has worked on some of the industry's largest and most influential cosmetic launches over the years and is considered a thought leader in claims substantiation and research design. Academically, Mr. Schwartz has given presentations on IRSI's novel internal research at major national and international meetings.

Stuart Lee Friedel is a partner in the Advertising, Marketing & Promotions, Intellectual Property and Digital Media, Technology & Privacy Practice Groups of Davis & Gilbert LLP. He represents numerous multinational, 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.

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 6 contact hours or .6 CEUs. For further information, visit www.iacet.org