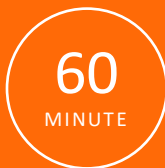


Introduction to Product Claims Development and Support

How to Design and Support a Compelling Product Story

DIRECTED BY

Frank Anthony, Ph.D., Owner & President of Consumer Science Solutions, LLC



ACCREDITED
COURSE

- Introduction to Product Claims
- Review Types of Product Claims
- How to Create and Develop Product Claims
- Product Claim Support Requirements

about the course

Differentiating claims are often key to successful OTC and CPG products. Consumer awareness of products is based on these labels and advertising claims that need to be both consumer-meaningful and grounded in adequate scientific support. Agencies like the US-FDA, Federal Trade Commission (FTC) and even TV networks have established requirements and guidelines on how to support various labels and advertising. The industry may not be aware of how to develop compelling claims and the many different support requirements.

This accredited 60-minute course will introduce product claims development and support. An overview of the different types of claims will also be explained including support requirements.

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

Professionals interested in an introduction to claims development and support who work in **Marketing, Market Research, Clinical Research, Consumer research, Sensory Science, Scientists/Formulators, Regulatory, and Sales**, along with any employee involved in developing, supporting, and/or approving product claims will benefit greatly by attending this training.

This introductory course is intended for professionals from the following industries:

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.

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 worthwhile.

learning objectives

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

- Define product claims
- Explain tools needed to build claims
- List and categorize various types of claims
- Distinguish between expressed and implied claims
- Describe claim support requirements

course outline

Review of Learning Objectives

Module 1:

Introduction to Product Claims Development

- Claims Introduction, Terminology and Regulations
- Claims on Current Products and New Products
- Fundamental elements of claims
- How to create claims and develop a claims strategy

Module 2

Introduction to Product Claim Support

- Several types of product claims will be reviewed and discussed with examples
- Types of claim support and where to find guidance
- Claims support requirements, best practices, and dossiers

Question and Answer Session

Assessment Opportunity

course instructor

Frank Anthony, Ph.D., is Owner & President of Consumer Science Solutions, LLC, specializing in Scientific, Clinical, Consumer Science, Claims and Medical Affairs consulting for OTC Products. Frank 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.

Prior to starting Consumer Science Solutions, LLC, Frank was 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, and Arcadia Consumer Health. His claims expertise covers brands such as Aleve®, Afrin®, Alka-Seltzer®, Bayer® Aspirin, Berocca®, Claritin®, Coppertone®, Dr. Scholl's®, Elevit®, Kaopectate®, MiraLAX®, Nizoral®, and One-a-Day®. Frank's experience includes basic and applied research, product safety, clinical research, consumer research, and claims approvals and defense, impacting products in US, Canada, Brazil, Europe, Asia and Russia.

Frank has over 30 scientific publications/abstracts and 4 patents, has received numerous scientific achievements and leader behavior awards. He holds a PhD 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 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 X contact hours, or X CEUs. For further information, visit www.iacet.org