



COURSE ID 3037

Formulate Products Backed by Successful Clinical Testing Results

Targeted Product Development with Clinical Claims in Mind for True Brand Success

DIRECTED BY

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ACCREDITED
COURSE

- Clinical Claims to Marketing Content
- Social Media Do's and Don'ts
- Designing Products for Claims
- Claims Support Rooted in Law, Science, and Media
- Key Performance Indicators for Digital Success
- How to Create Ads That Do Well on Social

about the course

What comes first? the product or the claim. Learn how to develop products and award-winning formulas with great claims in the proper order for success.

The rules and regulations regarding supporting advertising claims for cosmetics have not changed. What we need to focus on is how to create unique products built around claims – to give consumers what they want and build strong brands. 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. We'll discuss how to create good products that sell and claims that can be turned into ads for social.

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.

Live interaction with the instructor allows for dynamic discussions and clarifications.

For information on pricing, terms/conditions, Team Training, and other courses, please visit www.TrainwithCobblestone.com



For attendance verification and to maximize participation, participants attending the live training are required to use their webcam during the course. Microphones and speakers/headset are encouraged.

who should attend

This online training program is tailored for professionals within the personal care and cosmetic industries, research and development, formulating chemists, product development, digital team, and marketing.

It offers invaluable insights and strategies, particularly beneficial for social and digital marketing teams. Additionally, it addresses the pivotal role of product development professionals in bridging marketing demands with product creation. In an era of evolving paradigms, fostering alignment between product development and marketing teams is deemed essential for sustained success.

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
- Learn what the marketing team is planning to do with the claims from formulas

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 Friedle, 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-after's, consumer testimonials and all the support one needs from professionals in this new field.
 - Developed and presented by Ameann DeJohn, beauty industry professional, noted author, speaker and trainer, founder of Media Lab Science

Module 4

- The Ad Spend
- 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 Ameann DeJohn, beauty industry professional, noted author, speaker and trainer, founder of Media Lab Science

Question and Answer Session

Assessment Opportunity

course instructor

Steve Schwartz (science testing)

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 (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.

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.

additional faculty

Alexa Meera Singh (Associate at Davis & Gilbert LLP)

takes a creative approach to counseling agencies, advertisers and global brands. She addresses complex legal issues that arise in advertising, marketing and media activities, and helps clients navigate regulatory requirements of the Food & Drug Administration, Federal Trade Commission, Consumer Product Safety Commission, and other state and federal agencies while adhering to industry-specific mandates.

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 .2 CEUs. For further information, visit www.iacet.org