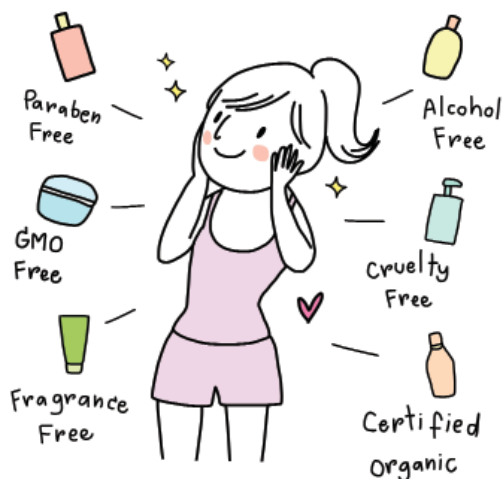


CTPA Seminar on Cosmetic Claims



What You Should Know Before Marketing and Advertising Cosmetics

11 December 2018



CTPA Members : £300 + VAT

Non-members : £400 + VAT

Light Refreshments, Lunch, Documentation &
Networking Reception Included

Registration from:	08:45
Seminar:	09:25-17:00
Networking Reception:	17:00-19:00

The Wolfson Theatre
Royal College of Physicians
11 St Andrews Place
London
NW1 4LE

CTPA Seminar on Cosmetic Claims

What You Should Know Before Marketing and Advertising Cosmetics

Overview

The day will provide delegates with an overview of the legislation in reference to cosmetic claims and advertising, whilst addressing the most recent hot topics (borderline, 'free from' claims, 'hypoallergenic', 'not tested on animals' as well as 'natural' and 'organic') with a special emphasis on digital advertising.

This seminar is designed for staff responsible for branding, marketing and advertising (including social media) and assessment and approval of claims for cosmetic products (including packaging, point of sales, online, social media, testimonials, TV, etc.).

By attending you will receive not only regulatory updates, but the tools to improve your expertise on cosmetic claims to assess the latest challenges and understand the principles of claims substantiation. A case study showing how this works in practice will finally lead into a debate with experts from the regulatory bodies contributing their thoughts.

At the event, CTPA will also be relaunching the CTPA Guide on Advertising Claims with new sections and updated advice for this continuously evolving industry.

Key Questions to be tackled at the seminar

- How do I assess whether my product is a cosmetic or a medicine?
- Are there limitations in the Cosmetic Products Regulation (CPR) on the claims I can make and on the way I substantiate them?
- How do I substantiate my claims?
- How do I use the information from my ingredient supplier and my testing house?
- Can I make 'free from', 'hypoallergenic', 'not tested on animals', 'natural', 'organic', etc. claims?
- Are social media posts and videos with my influencers considered advertising? How do I comply with the Advertising Codes?
- Are consumers' reviews and testimonials considered advertising?
- What are the global claims challenges that I need to be aware of?
- How can I best substantiate claims for broadcast advertising?
- I have developed an amazing technology that delivers a new benefit for the consumers. How can I demonstrate my innovation and make the best claims for it?

Key areas to be covered:

- UK, EU & International Regulatory Update
- Advertising Rules in the Digital Era
- Borderline Claims
- 'Free from', 'Hypoallergenic', 'Not Tested on Animals', 'Natural' & 'Organic' Claims
- Claims Substantiation, Study Design & Case Study



Who should attend?

Open to member and non-member companies of CTPA, staff working in regulatory, R&D, marketing, legal, design and PR, including all functions involved in branding, marketing and advertising (including social media) that assess and approve claims, marketing material and packaging.

The Day at a Glance...

An Industry Driven by Innovation

The cosmetics industry is a fast-paced and highly innovative sector that is driven by science. To remain competitive in a changing world, companies need to respond to the changing needs of consumers and facilitate access to innovative products globally. Claims and advertising are a key element for manufacturers to inform consumers of the product's attributes and to make their cosmetics stand out among competitors in order to be able to continue to invest in innovation.

However, to avoid legal challenges, companies should take into account borderline issues when considering specific functions and/or claims referring to eczema, spots, redness, sensitive teeth, hair growth, etc. CTPA has been working in collaboration with the Medicinal and Healthcare products Regulatory Agency (MHRA) on these topics and has produced guidelines which will be discussed at the seminar.

A 'Fit for Purpose' Regulation

In order to provide a fair and competitive market for companies and consumers, advertising and claims are subject to rules. The European Cosmetic Products Regulation (EU) No. 1223/2009 requires that cosmetic claims do not imply that products have characteristics or functions which they do not have, as well as put an obligation on the Responsible Person to hold relevant substantiation. However, the Regulation does not prescribe how the substantiation should be done. It is up to the Responsible Person to have a substantiation package that takes account of the level of claims and that assesses the level of evidence needed e.g. formula, testing, consumer feedback, etc. This event will provide attendees with an overview of the legislation and further practical advice on how to build a substantiation package. There will be a specific focus on new rules regarding 'free from' claims, 'hypoallergenic', 'not tested on animals' as well as 'natural' and 'organic'.

CTPA will also be relaunching its **CTPA Guide to Advertising Claims** with new sections and updated advice following the introduction of common criteria on cosmetic claims and the new Commission technical guidance that has a July 2019 implementation date.

An Evolving Advertising World

This seminar will also address the current and upcoming advertising challenges faced by cosmetic companies when engaging with new opportunities from evolving online advertising techniques such as influencer, native and affiliate advertising, as well as social media platforms such as Facebook, YouTube, Instagram, Snapchat and Twitter amongst others. Advertising Standards Authority (ASA) experts will remind attendees of the Advertising Codes and provide guidance on how to apply the rules to all advertising mediums, with a focus on digital.

Marketing & Advertising in Practice and Debate on Future Opportunities

The seminar will close with a case study showing the process of building claims substantiation and a debate with experts on how the industry can address the challenges from the evolving UK advertising landscape, whilst remaining compliant in this fast-moving consumer goods market.



Preliminary Programme

CTPA Seminar on Cosmetic Claims

What You Should Know Before Marketing and Advertising Cosmetics

11 December 2018

The Wolfson Theatre, Royal College of Physicians, London

08:45 Registration
Refreshments/Lunch
Seminar

The Wolfson Foyer
Osler Long Room
The Wolfson Theatre

09:25 Welcome & Introduction by Chair

09:30 SESSION 1 - An Industry Driven by Innovation

Principles of claims substantiation and how to build a claims substantiation package. How to adapt these principles to the latest innovative future trends. Cosmetics are becoming more and more advanced as the science evolves but how do you make sure you do not cross the medicinal borderline?

- Definition of cosmetic, how to avoid borderline issues
- Latest innovations and future trends
- Cosmetic Products Regulation
- Principles of claims substantiation
- How to advertise and demonstrate a new technology



11:30 Refreshments

12:00 SESSION 2 - A 'Fit for Purpose' Regulation

Latest developments in the regulatory landscape, focussing on hot topics relating to claims. But how can the Regulation adapt to a fast-moving, evolving marketing landscape?

- New claims in a consumer-driven industry
 - Technical document on cosmetic claims ('free from', 'hypoallergenic', 'not tested on animals')
 - CTPA/MHRA guidelines
 - ISO Natural and Organic
 - Sustainability/green claims
- New CTPA Guide on Advertising Claims



13:00 Lunch

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14:00 SESSION 3 - An Evolving Advertising World

Principles of traditional advertising, the level of substantiation required, the interpretation of the broadcast and non-broadcast codes, as well as the latest challenges of a digital world including social media.

- Traditional advertising
- The challenges of the digital world
 - global markets
 - influential and wide-reach
 - instant 'publishing'
- CAP Code updates for non-broadcast advertising



15:30 Case Study: A Claim Substantiation Journey

Practical examples of the actions and challenges in claims and claims substantiation and a step-by-step decision tree to give a better understanding of the journey of advertising material.

16:15 Debate

Challenges and opportunities for claims and claims substantiation in the UK advertising landscape.



17:00 Seminar End

17:00 **Networking Reception & Meet the Speakers**

Osler Long Room

19:00 Reception End

Venue & Travel Information

Seminar Location

The Wolfson Theatre
Royal College of Physicians
11 St Andrews Place
Regent's Park
London
NW1 4LE
Tel: +44 (0)20 7935 1174
Website: www.rcplondon.ac.uk



How to Get There

The Royal College of Physicians is centrally located with the main entrance and reception facing Regent's Park; off Outer Circle, 11 St. Andrews Place, Regent's Park, London NW1 4LE.

By tube, Regent's Park (Bakerloo line) and Great Portland Street (Circle, Metropolitan, Hammersmith & City lines) underground stations are only a few minutes walk away. Warren Street (Victoria and Northern lines) underground station is also within walking distance.

By car, the nearest public car park to the College is The Bucklebury Garage, Laxton Place (off Longford Street), London NW1 (open from Monday to Friday and the hours are 07:00hrs until 20:00hrs). NB: The College is outside of the London Congestion Charging Zone.

By bus, buses run from Paddington & Marylebone - take the 18, 27, 205, 453 or from Euston & Kings Cross - take the 18, 27, 30, 88, 205, 390

Hotels

London hotels are expected to be very busy during this period and early booking is advised. The College recommended hotel booking agent has negotiated discounted rates with the local hotels (below).

See www.rcpevents.co.uk/hotels for further information on special rates or contact res@hotelreservations.uk.com and quote RCP.

Melia White House Hotel (4*)
Albany Street, Regent's Park, London NW1 3UP
Website: www.melia-whitehouse.com

Holiday Inn Regent's Park (4*)
Carburton Street, Regent's Park, London W1P 8EE
Website: www.holiday-inn.co.uk

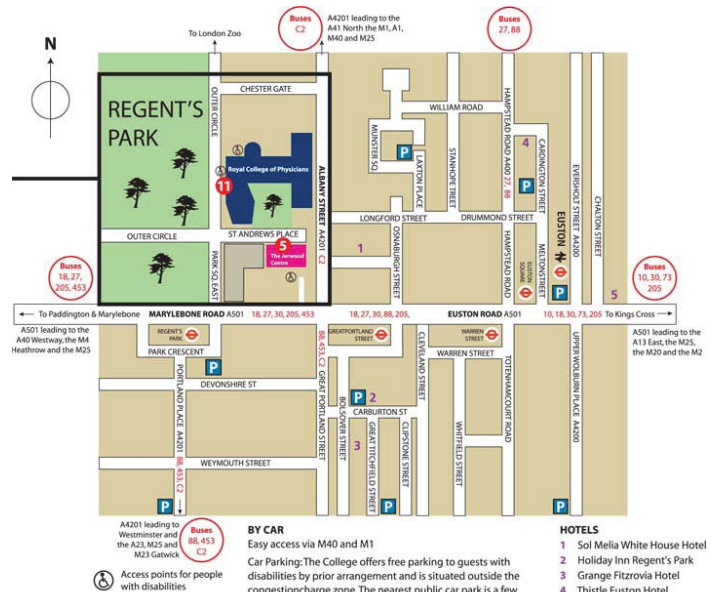
Thistle Hotel St Pancras (4*)
Cardington Street, London NW1 2LP
Website: www.thistle.com/hotels/london

The Grafton - Radisson Edwardian Hotel
130 Tottenham Court Road, London W1T 5AY
Website: www.radissonedwardian.com

Fitzrovia Grange Hotel (4*)
Bolsover Street, London W1P 7HJ
Website: www.grangehotels.com

Hotel Novotel London St Pancras (4*)
Euston Road, London NW1
Website: www.novotel.com

Grange Langham Court Hotel (4*)
31-35 Langham Street, London W1W 6BU
Website: www.grangehotels.com



BOOKING FORM
CTPA SEMINAR - COSMETIC CLAIMS
11 December 2018

The Wolfson Theatre, The Royal College of Physicians, 11 St Andrews Place, London NW1 4LE

DELEGATE PLACES ARE OFFERED ON A FIRST-COME, FIRST-SERVED BASIS ONLY

BOOKINGS AND PAYMENT MUST BE RECEIVED BY FRIDAY 30 NOVEMBER 2018

Please return form and payment* to: Julia Hewitt, CTPA, Sackville House, 40 Piccadilly, London, W1J 0DR, E-mail: jhewitt@ctpa.org.uk.

Cost (Includes Light Refreshments, Lunch, Documentation & Networking Reception)

Member Delegate Rate - £300 + VAT (Total Cost £360)

Non-member Delegate Rate - £400 + VAT (Total Cost £480)

Company Information

COMPANY:

VAT NO:

ADDRESS:

POST CODE:

Delegate Information (please print out form for each delegate)

TITLE:

FIRST NAME:

SURNAME:

JOB TITLE:

E-MAIL:

TEL:

SPECIAL REQUIREMENTS (Dietary/Access etc)

Payment Details

CHEQUE

Sterling cheques only - made payable to CTPA

CREDIT/DEBIT CARD

Forward completed booking as above then contact **Jana Mona** on 020 7491 8891 with your payment card details
Visa/Delta/Switch/Mastercard/Solo accepted

Please note we are unable to accept American Express or Diners Card

BANK PAYMENT

Please tick if paying by bank transfer and an invoice with payment details will be sent.

Payment (or submission of PO number) must be received before the event takes place

SIGNATURE OF ATTENDEE:

CTPA Privacy Statement

Here at the CTPA we take your privacy seriously and will only use your personal information to administer your CTPA membership and to provide the products and services you have requested from us. Please note that photographs will be taken on the day and that your name, job title and company will be included in the delegate list which is distributed to all attendees. Please read our privacy policy at: www.ctpa.org.uk

Terms & Conditions

Payments must be received by **Friday 30 November 2018** to guarantee a place.
Discounts may not be deducted under any circumstances.
Cancellations after 30 November 2018 will be liable for the full registration fee.
Replacement attendees (from the same company) may be substituted by prior arrangement at any time.
CTPA Company Registration No: 398046 VAT Registration No: GB 239992604
CTPA Registered Office: Sackville House, 40 Piccadilly, London, W1J 0DR.
Tel: +44 (0) 20 7491 8891 E-mail: info@ctpa.org.uk Web: www.ctpa.org.uk / www.thefactsabout.co.uk