CTPA Guide on Eczema Claims

This guide covers claims relating to adverse skin conditions including eczema, psoriasis, dermatitis, rosacea, acne and spots.

Products intended **to treat or prevent** eczema, psoriasis, dermatitis or other adverse skin conditions will be considered to be **medicinal products**. They do not fit under the definition of cosmetic products.
In cases where a product is on the borderline between cosmetics and medicines, the Medicines and Healthcare products Regulatory Agency (MHRA) will look at the overall presentation of the product, including the product name, and apply the tests set out in the Medicinal Products Directive 2001/83/EC. If a product appears to fall within both the definition of a cosmetic and the definition of a medicinal product it will be classified as a medicinal product. Therefore, care must be taken to ensure a cosmetic does not become a medicine by virtue of its presentation, its claims or its composition. Additional guidance on medicinal claims can be found in MHRA Guidance Note 8.

It is recognised that consumers with an existing adverse skin condition may wish to know if a cosmetic product is appropriate for them to use. Where this can be substantiated, the following wording may be added to the presentation:

"Also suitable for people who may be prone to eczema / psoriasis / dermatitis / rosacea / acne / spots"

However, MHRA's position is that use of this wording should not take the form of a claim. It is acceptable as long as it is not too prominent, does not distract from the cosmetic use of the product and only implies that a product will not exacerbate a skin condition. Only the exact wording above, in full, should be used (inserting relevant adverse condition as required).

"For eczema/dermatitis/psoriasis etc. prone skin"

This claim would be interpreted to be a **medicinal claim** as it specifically targets consumers with adverse skin conditions who may therefore expect the products to treat, prevent or at least soothe the symptoms of adverse conditions.

Classification is always made on a case-by-case basis as one of the key criteria to take into consideration is the overall presentation of the product. The only competent authority in the UK to decide if a product is classed as a medicinal product is the MHRA.

April 2019