

**CTPA Training**  
**'Cosmetic Claims – Principles and Practical Approaches'**  
**19-23 October 2020 - Virtual**



## **Programme**

- Pre-Event:**     **Regulatory Framework and Principles of Claim Substantiation**  
On booking, attendees will be sent a link to this CTPA webinar to watch before the training event
- 19 October**     **Building Blocks of Claim Substantiation**  
Substantiation for sensory claims and examples; substantiation for performance claims and examples, substantiation for ingredients claims and examples; substantiation for product aesthetics and examples; substantiation for comparative claims and examples  
**Speakers:**             **Steve Barton, Skin Thinking**  
                                 **Stewart Long, Cutest Systems**
- 20 October**     **Good Study Design**  
General principles, statistics principles, examples  
**Speaker:**             **Joyce Ryan, Joyce Ryan Consultancy**
- Working with A Testing House**  
Briefing to the testing house, how to interpret the data received, how to join the dots  
**Speaker:**             **Stewart Long, Cutest Systems**
- 21 October**     **Consumer protection law and CAP Code**  
**Speakers:**             **Elisabeth Erwin, Advertising Standards Authority (ASA)**  
                                 **Sophie Marchant, Advertising Standards Authority (ASA)**  
                                 **Competition and Markets Authority (CMA)**
- 22 October**     **Practical Case Study**  
Attendees will be involved in carrying out a practical case study to apply the knowledge gained during the previous sessions  
**Supporters:**             **Francesca Rapolla, CTPA**  
                                 **Nico Shaw Núñez, CTPA**
- 23 October**     **Emerging Claims and Reputational Damage**  
Discussion on emerging claims and CTPA position on positive messages to boost consumer trust and minimise reputational damage to the industry  
**Speakers:**             **Francesca Rapolla, CTPA**  
                                 **Speakers to be confirmed**
- Panel Discussion**  
**Panel includes:**       **Francesca Rapolla, CTPA**  
                                 **Nico Shaw Núñez, CTPA**  
                                 **Steve Barton, Skin Thinking**  
                                 **Stewart Long, Cutest Systems**  
                                 **Jane Eldridge, ASA**  
                                 **and more....**