

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....