



Information

As part of a broader approach to cosmetic claims, CTPA wants to continue to provide training opportunities for the industry, members and non-member companies, on the legal requirements and principles for cosmetic claims and their substantiation and is therefore organising the virtual training 'Cosmetic Claims – Principles and Practical Approaches'.

While Article 20 of EU Cosmetic Products Regulation and the Common Criteria Regulation provide specific requirements for cosmetic claims, cosmetic claims must also be substantiated with robust support. There are clear legal requirements and, more importantly, general principles for claim substantiation that must be understood and applied. This is not only to avoid consumers being misled, but also to minimise the reputational damage of the cosmetics industry (risking loss of safe ingredients, stricter regulations on claims) and encourage consumer trust in products, brands and the industry.

When?

The training will be held as a **virtual event** across **19-23 October 2020** and will comprise of **daily 2-hours sessions** running from **14.00 until 16.00**.

Objectives

- Improve understanding of the legal requirements for cosmetic claims.
- Improve knowledge around the general principles for claim substantiation and how to use them to assess claims compliance.
- Provide case studies and relevant considerations for minimising reputational damage to our industry.
- Promote the understanding and use of CTPA resources on claims.

What?

The preliminary programme is available here for download. The training will cover:

- the regulatory requirements for cosmetic claims in relation to cosmetic specific legislation, consumer protection law and advertising rules;
- general principles of claim substantiation;
- building blocks of claim substantiation and good study design;
- how to work with a testing house;
- practical case studies;
- CTPA resources and work on cosmetic claims.

CTPA staff will be accompanied by Stewart Long from Cutest, Joyce Ryan from Joyce Ryan Consultancy, representatives from the Advertising Standards Authority, representatives from the Competition and Markets Authority and other speakers and guests.

Who is it for?

It is for any person from members or non-member companies working in R&D, Regulatory and Compliance, Legal, Brand Marketing or Brand Managing and anyone else involved in the development and advertising of claims.