

CTPA Training
'Cosmetic Claims – Principles and Practical Approaches'
19-23 July 2021 - 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 July 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: Stewart Long, Cutest Systems

Claim Substantiation: Dossier and Data vs Claims

How to interpret the data of test results vs the claims made, how to adapt the claim to the data available

Speakers: Francesca Rapolla, CTPA

20 July 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 July Consumer protection law and CAP Code

Speakers: Elisabeth Erwin, Advertising Standards Authority (ASA)
Sophie Marchant, Advertising Standards Authority (ASA)
Nirav Shah, Competition and Markets Authority (CMA)

22 July Practical Case Study

Attendees will be involved in carrying out a practical case study to apply the knowledge gained during the previous sessions

Supporters: Ian Marlow, Walgreens Boots Alliance and
Chair, CTPA Claims & Advertising Working Group)
Francesca Rapolla, CTPA

23 July Emerging Claims and Reputational Damage

Speakers: Nico Shaw Núñez, CTPA

Environmental Claims

Speaker: Mike Coates, Competition and Markets Authority (CMA)

CTPA Focus Group Debrief

Speaker: Christine Lawson, CTPA