Cosmetic Claim Substantiation: Why and How?

A 90 min online short course
by Karl Lintner

Despite no harmonized regulation, consumers and governments are paying much more attention to cosmetic claims and have become much more demanding with regards to "proof" for these claims. For instance in Brussels, a commission has been created to start working around cosmetic claims standardization.

Improve your communication by scientifically proving the claims of your cosmetics or ingredients using reliable protocols and keeping costs under control.

On top of clarifying what "substantiated claims" mean in the cosmetics industry, this course will guide through the various ways to support your claims

Why you should attend:

1. Liaise more easily with independent labs by defining solid protocols (bibliography, in-vitro, in-vivo)
2. Develop claims that hold up under scrutiny, in a non-harmonized regulation environment
3. Strengthen your substantiation dossiers by reviewing practical examples of success, challenges and failures
Who is it for?
Formulators, R&D and lab managers, marketers at ingredient suppliers or cosmetics manufacturers

Outline

The following sections will be covered during this session:

1. **What are "cosmetic claims"**: short review of their history, legal situation, scientific background in pharma and cosmetic applications
2. **Why are they so necessary to cosmetic formulators/marketers at present?**
3. **What is the global situation**: differences between various countries shifting goalposts
4. **How to evaluate claims supplied for various ingredients?**
5. **Claim substantiation dossier - do’s and don’ts**:  
   - Based on literature?  
   - Based on in vitro data?  
   - Based on vehicle controlled clinical studies?  
   - Ingredient based or finished formula?
6. **Examples of success, challenges and failure**
7. **What claims are acceptable before becoming a drug claim?**

At the end of the training there will be a **Q&A Session** where you can pose questions to Karl Lintner. A transcript of all the questions & answers will be made available after the event.

Presented by Karl Lintner

Native of Austria, Karl studied Chemistry at the Technical University of Vienna to obtain a degree in chemical engineering; where the domains of pharma- and food-biochemistry attracted him most.

Two summer jobs at Sandoz (now Novartis) in Basel introduced him to peptide chemistry, the synthesis and biology of which he quickly found fascinating.

In 1973 he obtained a scholarship from the French Government to do PhD research work at the Nuclear Research Center Saclay. Subject: biochemistry and biophysics of vasoactive peptides (Angiotensin, Bradykinin). After receiving his doctorate in Biochemistry, he continued as a tenured scientist in the Center, with further work on various peptides and more than 30 published papers in the field.

In 1984 Karl joined the Henkel company in Düsseldorf, Germany, as an Applied Research lab manager, charged with creating and running a small team of chemists to develop and field test products and processes to improve sanit
tion on the dairy farm and in food industry. Microbiology, metal corrosion, detergency and foaming technology replaced studies of peptide receptor interactions...

1990: after his return to Paris, Karl accepted the position of Technical Director in the SEDERMA company, charged with developing active ingredients for cosmetic products. When Croda bought SEDERMA in 1997, Karl was named Managing Director (CEO), a position he held for 10 years. He then moved on to assume the role of Technical Advisor to the Croda Group.

In 2010 he left to set up his present Consultancy Company KAL’IDÉES which allows him to participate both in ingredient development and advising finished product formulators in many aspects of cosmetic research.

Karl also accepted a teaching position to help transmit some of his experience to the next generation of cosmetic chemists.

He is a member of the SCC (Society of Cosmetic Chemists USA, where he chairs the Committee of Scientific Affairs), a board member of SFC (Soc. Française de Cosmétique), and also a member of DGK (Deutsche Gesellschaft für Kosmetik), he presides the Scientific Board of Cosmetic Valley and served several years as an active member of EffCI, the European Organisation of Cosmetic Ingredients Industries. He is recently appointed as Associate Professor at the University of Versailles.

Past attendees feedback

Content: ★★★★★  Technical Level: ★★★★★  Speaker: ★★★★★  (71 evaluations)

Sanela K., from Kanebo Cosmetics:
"Excellent course to understand better the complexity of claiming and how to prove them!"

Laurence G., from Gurwitch Products:
"This course gave very good global perspective on the cosmetic claims and their regulations."

Michelle T., from Aveda:
"An Excellent Course! Gave good information on different regulatory bodies and different classes of testing."

Amanda D., from Alliance Packaging Group:
"Helpful to understand claims for EU products. Gave us more guidance to pass along to our Sales & Marketing department. Helped to clarify some questions on cosmetic vs. drug claims."

Venkatesh B., from Kemtek Pty Ltd.:
"Course was really good. Provided information on essential tests to be conducted & subsequent claims."
Past attendees profile

- R&D – Applied/Formulation/ Product development - 53%
- Corporate Management - 6%
- Basic Research - 12%
- Technical services / Customer assistance - 6%
- Regulatory Department – 12%


Next session: Wed. December 3, 2014 at 10 a.m. ET / 4 p.m. CET - Your local time

Fee:

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SpecialChem is not accountable for users' costs linked to participating in the Online Course, including but not limited to the phone and Internet connection fees. We provide local phone numbers when available.

Your registration includes:

- Pdf slides at least 24h before the live session
- 1h online short course by an independent expert
- Live interaction with the expert during the 30-minute Q&A session
- Q&A Transcript when you submit your feedback on the course
- Expert contact details to further discuss your projects
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Tips to optimize cost of attending

1. **Attend with your colleagues**: a REGULAR access allow 3 attendees sharing the same connection
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