



# CLAIMS SUPPORT FOR COSMETIC PRODUCTS

## From Regulation to Effective Implementation

NOVEMBER 25 - 27, 2015

### THE SEMINAR

Cosmetics claims legislation that came into effect in July 2013 is having a profound if not confusing effect on the industry. Many brand owners affected are still unaware of their obligations and the lengths they need to go to reach compliance. This 3 day intensive seminar brings together international recognized experts in the field of claims development, advertising and regulation, to provide an in-depth overview of the fundamentals and understanding of current EU-legislation cosmetic claims requirements compliance and what the future holds.

The focus of the seminar will be to provide the claims development principles and basics as they relate to the legislation in a concise yet comprehensive way. Practical demonstrations and group excursions will complement the lectures and further the understanding of claims development as well as a number of investigative techniques that are utilized to evaluate product efficacy.

### SEMINAR HIGHLIGHTS

- Claims and advertising – getting it right
- Legislation and the law
- Criteria for successful claims development
- What the consumer really thinks of claims
- Developing claims and the average consumer
- Raw material supplier responsibilities
- The realities facing the Responsible Person
- Future perspectives for claims legislation
- Practical demonstrations in the claims evaluation laboratory

### WHO SHOULD ATTEND

- Individuals with an interest in cosmetics claims development and the regulatory boundaries
- Product development
- Regulatory
- Claims substantiation
- Marketing
- Brand owners
- Responsible Persons

### LANGUAGE

All presentations will be in English.

### COURSE DIRECTORS



**Dr. Theresa Callaghan**  
CEO  
Callaghan Consulting International



**Dr. Chris Gummer**  
Consultant  
Cider Solutions Limited

### FACULTY



- Prof. Klaus-P. Wilhelm, Founder and Medical Director, proDERM
- Stephan Bielfeldt, CTO and Director Research, proDERM
- Dr. Arne Böhling, Division Manager Claims, proDERM
- Harald v.d. Hoeven, Scientific Director, CLR Chemisches Labor
- Dr. Kurt Richter
- Dr. Gerd Mildau, Chemical Director, Chemisches und Veterinäruntersuchungsamt Karlsruhe
- Dr. Harald Büttner, Chief Scientist Technology Scouting, Beiersdorf
- Tadej Feregotto, CEO, CEway
- Judi Beerling, Technical Research Manager, Organic Monitor

CLAIMS SUPPORT SEMINAR

THE SEMINAR

SEMINAR HIGHLIGHTS

FACULTY

## Day 1, November 25, 2015

12.00	Registration	
12.40	Shuttle Bus to proDERM Institute	
13.30 - 17.30	Fundamentals and Practical Applications of Claims Support Studies, Live Demonstrations at proDERM Institute	Introduction   Speaker: Klaus-P. Wilhelm
		Defying Age: How to Evaluate Wrinkles and other Age-Related Parameters
		Wet and Smelly: Hot Room and Sniff Testing for Evaluation of Antiperspirants and Deodorants
		Coffee Break
		Under the Sun: SPF: Static and Water Resistant, UVA-Protection and Anti-Aging Inflammatory Claims
		Hairy Issues: Biophysical Measurement of Parameters Relevant for Hair Cosmetics
17.30	Wine & Cheese	
18.30	Shuttle Bus to Hotel	
19:15	Arrival at Hotel - End of Day 1	

Stephan Bielfeldt,  
Arne Böhling,  
Marianne Brandt

## Day 2, November 26, 2015

8.00	Registration	
8.30 - 11:15	Session 1 - Claims Development - Legislation, Updates & Impact	The EU Regulation for Cosmetic Claims - Updates, Controversies and Risks   Speaker: Harald Büttner
		Making Sense of Claims Development - Not just Evidence   Speaker: Theresa Callaghan
		Claims Support by Clinical Studies - Stephan Bielfeldt
		Coffee Break
11:15 - 13.45	Session 2 - Claims Development - Consumer and Advertising Claims	The Consumer - Average or Enigma   Speaker: to be announced
		Claim Support for Advertising - Getting it Right   Speaker: Chris Gummer
		Lunch Break
13.45 - 15.30	Build your Claim - Team Exercise	Introduction and Rules   Speaker: Chris Gummer
		Group Work on Constructing and Supporting a Strong Claim
		Coffee Break
16.00 - 17.30	Session 3 - Controversies, Challenges & Opportunities	Presentation of Group Work Results & Discussion
		Claims Legislation and the Responsible Person - Facts & Controversies   Speaker: Tadej Feregotto
19:00	Cocktail Reception	
20:00	Workshop Dinner	

## Day 3, November 27, 2015

8.45 - 10.45	Session 4 - Controversies, Challenges & Opportunities	Making Organic Product Claims: Challenges and Opportunities   Speaker: Judi Beerling
		Cosmetic Claims: The Inspecting Authorities Perspective   Speaker: Gerd Mildau
		The Consumer and Testing Claims   Speaker: Ursula Loggen (requested)
		Coffee Break
11.15 - 13.15	Session 5 - Expert Endorsements for Claims	Seals & Endorsements   Speaker: Klaus-P. Wilhelm
		Claims Legislation & the Impact on the Raw Material Supplier-Formulating for Success   Speaker: Harald van der Hoeven
		Claims for Devices for Cosmetic Treatments   Speaker: Arne Böhling
		Wrap Up
		Lunch Break
14.00	Adjourn	

Full Registration

€ 1,435.-

This covers the seminar fee including practical demonstration, transfer to the proDERM facility, training material and catering during the seminar. Accommodation is not included and has to be paid separately.

Early Bird Rate

€ 1,285.-

Save € 150.- when registering before **31.03.2015**.

3+Discount

€ 1,219.75

15 % price reduction starting with the third attendee of one company.

Conference Coordinator



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Register Online: [www.proDERM-academy.com](http://www.proDERM-academy.com)