

Really Getting Under Your Skin:

How to Substantiate a Mind Claim

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Is there really a message in our cosmetic bottle?

- No message?
- Marketing hype, *i.e.*, only hope?
- Science?
- Both?

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Let's look at what advertisements tell us about this alleged message

- Three different types of cosmetic claims:
 - Emotive
 - Ingredient
 - Product

Matter claims

- New type of claim:
 - Quality of Life (QoL) claim

Mind claims

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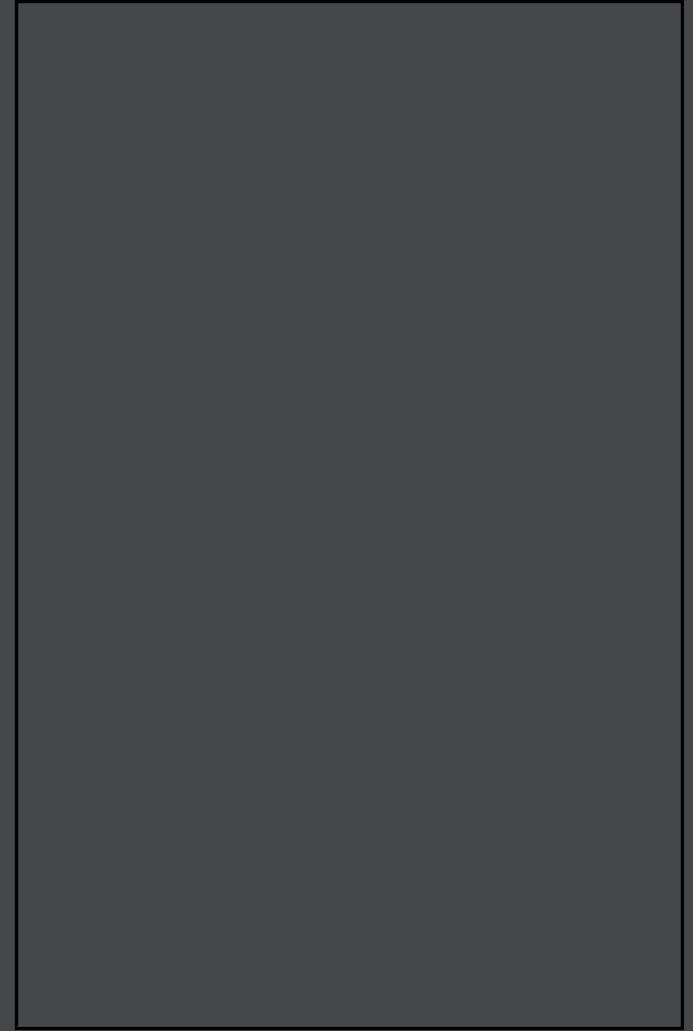




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There are three different types of cosmetic 'matter' claims

- Emotive claims:
 - Say nothing about the product, but refer to the consumer
 - Do not require substantiation
 - Are not really claims



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A second type of 'matter' claim is shown in this advertisement

- Vitamin C:

"An anti-oxidant that helps protect the new skin that's revealed"

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ASK YOUR PHARMACIST.
ASK YOUR DERMATOLOGIST.
ASK YOUR MIRROR.

Neutrogena
HEALTHY SKIN™

FACE LOTION
with SPF 15

- Vitamins A, C, E
- Pro-Vitamin Bs
- Alpha-Hydroxy Acid

© 1999 Neutrogena Corp.

Helps prevent premature lines and wrinkles.

An anti-oxidant that helps protect the new skin that's revealed.

An anti-oxidant that helps fight skin damage.

To build moisture levels and increase firmness.

To gently ease away the appearance of fine lines, blotches and discolorations.

Neutrogena®
DERMATOLOGIST RECOMMENDED



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This type of cosmetic claim is called an ingredient claim

Implies that the activity of ingredient is maintained in the product in which it is incorporated

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Helps prevent premature lines and wrinkles.

An anti-oxidant that helps protect the new skin that's revealed.

An anti-oxidant that helps fight skin damage.

© 1999 Neutrogena Corp.

This advertisement is an example of the third type of 'matter' claim

- “this newest Resilience with our exclusive “lift complex” revitalises mid-life skin. Within weeks, you’ll see the change. And enjoy the look of tighter contours, fewer lines, a new radiance”

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New lift. New life.

Resilience Lift

For Face and Throat SPF 15

It's here. Exactly the lift your skin needs to thrive through its forties, fifties and beyond. Luxurious feeling, intensely hydrating and energizing—this newest Resilience with our exclusive “lift complex” revitalizes mid-life skin. Within weeks, you'll see the change. And enjoy the look of tighter contours, fewer lines, a new radiance. In creme or lotion.

ESTÉE LAUDER



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This third type of 'matter' claim is called a product claim

- Claims that the product does deliver the effect, but often softened by the words 'helps to'

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ESTÉE LAUDER



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To study 'mind' claims, we have to go back to the future...

- “Two quick sprays to your tongue release the positive energy you need to find your inner calm again. Restoring your centre and focus, even after you’ve reached the end of your tether.”
- “Quality of Life” claims

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Yoga in a bottle.

Two quick sprays to your tongue release the positive energy you need to find your inner calm again. Restoring your centre and focus, even after you've reached the end of your tether. With the natural formula created by Dr Bach, in a bottle sized to fit any handbag, Rescue™ Remedy is the calming exercise you can do anytime, anywhere.

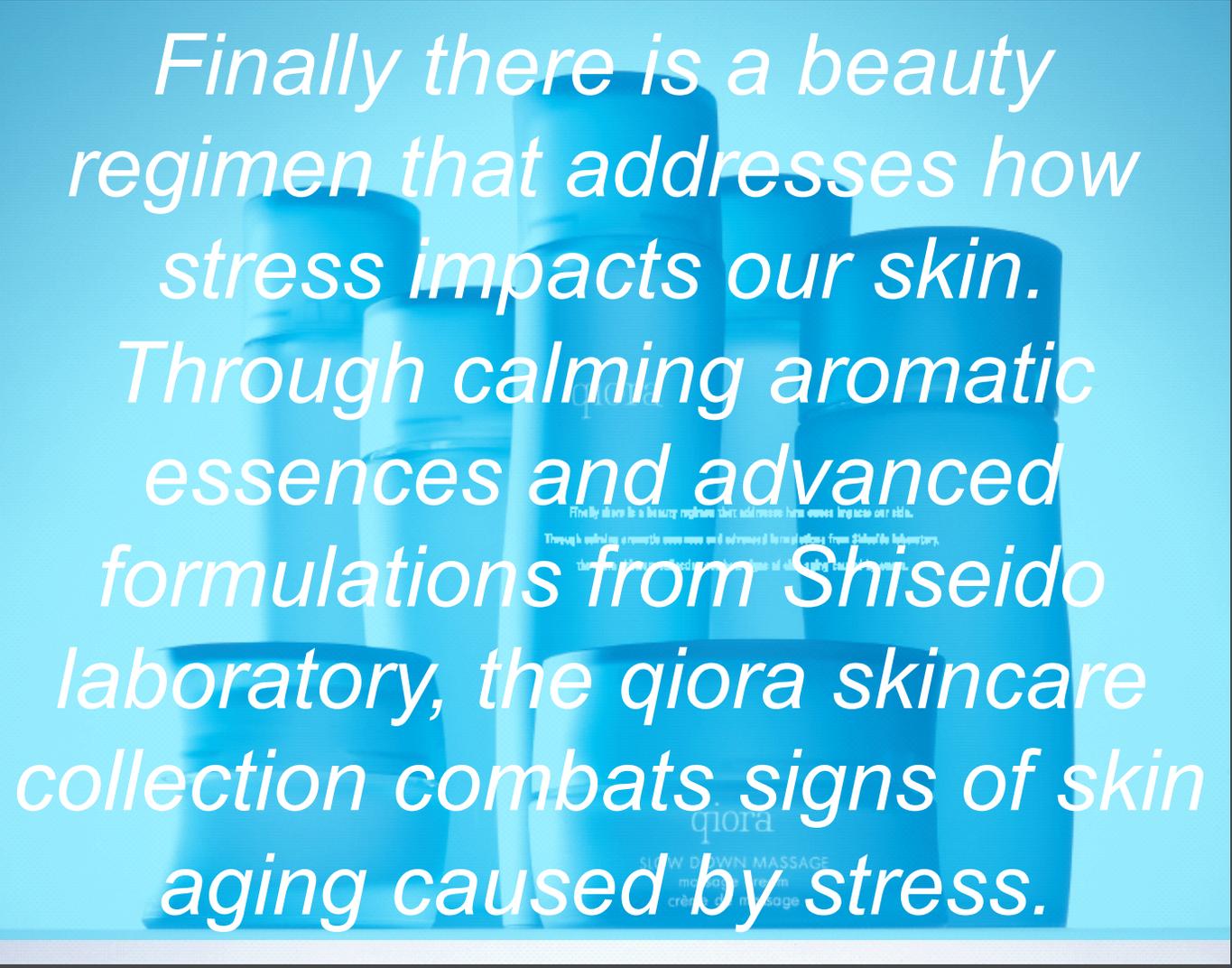
Look for Rescue Remedy at leading pharmacies, health food and grocery stores. *Bach*
ORIGINAL FLOWER REMEDIES
Always read the label.

Win an all-inclusive Spa holiday for 2. Enter online at www.rescueready.co.uk Free Prize Draw. Terms and conditions apply, no purchase necessary.



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Let's look at a recent, more cosmetic example...



Finally there is a beauty regimen that addresses how stress impacts our skin. Through calming aromatic essences and advanced formulations from Shiseido laboratory, the qiora skincare collection combats signs of skin aging caused by stress.

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Put up your hand if your answer is yes to the following question...

- Are you really worth it?
- Is “Healthy Skin™” really healthy?
- Does “Resilience Lift” really lift your skin?
- Can you really be positively energized?
- Can “qiora” really treat your stressed skin?

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Let me show you an example how to substantiate a 'matter' claim

Skin moisturising products or skin moisturising ingredients

Prof. Joke Bouwstra, Leiden, The Netherlands

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In summary, “mind” claims

...are a commercial exploration of the latest research linking nervous, immune, cutaneous and endocrine systems

...can be substantiated via questionnaires

...are unlikely to be universally the same claims

...are confirming common beliefs of consumers

...but only for those that believe

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Mind claims do not change the rules of cosmetic claim substantiation

#1: “Start with the Claim to design the Test”

#2: “Know the substrate”:
Innovative skin and brain research

#3: “Know the equipment”:
Questionnaires to measure brain activity

#4: “Know test design and biostatistics”:
Selection of volunteers
What is the placebo or control?

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