

# Four Basic Rules of Cosmetic Claim Substantiation

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# Let's see what we will do the next 25 minutes or so



Types of claims

Four Basic Rules for building effective claim substantiation packages

The role of regulation

Summary

# What actually is a Cosmetic Claim?



Claims for cosmetic products are statements made, usually in advertising, with regard to a product's functions (R. Schueller and P. Romanowski, C&T, January 1998)

For example:

"reduces the appearance of fine lines and wrinkles in 10 days"

"all day moisture"

"tangle free"

# But not every type of claim is the same!



Claims may relate to:

- Physico-chemical characteristics

- Chemical analysis

- Product performance

- Customer preference

# 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



# 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”

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.

DERMATOLOGIST RECOMMENDED

To build moisture levels and increase firmness.

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

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.

# This type of cosmetic 'matter' claim is called the ingredient claim



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

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Helps prevent premature lines and wrinkles.

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An anti-oxidant that helps fight skin damage.

**As such, the Ingredient Claim sounds not too attractive but think again!**



Ceramide story:

Elizabeth Arden

move across categories

Move across chemical boundaries

Frequency in Skin and Hair Care



## 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”

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

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



Product claims claim that the product does deliver the effect, but often softened by the words 'helps to'

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

# 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

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<sup>™</sup> Remedy is the calming exercise you can do anytime, anywhere.

Look for Rescue Remedy at leading pharmacies, health food and grocery stores.  Always read the label.

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



## 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.*

## Cosmetic Claims are.....



Controlled by regulation, e.g. BACC, ASA

Like an insurance document

***What's not in it,  
is not covered!!***

# Four basic rules of cosmetic claim substantiation are introduced



Four Basic Rules Formulated Around Four Basic Questions:

what would you like to claim?

what is changing?

how to measure the change?

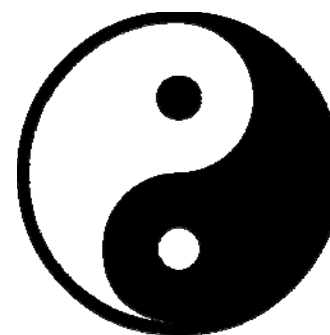
can you prove it changed?

# The First Rule of Cosmetic Claim Substantiation sounds so simple....



What would you like to claim?

Rule #1: Start from claim to design the test, not the other way round!!



Reasons:

It will give you the strongest support possible  
Avoids the "Why can't we claim X" situation



# The Second Rule of Cosmetic Claim Substantiation deals with biology

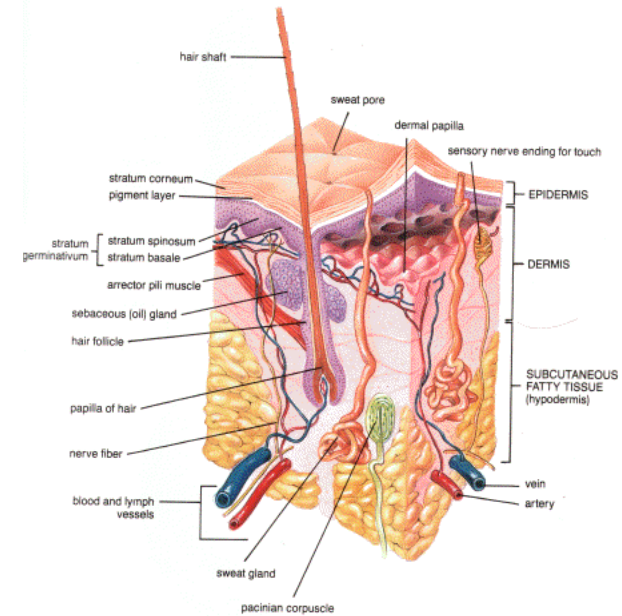


What is changing?

Rule #2: Know the physiology/  
your substrate  
nail)

Reason:

To allow identification of the right structure(s) /  
reaction(s) / principle(s) being measured

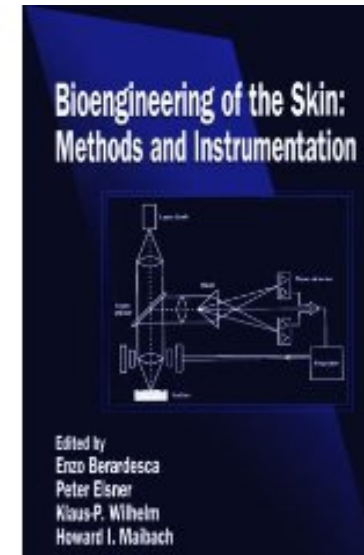


# The Third Rule of Cosmetic Claim Substantiation deals with equipment



How to measure the change?

Rule #3: Know the measuring principles of the equipment that could be used in your study

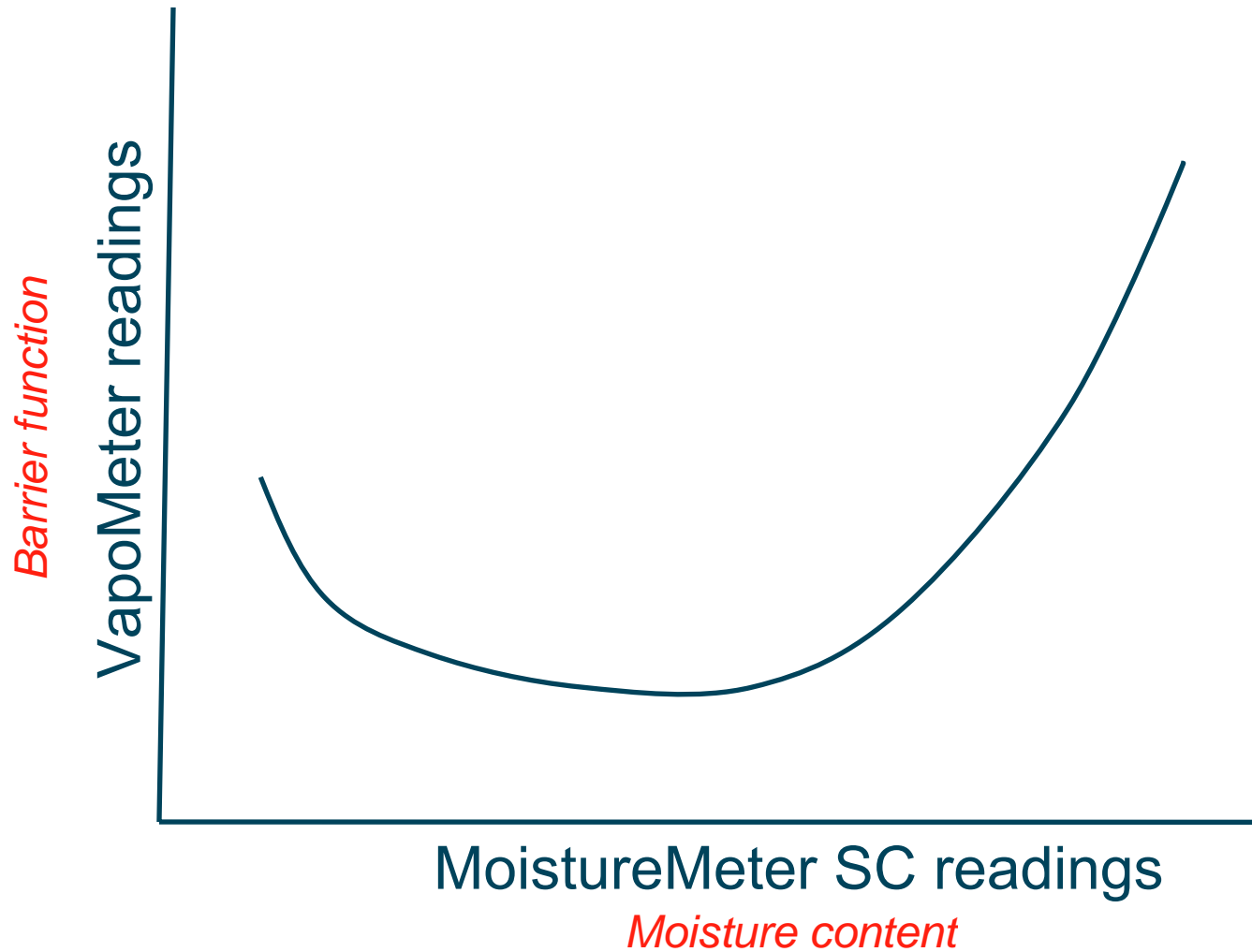


Example: What's the difference between the MoistureMeter SC and the VapoMeter?

**Of course, the two machines look different, but both measure water!**



But the two cannot simply be exchanged as shown by Marie Lodén

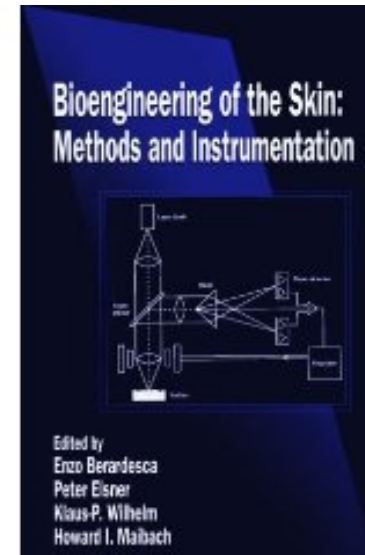


# The Third Rule of Cosmetic Claim Substantiation deals with equipment



How to measure the change?

Rule #3: Know the measuring principles of the equipment that could be used in your study



Reason:

To allow identification of the best measuring equipment for the structure / reaction / principle you would like to measure

# The Fourth Rule of Cosmetic Claim Substantiation deals with biostatistics



Can you prove it changed?

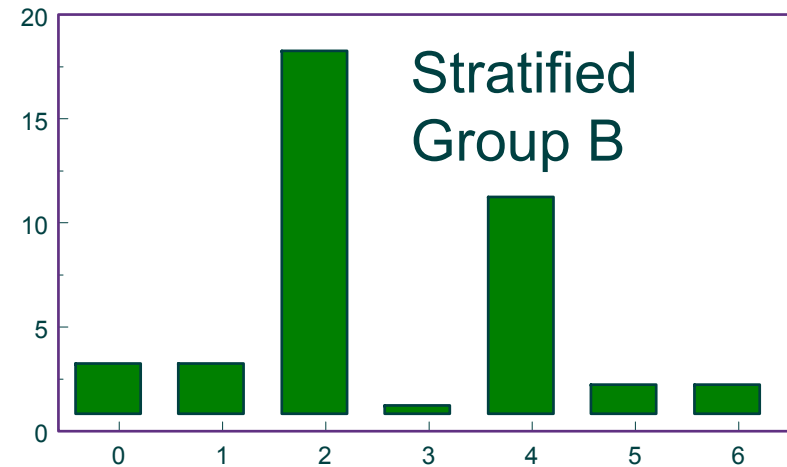
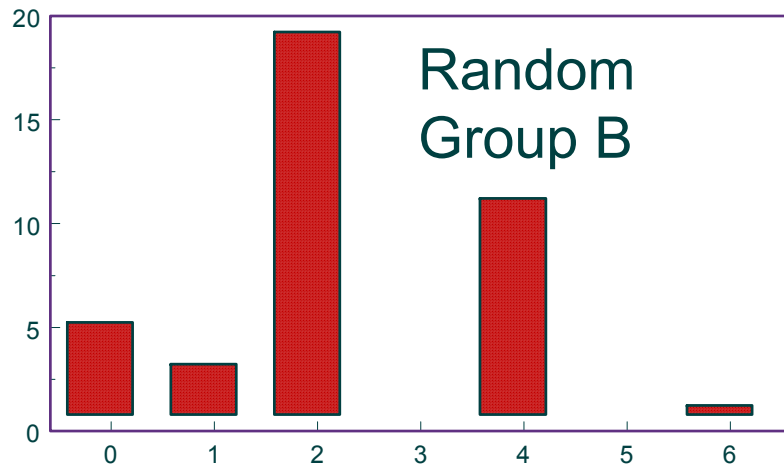
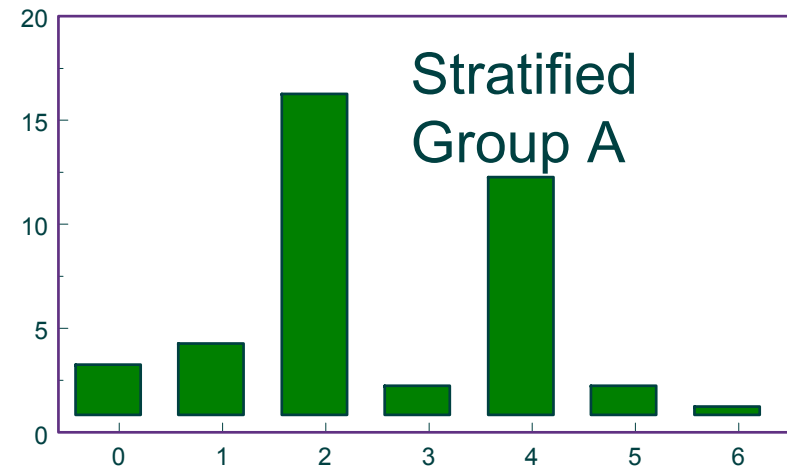
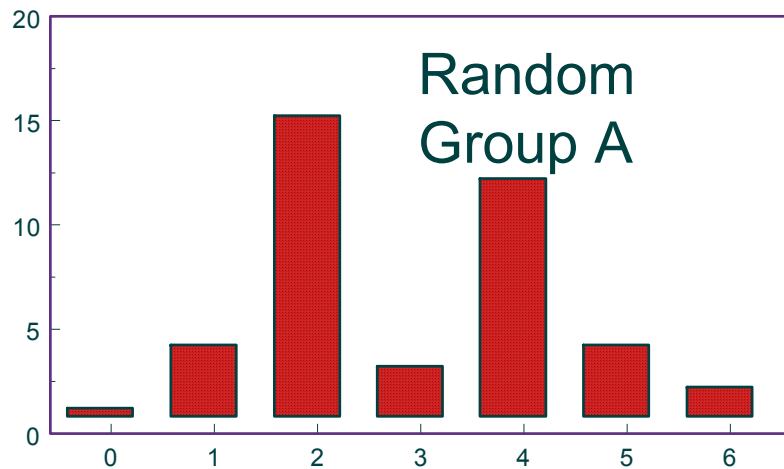
Rule #4: Know the study design and impact of biostatistics



Reason:

To increase the change to observe a statistically significant result

# The allocation of panellists to groups is a nice example of the Fourth Rule



# Another example is the calculation of the required number of panellists



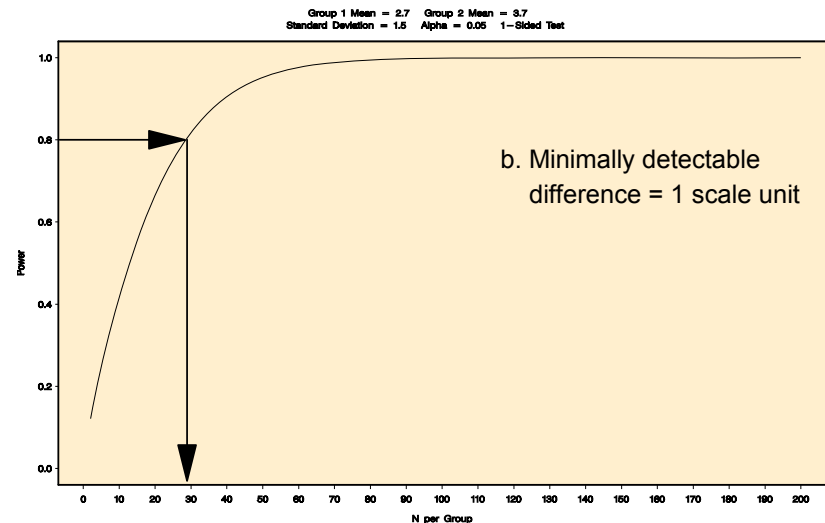
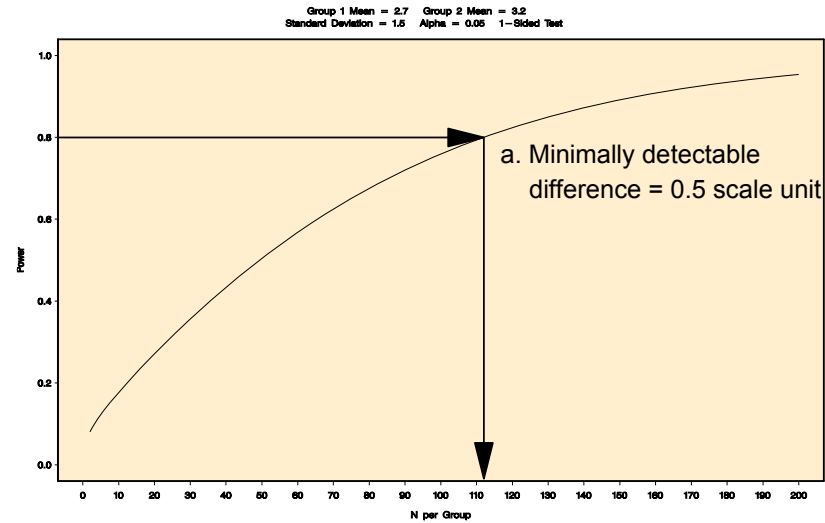
Depends on:

1. Variability in signal
2. Detectable difference
3. Levels of significance  
( $\alpha = 0.05$ ;  $\beta = 0.2$ )

Power of test =  $1 - \beta$

$$n \geq \frac{7.98 \cdot \sigma_n^2}{(\mu_1 - \mu_2)^2} \cdot \alpha \cdot \beta$$

$\int \alpha_n \cdot \beta = 7.98$  if  $\alpha = 0.05$   
and  $\beta = 0.2$





# Cosmetic Claim Substantiation seems to be a rather masochistic exercise



Regulation but also to protect the consumer:

Broadcasters/publishers are legally responsible

BACC - British Advertising Clearance Centre  
installed to do pre-vetting

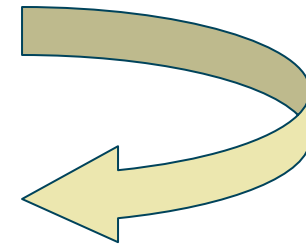
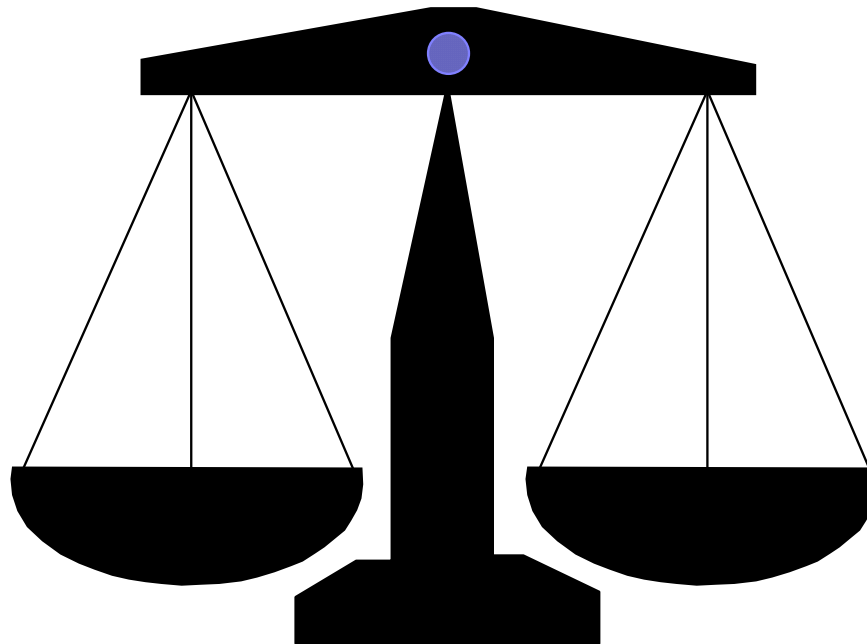
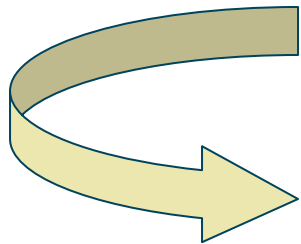
Communication between advertising agencies and  
scientists is key

# The Role of Regulation



Scientists  
Regulation  
Credibility

Business pressures  
Marketeers  
Advertising agencies



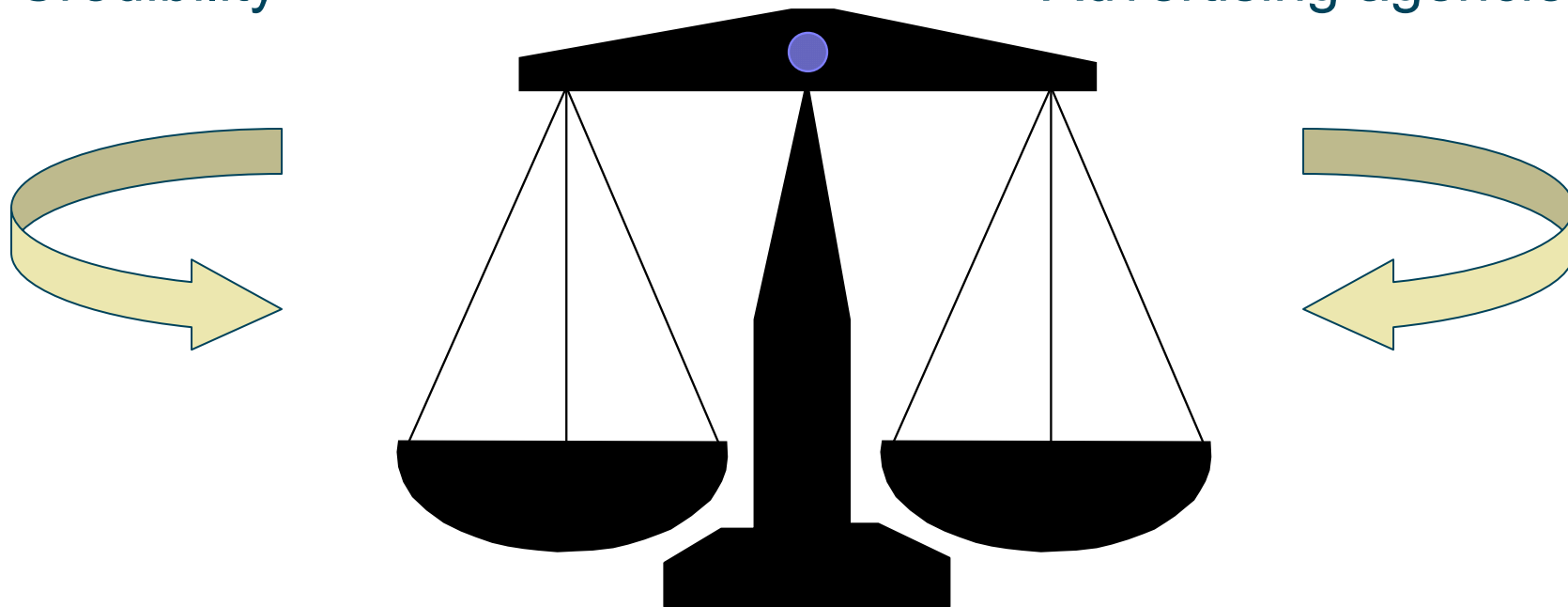
# The Future Role of Regulation



Scientists  
Credibility

Regulation

Business pressures  
Marketeers  
Advertising agencies



# Properly presented cosmetic claim substantiation packages are valuable to all



Justice to the product

Better informed customers

# Should there be a "Fifth Rule of Cosmetic Claim Substantiation"?



How about "Standard Operating Procedures" for cosmetic claim substantiation?

SOP's for measuring methodology is useful (see e.g. TEWL measurements): see EEMCO initiative European Group for the Efficacy Measurements on Cosmetics and other Topical Products

Each case of cosmetic claim substantiation is different, and therefore:

# No Fifth Rule of Cosmetic Claim Substantiation!



Creating "Standard Operating Procedures for Cosmetic Claim Substantiation" will lead to uniform tests, and thus claims and therefore products

Claim support requires creativity to meet the needs of the customer

# Let me quickly repeat what I said about cosmetic claim substantiation...



Types of claims

## Four Basic Rules of Claim Substantiation

what do I want to claim

what is changing

who do I measure that change

can I prove it has changed

Regulation is a partner, not an enemy!!

# Who Do We Do This All For?



## Consumer vs. legislative authorities

Nobody has said, “Thank the good lord your collagen molecules are no longer hopelessly tangled!” but one friend did comment, “You look good! Have you changed your makeup?” on a day I wasn’t wearing any. I think you can count that. And I, who have been wearing my face every single day for more than forty years, think it looks and feels better, and that you can count double. □

MIRABELLA JANUARY 1999