

Best Practices for Current and Futuristic Cosmetic Claims.

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Abstract: The cosmetics industry's self-regulatory system is an important tool for promoting innovation by adopting a dynamic and flexible approach to rapidly evolving technology and market conditions. As marketing and product presentation plays an important role in the cosmetics industry, various claims linked to cosmetic products are made in order to persuade consumers of their efficacy.

Best practices for cosmetic claims must be used and frequently reviewed to protect the consumer, promote fair competition and maintain a positive image of the industry with the continuous development of new products. The difficulty with this approach is ensuring compliance with the common claims criteria on a case-by-case basis.

This presentation will address the current situation for consumers with regard to claims. With future developments of products in the 'grey area', an overview will be given on how the consumer could be protected from misleading claims in the industry by providing an outline of possible solutions. We will also discuss whether the self-regulatory initiatives are sufficient to protect the consumer from misleading claims and whether there is a need for claims to undergo an authorisation procedure in order to ensure an accurate reflection of product efficacy.

To be covered:

- 1)** Quick overview of the current EU Common Claims Criteria for cosmetic products
- 2)** Questionable claim language: past and present
 - a.** Free from claims: Examples of how they can mislead but also help the consumer.
 - b.** 'Tip-in' ingredient claims: Discussion of claims such as 'high shine hair serum containing Argan oil' when the majority of the formulation is silicone.
 - c.** Cruelty Free claims: Discussion on why the animal testing loophole exists and how the complex situation could be better communicated with the public.
 - d.** SPF claims: The ISO standard for *in vivo* SPF testing has high inter-laboratory variability giving rise to ethical concerns.
- 3)** Thinking forward for future cosmetic claims and how support can be offered to the Responsible Person
 - a.** Is the self-regulatory system sufficient to protect the consumer against advancing claims in the grey area?
 - b.** Should claims undergo an authorisation procedure to ensure that these are clear, accurate and based on scientific evidence?