

 Science in a Bottle  

Best Practices for Current and Futuristic Cosmetic Claims

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Agenda

- Overview of the EU Claims Regulatory Framework
- The European Advertising Standards Alliance (EASA) Cosmetics Advertising Audit 2015
- Best Practices for Current Cosmetic Claims
- Best Practices for Futuristic Cosmetic Claims

EU Claims Regulatory Framework

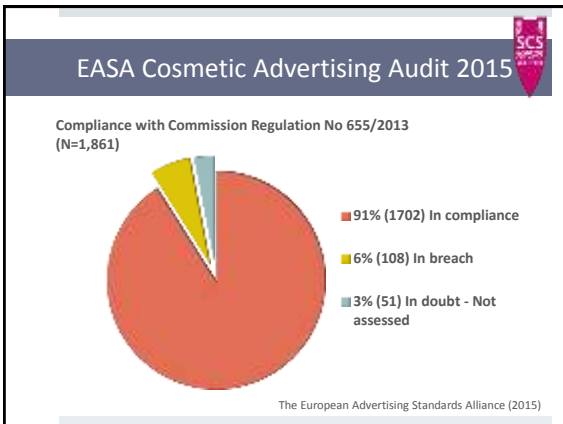
- Cosmetic Regulation (EC) 1223/2009: Article 11(2)(d) & 20
- Commission Regulation (EU) No 655/2013
- Directive 2005/29/EC on Unfair Commercial Practices
- Directive 2006/114/EC on Misleading and Comparative Advertising
- International Chamber of Commerce (ICC) Code of Advertising and Marketing Communication Practice
- Other national codes exist

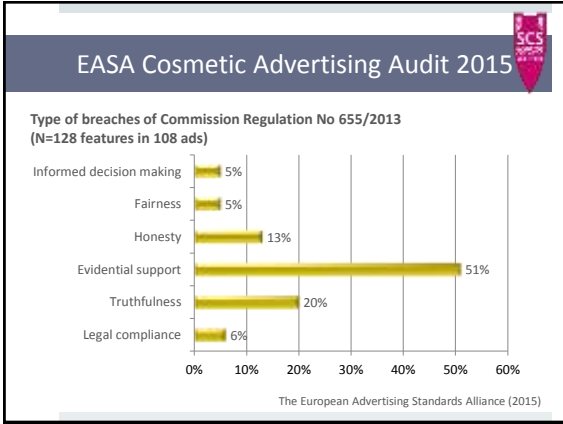


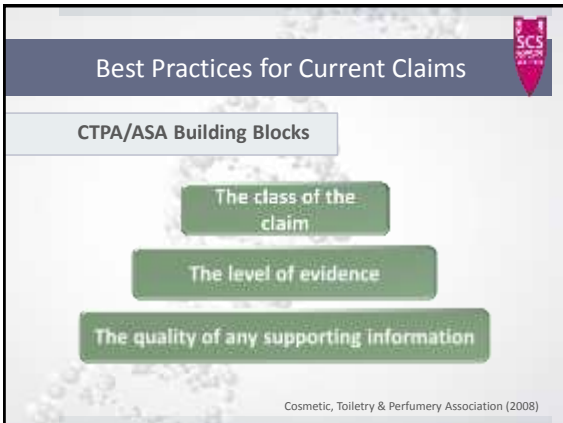


EASA Cosmetic Advertising Audit 2015

- Non-profit organisation based in Brussels representing the advertising industry in Europe
- Examined compliance with EU claims regulatory framework
- Assessed implementation of Cosmetics Europe Charter and Guiding Principles – June 2012
- Independent audit by SROs belonging to EASA
- 6 countries: France, Hungary, Italy, Poland, Sweden, UK
- 577 television and 1,284 print advertisements







Best Practices for Current Claims

Free-from

X Five Swedish advertisements used denigrating ingredient claims such as 'paraben free' EASA (2015)

✓ Information for ethical/religious sensibilities

The chemical structure shows a benzene ring with a hydroxyl group (-OH) and a paraben ester group (-COO-OR) attached to it.

Best Practices for Current Claims

Animal Testing

- X** *Eight Italian advertisements claimed mere compliance with legislation such as 'not tested on animals'* EASA (2015)
- ✓** Company philosophy statement regarding animal testing and Cruelty Free



Best Practices for Current Claims

Sun Protection

- X** *Two Italian advertisements created the impression that their sunscreen products could provide complete protection from UV radiation* EASA (2015)
- ✓** Simple, clear and standardised protection and usage claims



Best Practices for Current Claims

Sun Protection

Cosmetics Europe Recommendations

- N° 23: Important Usage and Labelling Instructions for Sun Protection Products, 2009
- N° 25: Use of Appropriate Validated Methods for Evaluating Sun Product Protection, 2013

Best Practices for Futuristic Claims

- Further reliance on guidance documents?
- Harsher sanctions for non-compliance?
- Adoption of a third 'cosmetic-drug' category?
- Establishment of an authorisation procedure?

Science in a Bottle

Thank You For Listening!

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Cosmetic Science

<http://www.arts.ac.uk/fashion/courses/integrated-masters/msc-cosmetic-science/>

References

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References




Image Sources

- ❑ **Cruelty Free.** Source: https://www.crueltyfreeinternational.org/sites/default/files/leaping-bunny-image/LeapingBunny_0.png
- ❑ **Episkin.** Source: <https://image.jimcdn.com/app/cms/image/transf/none/path/s8326b5953e1426e6/image/i720effe723af51a1/version/1391506343/iimage.jpg>
- ❑ **Episkin Test.** Source: <https://pbs.twimg.com/media/Bo9NvPICMAA7Htx.png>
- ❑ **Moisturiser.** Source: <http://naturalnigerian.com/wp-content/uploads/2014/08/cosmetics-banner.jpeg>
- ❑ **Paraben Structure.** Source: <https://upload.wikimedia.org/wikipedia/commons/1/15/Parabens.png>
- ❑ **Sunscreen.** Source: <https://www.exhalespa.com/blog/wp-content/uploads/2015/07/sunscreen-summer-skin-vit-d-1200x1200.jpg>
