

Preliminary Programme

CTPA Seminar on Cosmetic Claims

What You Should Know Before Marketing and Advertising Cosmetics

11 December 2018

The Wolfson Theatre, Royal College of Physicians, London

08:45 Registration
Refreshments/Lunch
Seminar

The Wolfson Foyer
Osler Long Room
The Wolfson Theatre

09:25 Welcome & Introduction by Chair

09:30 SESSION 1 - An Industry Driven by Innovation

Principles of claims substantiation and how to build a claims substantiation package. How to adapt these principles to the latest innovative future trends. Cosmetics are becoming more and more advanced as the science evolves but how do you make sure you do not cross the medicinal borderline?

- Definition of cosmetic, how to avoid borderline issues
- Latest innovations and future trends
- Cosmetic Products Regulation
- Principles of claims substantiation
- How to advertise and demonstrate a new technology



11:30 Refreshments

12:00 SESSION 2 - A 'Fit for Purpose' Regulation

Latest developments in the regulatory landscape, focussing on hot topics relating to claims. But how can the Regulation adapt to a fast-moving, evolving marketing landscape?

- New claims in a consumer-driven industry
 - Technical document on cosmetic claims ('free from', 'hypoallergenic', 'not tested on animals')
 - CTPA/MHRA guidelines
 - ISO Natural and Organic
 - Sustainability/green claims
- New CTPA Guide on Advertising Claims



13:00 Lunch

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14:00 SESSION 3 - An Evolving Advertising World

Principles of traditional advertising, the level of substantiation required, the interpretation of the broadcast and non-broadcast codes, as well as the latest challenges of a digital world including social media.

- Traditional advertising
- The challenges of the digital world
 - global markets
 - influential and wide-reach
 - instant 'publishing'
- CAP Code updates for non-broadcast advertising



15:30 Case Study: A Claim Substantiation Journey

Practical examples of the actions and challenges in claims and claims substantiation and a step-by-step decision tree to give a better understanding of the journey of advertising material.

16:15 Debate

Challenges and opportunities for claims and claims substantiation in the UK advertising landscape.



17:00 Seminar End

17:00 **Networking Reception & Meet the Speakers**

Osler Long Room

19:00 Reception End