

US Cosmetic Claims: How to be attractive yet non-misleading?

What Can You Claim?



A 90 min online short course

By Norman F. Estrin. Ph.D

More info and register: [US Cosmetic Claims:How to be attractive yet non-misleading?](#)

Cosmetic manufacturers are in front of a real challenge: creating claims that are attractive enough to stand out on the shelves, yet keeping within a cosmetic intended use... Sadly, the boundary between cosmetics & drugs is not so obvious.

Craft attractive yet non-misleading cosmetic claims for the US market.

Norman Estrin (> 35 years of experience handling OTC drug and cosmetic industries FDA regulatory issues ...) will guide you sharpen your judgement skills by helping you:

- Clarify the **cosmetic / drug fine line**
- Practice on **avoiding drug claims** with an interactive quiz

Why you should attend:

1. **Avoid issues with FDA, FTC...** by understanding rules set by FD&CAct / FPLA for **cosmetic labelling**
2. Get **fresh ideas** to phrase your cosmetic claims by benefiting from **expert's advice** and suggestions
3. **Sharpen your judgement skills** by practicing on **real claims** (anti-aging, anti-wrinkle, slimming...)



Who is it for?

Marketing, R&D, Regulatory & Corporate Management dealing with cosmetic claims for the US market & interested in minimizing regulatory risks.

Outline

Norman Estrin, who helps companies **develop lower risk claims** for the US market as part of his consulting practice, will cover:

The following sections will be covered during this online course:

1. **Cosmetics Claims at the Cosmetic/Drug Interface: Who Regulate Claims?**
2. **What make a difference between Cosmetic Claims & OTC drug? (The importance of Intended Use)**
3. **Elements Reviewed by Regulatory Bodies to establish Intended Uses**
4. **Practical Advice to minimize problems with claims**
5. **Real Case Studies from FDA warning letters**
6. **Mini Quiz: Distinguish between Cosmetics & Drug Claims**
7. **Trade Shows/ Import Regulations & Internet Promotions**
8. **Product Liability**

At the end of the training there will be a **Q&A Session** where you can pose questions to Norman F. Estrin.

A transcript of all the questions & answers will be made available after the event.

Presented by Norman F. Estrin. Ph.D



Dr. Norman F. Estrin, Ph.D. has had over 35 years of experience in handling scientific and technical and FDA regulatory issues in the medical device, OTC drug and cosmetic industries.

ECG's services for the cosmetic, and OTC drug industries include labeling reviews, where Dr. Estrin assesses regulatory risks of proposed claims and proposes lower risk alternative claims. He also assists companies in addressing U.S. Customs problems.

Dr. Estrin holds a doctorate in physical-organic chemistry from *Florida State University*. He was Regulatory Affairs Certified by the Regulatory Affairs Professional Society. He created and edited books on cosmetic, drug and medical device regulation as well as the *International Cosmetic Ingredient Dictionary*. He currently serves on the board of *Maven Biotech* and was co-founder of *Discovery Pharmaceuticals, Inc* and *Réma, LLC*, a cosmetic company.



Past attendees feedback

Content: ★★★★★ Technical Level: ★★★★★

Speaker: ★★★★★ (166 evaluations)

Danielle B. , from SkinMedica:

"Excellent, a knowledgeable industry leader!"

Agota C. , from Neal's Yard Remedies:

"Very good! I can understand FDA or FTC expectations better. "

Michelle M. , from Benefit Cosmetics:

"Very good examples of real life situations!"

Soyini W. , from Coty Inc.:

"The content and materials covered provided a good overview of advertising and claims compliance issues and best practices."

Véronique L. , from Lise Watier Cosmétiques Inc.:

"Gave us a good understanding of US requirements in terms of labelling as compared to Canada RA framework. I also found useful information about online publicity & web access to US consumer. "

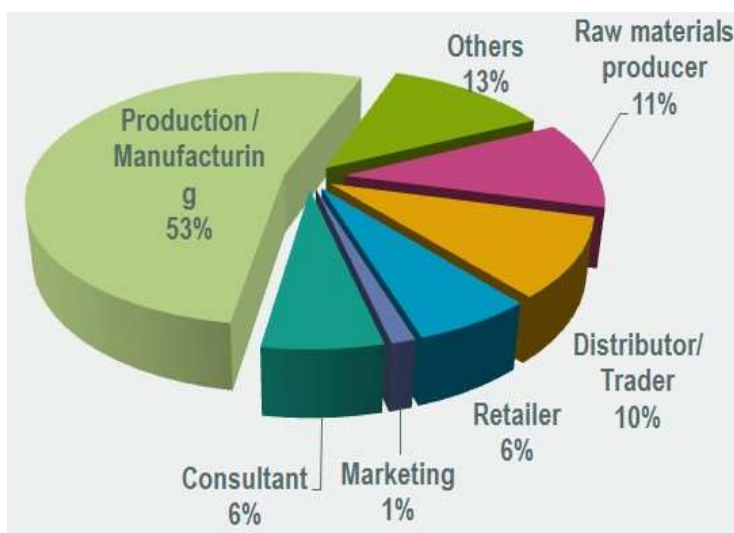
Michel T. , from Alticor Inc.:

"Norman Estrin was excellent. He was very clear and his power point presentation was thorough which allowed me to follow the presentation actively without having to take a lot of notes. This is one of the best presentations I have ever attended in my 12 years of legal practice."

Meagan C. , from Aesop:

"An excellent course! Clarified a lot of issues related to cosmetic / OTC claims in the US."

Past attendees profile



- Regulatory department. – 35%
- R&D – Applied/Formulation/ Product development- 21%
- Marketing -14%
- Basic Research - 10%
- Corporate Management - 6%
- Other Department – 14%

Procter & Gamble, Markwins, Kao Brands, Unilever USA, DSM Nutritional Products Ltd., Beauty Avenues, APIVITA, Bayer MaterialScience LLC, Reckitt Benckiser, SCA, Alliance Boots, Technical Compliance Group, The Green People Co Ltd, Avon Products Inc, Busch+Lomb, EuroCos Consultants, Reichhold...



Next session: Thu. October 20, 2016 at 10 a.m. ET / 4 p.m. CET - [Your local time](#)

Fee:

	Regular Access	Group / Multi Access
Number of attendees	Up to 3 attendees	Up to 10 attendees
Number of connections (1 Internet Access)	1 connection	Up to 3 connections
Fee (Currency Converter)	€ 290	€ 580

SpecialChem is not accountable for users' costs linked to participating in the Online Course, including but not limited to the phone and Internet connection fees. We provide local phone numbers when available.

Your registration includes:

- **Pdf slides** at least 24h before the live session
- **1h online short course** by an independent expert
- Live interaction with the expert during the **30-minute Q&A session**
- **Q&A Transcript** when you submit your feedback on the course
- **Expert contact details** to further discuss your projects

Why train with SpecialChem?

- Our 500 000+ members from the chemical industry help us **tailor trainings to your needs**
- Our course catalogue has been refined over the years (since 2003) to improve **pedagogy & content quality**
- **2000 of your peers** are trained by us every year
- **97% satisfied attendees** in 2015



Tips to optimize cost of attending

- 1- **Attend with your colleagues**: a REGULAR access allow 3 attendees sharing the same connection
- 2- Purchase **Online course Credits** in advance, you can save
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Contact us for more details (online-courses@specialchem.com)

Attending an Online Course is EASY !

