



Cosmetic Claim Support

On-pack claims are an important part of cosmetic product marketing. They come in a variety of forms including claims made for specific ingredients, formulation efficacy or even what the formulation does not contain. However, the key for all cosmetic claims is that they must be substantiated.

EC No 1223/2009 - Article 20:

"In the labelling, making available on the market and advertising of cosmetic products, text, names, trademarks, pictures and figurative or other signs shall not be used to imply that these products have characteristics or functions which they do not have".

Claim substantiation can come in several forms including; laboratory testing, technical expertise and raw material scientific studies. It is important to use the appropriate substantiation for the claim used. A Common Criteria for claims is expected to be provided by the European Commission at some point in 2016.

The Safety Assessor will need to review all claim substantiation data as part of the CPSR.

Your claim support information must be kept in the Product Information File and may be requested by a Competent Authority and other Regulatory bodies. MSL can provide support on made claims and can also offer advice on what other claims could possibly be made for your product.

