



CfPA

The Center for Professional Advancement
Accredited Technical Training Worldwide
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ON-DEMAND Online Training Course

Global Cosmetic Regulations: Going Green History, Global Market Trend, Consumer Behavior & Business Strategy

Location: Your Computer

Offering # 0811-709

Priority Code: 520

WHO SHOULD ATTEND

This course is designed for professionals in the personal care, cosmetic and pharmaceutical industries engaged in all aspects of product development, including those involved in:

- Research & Development
- Marketing & Technical Sales
- Regulatory Affairs
- Technology & Formulation
- QA & QC

LEARNING OBJECTIVES

Upon completion of this course, the participants will be able to:

- Explain the meaning and history of the green movement in the cosmetic industry
- Describe the current global green cosmetic legislative direction
- Describe the social-economic and market trends of the greening of cosmetics
- Summarize the controversial issues over responsible sourcing, toxic cosmetics concerns and global counterfeiting problems

COURSE DESCRIPTION

The cosmetic industry is going green. To place a personal care product successfully in today's market requires more than superior formulation and attractive packaging; the current marketing language in vogue is "green", including phrases such as natural, organic, botanical, etc. Factors for successful marketing should take into consideration the current market trends & demands, regulatory framework & compliance requirements, scientific learning on performance, efficacy and safety. This 90-minute **accredited** online course will provide a historical background and explain how it leads to today's vibrant greening of this industry. Also discussed will be an analysis of the business outlook of the green cosmetic market, consumer behavior research and proactive business planning strategy

Module 1: Global Green Movement

- The Meaning of Green
- Historical Origin & Social-Economic Trend
- Global Market & Consumer Behavior

Module 2: A Brief Overview of the Global Green Legislative Trend

- From Chemicals to Cosmetics
- Who's the Trendsetter
- Current World Regulatory Affairs on Natural & Organics

Module 3: Product Stewardship Issues & Business Impact

- Responsible Sourcing of Green Materials
- Chemico-Phobia
- Concerns Over "Toxic" Cosmetics
- Troubled Water Ahead: The Global Counterfeiting Issues

Question and Answer Session

COURSE DIRECTOR

Wen Schroeder, President of SEKI Cosmetics, LLC.

ACCREDITATIONS



The Center for Professional Advancement has been approved as an Authorized Provider by the International Association for Continuing Education and Training (IACET), 8405 Greensboro Drive, Suite 800, McLean, VA 22102. In obtaining this approval, The Center for Professional Advancement has demonstrated that it complies with the ANSI/IACET Standards which are widely recognized as standards of good practice internationally. As a result of their Authorized Provider membership status, The Center for Professional Advancement is authorized to offer IACET CEUs for its programs that qualify under the ANSI/IACET Standards.

REGISTRATION

TUITION* - **Single Rate: U.S.\$99.00 per person** **Group Rate: U.S.\$99.00 per person****

Register at www.cfpa.com. Enter **Course Offering#0811-709** into **Quick Jump**. To register use **Priority Code: 520**.

For Questions and Information call Customer Service at 732-613-4500.

Please Note: Multiple participants are not authorized to share access provided to a single registrant, a single dedicated seat license must be purchased for each individual. CfPA reserves the right to cancel access or collect the group rate payment if this requirement has been violated. Only registered participants will receive accreditation.

ABOUT ON-DEMAND:

Our pre-recorded on-line training courses are available for viewing at your convenience at your computer. Register for a CfPA on-demand course, your registration will be processed within two (2) business days, after payment and registration are complete you will receive an email from olinetraining@cfpa.com with your password to access the on-demand course. You will have two (2) business days to view the course. You **MUST** complete all polls and the course evaluation to receive your accreditation certificate for this course.

TERMS AND CONDITIONS

***Payment:** Tuition payable in US funds net of all charges. Payment is due at time of registration in the form of a credit card. Please contact CfPA's Customer Service for other payment options.

****Group Rate:** The Group Rate is for two or more enrollments, up to five registering from the same company at the same time. For groups of six or more, please contact Customer Service for group pricing. **Cancellations/No Show: "Live"** - Registrants may cancel up to two working days prior to the course start date and will receive a letter of credit to be used towards a future course up to one year from date of issuance. No credit will be issued for no-shows and/or cancellations less than two working days prior to the course. : **"On-Demand"** - No refund or credit will be issued for no-shows and/or cancellations of on-demand training courses. CfPA is not responsible for any outside related costs incurred by registrant's cancellation.