

# Cosmeceutical Products, Market and Claims

## Global Market Trend, Consumer Expectation & Claims Substantiation

Location: Your Computer Offering # 0902-702 Priority Code: 520

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### WHO SHOULD ATTEND

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

- Research and Development
- Marketing and Technical Sales
- QA and QC Professionals
- Technology, Formulation and Product Development
- Regulatory Affairs
- Business Decision Makers

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### LEARNING OBJECTIVES

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Upon completion of this training, you will be able to:

- Describe the current global cosmeceuticals market and consumer expectation
- Describe the current global regulatory framework concerning cosmeceutical products
- Summarize the allowable and questionable claims and compliance strategy
- Demonstrate the regulatory enforcement of claims substantiation via real life case studies

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### COURSE DESCRIPTION

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The cosmeceutical products have been going through an explosive growth in the past ten years. Discovery of new anti-aging medical interventions, coupled with new functional active ingredients, provide a fertile innovation ground for product developers. This 90-minute accredited training discusses current scientific and regulatory affairs a product developer needs to take into consideration for successful commercialization of any cosmeceutical product.

How are cosmetic products regulated in terms of advertising and promotion? Are cosmeceutical products a new regulatory sub-category of cosmetic products? Or are they regarded as medicinal products? The confusing and often contradicting global regulatory definitions and requirements can lead to a marketing nightmare. In this highly regulated world, a company can not measure its success simply via its ability to come up with the most scientifically advanced formula with measurable and effective skin care benefits. At the end of this course, the participants will learn the tools to help them walk the fine line when marketing their cosmeceutical products.

#### **Module 1: Definition of Cosmeceuticals**

- Marketing language commonly encountered
- Major world market overviews
- Consumer expectation

#### **Module 2: A Brief Overview of the Global Relevant Regulations**

- Drugs vs. Devices vs. Cosmetics
- Product Labeling & Advertising

#### **Module 3: Claims Substantiation—Regulatory Enforcement Case Studies**

- US Examples: FDA; FTC; NDA
- Other examples

**Question and Answer Session**

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### TUITION AND REGISTRATION

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

Register at [www.cfpa.com](http://www.cfpa.com). Enter **Course Offering #0902-702** 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.

For more information see reverse side ⇨



**CfPA**

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## COURSE DIRECTOR

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**Wen Schroeder**, President of SEKI Cosmetics, LLC.

Wen Schroeder, is a consultant in global regulatory affairs, chemical regulations & management, and cosmetic formulation & product development. She has over 20 years of personal care product development and pharmaceutical research experience with 30+ US patents and numerous foreign filings.

Ms. Schroeder has degrees in Pharmacy & Environmental Science specializing in Environmental Toxicology & Law. She is a RAC-certified Regulatory Affairs professional experienced in the regulations of cosmetics, food, OTC drugs, and chemical management and served on the Personal Care Products Council's Air Quality Committee and is active in the Society of Cosmetic Chemists, the Drug Information Network, and the Regulatory Affairs Professional Society. She is scientific advisor to Taiwan Government External Trade Development Council.

Ms. Schroeder writes regularly for cosmetic & personal care journals and teaches professional courses on cosmetics, FDA and EPA regulations. Her contribution has resulted in three recently published textbooks on cosmetic science & regulatory affairs. She is a Director at the Center for Professional Advancement for many courses on topics including "REACH", "GHS", "Cosmetic Regulations", "Biocides, Plant Protectants, Preservatives & Pesticides", and "Sunscreen Technology & Product Development".

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## ACCREDITATIONS

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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.

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## WHO WE ARE

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The Center for Professional Advancement (CfPA) is the largest accredited technical training organization in the world with a curriculum of approximately three hundred and fifty short courses in 18 industries including Pharmaceutical, Biotechnology, Medical Device, Chemical, Cosmetics, Food and more.

Since our founding in 1967, we have successfully trained nearly a half million people worldwide in topics ranging from basic and introductory concepts to new advances and cutting-edge technology, and current U.S. and European regulations. CfPA courses are offered in a variety of formats – Public offering, Client Site and Online- to fit you or your company's training needs

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## COURSES OF INTEREST

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- **Ingredients for Cosmetics and Toiletries**  
course id# 971
- **In Vitro Testing Methodologies**  
course id# 2161
- **REACH: Registration, Evaluation and Authorization of Chemicals**  
course id# 2145
- **Food Supplements, Additives and Herbal Medicines–An Online Course**  
course id# 2257
- **Sunscreen Technology and Product Development**  
course id# 2017
- **Biocidal and Plant Protection Products in the EU: Borderlines and Overlaps–An Online Course**  
course id# 2218
- **Preservatives and Biocides in Consumer Products–An Online Course**  
course id# 2221
- **Global Cosmetic Regulations: Going Green–An Online Course**  
course id# 2226

### 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](mailto: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.

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## TERMS AND CONDITIONS

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**\*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.