



## Claim Substantiation and Skin Aging Seminar Ontario Canada SCC Chapter September 18<sup>th</sup> 2014 Educational Day

### Seminar Description

The FDA and the FTC are carefully watching cosmetic products for non- substantiated misleading claims. If the claim is indeed misleading the consumer and drives to a purchase of a product that will not deliver its premise- this is an ethical matter. With the skin care industry striving to produce safer products, it should also further stream its scientific resources towards testing products for their activity on the skin and provide fair translation into claims. Common criteria for justification of claims are a challenging aspect in product development since it needs to be customized for the purpose of use and nature of the product developed. Of specific growing interest are claims associated with prevention and affecting skin aging and its clinical manifestation. This seminar is tailored to provide key aspects in the establishment of best practice to be applied in experimental design and tie it into the regulatory framework rationale. Examples for skin aging claims will be discussed as well as correlation to current scientific knowledge in skin aging key biochemical cascades.

#### 8:00 - 8:30 AM: Registration

#### 8:30 - 10:00 AM:

Cosmetic vs. physiological claims  
FDA requirement for "substantial evidence"  
Translation of data into fair claims  
The stratum corneum structure  
Structural changes  
Skin aging

#### 10:15-12:00

The function premise - translation of data into claims:

*In vitro* studies:  
Enzymatic studies  
Cell cultures  
Skin penetration

#### 12:00-1:00 Lunch Break

#### 1:00-2:30 PM

Identifying site of activity  
The therapeutic index concept  
Clinical study design:  
Panel size and statistical significance  
Validity of pilot runs  
Subjective vs. quantitative evaluation  
Consumer feedback and questionnaire  
Activity of raw materials vs. finished formulation  
Duration of activity

#### 2:45 - 4:30 PM

Ethical consideration  
Review and summary

### Seminar Instructor

Nava Dayan, PhD, is founder and president of a skin science and research consultancy serving the pharmaceutical, cosmetic, and personal care industries. Dr. Dayan's 24 years of experience in the greater skin care segment, have yielded more than 150 publication credits in numerous industry-respected journals four books, as well as an In-Cosmetics Gold Award for innovation and commensurate recognition from the NYSCC and the CRS for excellence. Dayan holds a PhD in pharmaceuticals from the Hebrew University in Jerusalem and is the bearer of several patent applications for original work in skin actives and delivery systems. Dr. Dayan services focus on innovation, bridging technology to industry, identifying paths in product development, efficacy claims, safety assessment, skin absorption, increased efficacy and strategies to attenuate adverse effects.