

15th World Conference on Cosmetic Dermatology & Skin Diseases

September 25-26, 2019 | Lisbon, Portugal

AYTON GLOBAL RESEARCH

Global advertising standards and consumer studies

Our customers often require guidance with regards to which type of studies to conduct to ensure they are advertising their products in a legally compliant way in all territories they are marketing the products. This lecture will define what a consumer study is, with reference to global advertising standards. It will also allow the audience to understand the difference between a clinical and a consumer study and the types of claims that can be made by one or the other. Consumer studies include details of any adverse reactions suffered by the population and this lecture covers how this constitutes additional safety data for the PIP/PIF. It focusses on the efficacy claims made about products, including the naming of the products, the effects that they may achieve and how the data is interpreted.

There are time constraints within the R&D process that necessitate the use of a research company with a very broad reach, in terms of overall number and location of volunteers. This is because any well-augmented study will include a highly specific set of inclusion and exclusion criteria, particularly when making claims such as “all skin types”, “for sensitive skin” or “suitable for babies” claims. The topic of acute or short term and chronic or long-term skin conditions is tantamount to the success of a study and this lecture will cover suitable methods of profiling participants including how to obtain medical approval. This lecture covers the capture and presentation of adverse reaction data and how dermatologists and toxicologists can access this for the purpose of efficiency and safety.

Children and Babies: What considerations should be made with regards to ethics approval?

Bio Oil: Scars are considered to be a medical issue and cosmetics only provide temporary effects. How are the two reconciled?

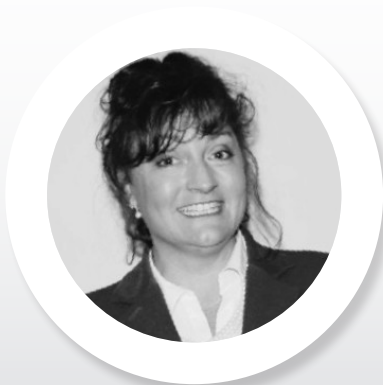
Adult Eczema: How are adults diagnosed?

Acne: Is it a cosmetic or a medical condition?

Biography

Susan Ayton is the Founder and Managing Director of Ayton Global Research and inventor and owner of Ayton System Software. She has designed and ran consumer studies for over 250 international clients including large high street chains such as Marks and Spencer, Sainsburys, Superdrug, Wallgreens Boots Alliance, and The Body Shop, as well as global brands such as Oriflame, Temple Spa, Sanctuary and Neal's Yard Remedies. Susan has been nominated three times for the Who's Who of Britain's Business Elite, has recently won the Mendip Family Business Award, won a place in the International Business category, and has received a further nomination for this category this year

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