



## Cosmetic Claims

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### Abstract:

A cosmetic claim is a statement used with the purpose of marketing for a cosmetic product that describes its benefits & attributes and is often regulatory controlled. There are three important aspects when creating a cosmetic claim; understanding the consumer, understanding the regulatory requirements, and understanding the research tools to be utilized in providing evidence to the claim. Once all aspects are well covered, the creation of a strong claim requires coverage of four main criteria. First criteria is a claim that stems from a consumer insight; a consumer-focused rather than a product-focused claim is a strong and effective way to create a memorable claim. Second, is a claim that can be measured, for example: “ full grey coverage after the first use”. Third, the claim needs to be supported by the right evidence; depending on the claim objective this evidence can either be scientific based (lab tests) or consumer based (testimonial). The fourth criteria for a strong claim is being legally compliant. A currently trending topic on cosmetic claims is the use of “Fairness” for some multinational companies, one which lead some of the industry’s leaders to remove fairness related claims from their products. This is a subject of debate as a “fairness” claim has different connotations in different markets & cultures.

### Biography:

Noran El Bosseli is a business professional specialized in the Health & Beauty sector. For over 13 years, she has worked on a wide variety of Health & Beauty categories to launch brands, grow brands and enter new markets. Her journey was associated with some of the industry’s product & electronic gurus such as L’Oréal, Dabur India, PHILIPS as well as new market entrants such as Emami International



El Bosseli has worked extensively in the Health & Beauty sector in her home country Egypt as well as other markets in the EMEA region: UAE - KSA - Lebanon - Algeria - Morocco - Turkey -France

During her career path, El Bosseli grew brands in a variety of premium and mass segments of the following categories: Hair Care & Styling - Skin Care - Color Cosmetics - Male Grooming - Fragrance - OTC health drugs - Electronic Beauty

In 2020, El Bosseli founded Bosyard Consultancy firm along with her seasoned partner, specialized in the Health & Beauty sector with a shared vision of building a Cosmetic business enterprise that becomes a hub to SMEs. With the help of their multinational exposure to markets & business practices, the partners aim to link with market talents at different stages to offer them professional and applicable services in the areas of: Linking Business Partners -New Market/Category assessment - Business Planning & Commercializing - Brand Building

### Publication of speakers:

1. <https://www.fda.gov/cosmetics/cosmetics-labeling/cosmetics-labeling-claims>
2. <https://www.ctpa.org.uk/resources-claims>
3. <http://www.scientificspectator.com/documents/personal%20care%20spectator/Wiechers-The%20Basic%20Rules%20of%20Cosmetic%20Claim%20Substantiation.pdf>

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