

**Excerpt from: Help! I'm Covered in Adjectives - Cosmetic Claims & The Consumer  
Second Edition  
by Theresa M. Callaghan**

Discover the truth behind developing cosmetic claims with insights from a seasoned cosmetic claims specialist and skin scientist. In this enlightening journey, readers will unravel the complexities of cosmetic products and their claims, separating fact from fiction in a world saturated with consumer misinformation and promises of transformation.

**Types of Claims and Where We Find Them** *"...We find cosmetic claims everywhere — we just can't get away from them, and we are exposed to them day and night. From getting up in the morning and showering, shaving, hair washing, toothbrushing, moisturising, deodorising, applying makeup and fragrance — we just can't seem to completely escape them!"*

Designed for both consumers and industry professionals alike, this book bridges the gap between the cosmetic counter and the laboratory. Gain confidence in navigating the array of claims flooding the market, while professionals deepen their understanding of claims development and regulatory compliance.

**How Claims Are Made and Substantiated.** *"Evidence is much more than testing to see if a product works since "key steps in any claim development process are consumer insight, product raison d'être, claim development strategy, the body of evidence, and communication. If the cosmetic industry cannot get these processes right, it does not matter what the trendy claim might be. They may well fail in the overall compliance. Non-compliant brands must realise their impact of non-compliance on the industry credibility, consumers, employers/companies and loss of revenue, integrity, and more..."*

Readers will also explore the multifaceted world of cosmetic claims, from understanding consumer insights to navigating regulatory frameworks. The author examines the anatomy of claims, the science behind substantiation, and the challenges posed by consumer driven misinformation and industry greenwashing.

**Claims in a Green World Gone Grey - Greenwashing & Sustainability**

*"If there was only one claim that deserved to be 'kicked-into-touch' then it is the 'clean beauty' claim. A seemingly if not reckless misnomer at the very least! The term "clean beauty" is often considered a misnomer because it lacks a standardised definition and can be interpreted in various ways by different individuals and companies...Ultimately, ambiguity and lack of clear standards associated with the term "clean beauty" contributes to its status as a misnomer, as it can lead to confusion, greenwashing and (dis-) misinformation within the beauty industry..."* The key issues are discussed.

Of course the impact extends beyond individuals and insiders. Influencers, startups, and journalists also find invaluable resources within these pages. Influencers learn to influence responsibly, startups gain essential insights for navigating the industry, and journalists become more circumspect in their language.

## **Chapter 10 : Misinformation - Challenges, Consequences & Solutions**

*“There is nothing more dangerous than someone who wears their ignorance as a badge of honour.”*

By the journey's end, readers should gain a deeper appreciation for the complexities of the cosmetics industry and the key role of claims development in shaping truthfulness and consumer perceptions. *“Love the skin you're in - it is uniquely yours”*