



**Example study checklist and assessment questions:
Certificate in Cosmetic Claims and Labels**

Pace yourself! Set your short term due dates here	Tick when each time completed	Item/Unit
		Watch Apply Compliance to Promotions lecture 1
		Read sections 1, 1.1, 1.2, 1.3 and 1.4 in detail and complete all parts of Activities 1.1 and 1.2 to get a thorough understanding.
		Watch Apply Compliance to Promotions lecture 2
		Read all remaining parts of section 1. Read all parts of section 2 in the text and practice with the worked examples and activities in the text.
		Work on Assessment Questions: Complete Q1.1, 1.2 & 1.5. Prepare the ingredient list and as much of the labels as possible for questions 1.4 and 1.6.2.
		Watch Apply Compliance to Promotions lecture 3.
		Read all of section 3 and 4 of the text and through Appendix A and C. Complete Activities 3.1 and 3.2 to practice getting your claims and changes right.
		Work on Assessment Questions: Finalise your claims and final checks for the labels in Q1.4 and 1.6.2; complete Q1.3 and 1.6.1
Only submit your Assessment when ALL sections of ALL questions have been completed.		
Happy studying ☺		



Assessment Questions for Section 1: Apply compliance requirements in the promotion of personal care products (cosmetics)

1.1 Answer T (true) or F (false) to the following statements:

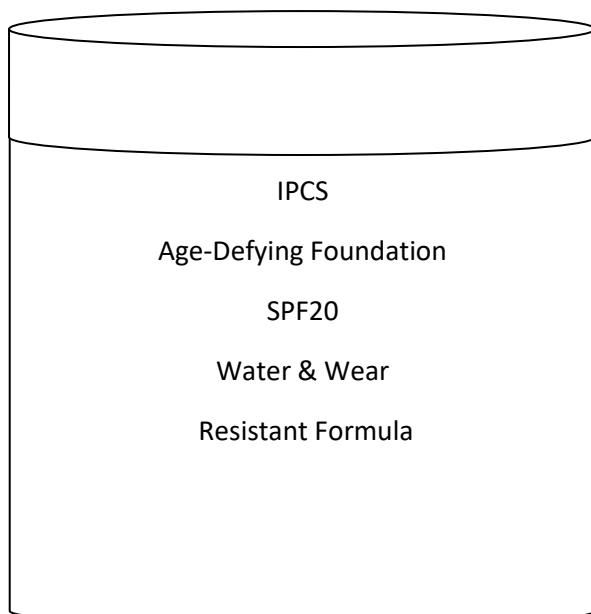
T or F ?	Statement...
	Free samples don't need ingredient lists.
	A cosmetic product sold around the world can claim a rating up to SPF50 so long as appropriate evidence is held.
	A product can claim fragrance free if it only contains essential oils.
	A product can claim 'free from parabens' if it is in fact free from parabens.
	Its not okay to link to an external website where traditional medical use of herbs is provided.

1.2 What promotional activities are subject to compliance requirements?

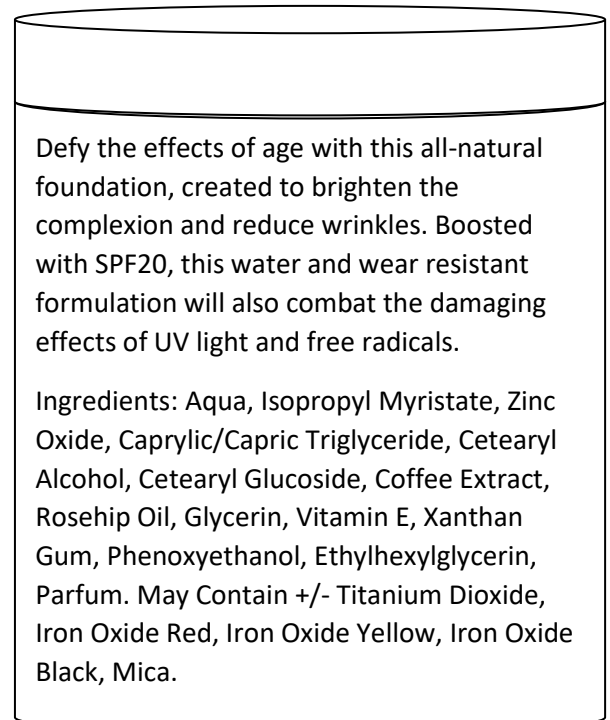
1.3 What plans would you use to ensure ongoing reviews of compliance requirements for your organisations' promotions and products?

1.4 Review the following label and provide required updates to make it fully compliant if sold in your country (Note: use correct INCI names). Provide the changes required as if reporting to internal personnel for approval.

Front:



Back:





1.5 If you had queries on the labelling and promotions of the product in question 1.4, which regulatory organisation/s would you contact and what information should you provide?

1.6 For the following product development brief and formula, prepare text in word format for:

1.6.1 an advertisement for presentation in a magazine

1.6.2 product label and outer packaging (use INCI names)

1.6.3 one of each: facebook and Instagram post

(Note: refer to Dropbox for this unit for Product Data on Redumodel used in this product)

Product Development Brief

Company philosophy	Natural based active products using natural herbs, essences and essential oils
Proposed product name	Anti-Cellulite Body Butter
Product profile and objectives	Body butter (deeply hydrating and thick moisturising cream); launch of a new product. Competitors include: Li'Tya, Aesop. Unique points: avoids use of PEGs, SLS, parabens and propylene glycol.
Target market	35+ year old women working part time and/or home duties. High school educated. Married with up to 3 young children.
Marketing message	Naturally hydrating and anti-cellulite activity. Reduces cellulite and size. Free from SLS, PEGs, parabens, propylene glycol and silicone derivatives. Not tested on animals.
Promotion and distribution	Will be promoted with sample sachets in Women's Weekly magazine. Available through major pharmacies and discount outlets.
Key ingredients	Natural actives to fight cellulite.
Ingredients to avoid	SLS, PEGs, parabens, propylene glycol, silicone derivatives.
Aesthetics of the product	Product should be white, glossy and very thick and rich. The fragrance is very important and must be a sweet vanilla plum. It should spread on the skin well and leave it feeling moisturised but not greasy. Like the spreadability of Aesop Body Balm but want the product to appear and feel thicker (sample supplied in original container).
Packaging of the product	250gm jar with casca seal and screw top lid. Packaging will be white and label to be applied around jar and on lid.



Proposed pricing	\$2.50/jar including application of both labels (artwork to be supplied). 50kg bulk priced accordingly and to include the cost of bulk pails.
Budget for development	\$2500 + GST.
Quantity to be manufactured	100kg (approx. 400 x 250mL units) plus 50kg in bulk to be sent for assembling into sachets.
Timeframe for the formulation	10 weeks.
Timeframe for the completed product	9 months from completed formulation date.

Anti-Cellulite Body Butter	
To 100	Purified water
3.0	Mango butter
1.5	Cocoa butter
1.6	Glyceryl stearate
6.0	Cosmowax D (65% cetearyl alcohol, 35% cetareth-20)
2.0	Stearic acid
7.4	Caprylic/capric triglyceride
2.5	Almond oil
5.0	Redumodel®
0.2	Carbopol 980
0.5	Vitamin E
0.9	Phenoxyethanol, ethylhexylglycerin
0.2	Sodium hydroxide (10% NaOH: 90% water)