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Today, we turn our claims substantiation eye to a skin product, specifically, Peter Thomas Roth Unwrinkle Night Cream. Why this product? Cosmetic Claim Analysis.

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looking at the claims process beyond just the evidence required to substantiate cosmetic claims - More than just evidence cosmetic science.

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consulted on a first working draft aiming to establish common criteria for cosmetic product claim substantiation. science from a consumer point of view.

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methodology to be used for claim substantiation. The appropriateness and relevance may be Fairness Claims for cosmetic products shall be objective

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