

STUDY TYPE AND PHASES



COMPLiFE
SCIENTISTS BEHIND WELLNESS

**MINI
GUIDE**

TESTING ESSENTIAL REQUIREMENTS

A test measures the effects related to the use of a product. To be built it needs a background knowledge on **how to measure** and **how to demonstrate** these changes.

A test needs to be:



SCIENTIFIC



REGULATORY COMPLIANT



TECHNICAL

STUDY TYPES

The correct evidential support for cosmetic claims can be obtained by different categories of studies:



CONSUMER TEST

SENSORY TEST

USE TEST

CONSUMER TEST

IT IS A TYPE OF TEST GUIDED BY THE PERCEPTION OF THE CONSUMER.

There is a perceived effectiveness, which most often is not considered by the regulatory authorities (or by control of advertising messages) as real test of effectiveness of the product because it is subjective; this however represents the overall impact of the product on consumer and the act by which the brand wants to make the consumer loyal.

SENSORY TEST

IT IS A TYPE OF TEST GUIDED BY THE PERCEPTION OF THE SENSES OF A TRAINED PANEL.

This type of test should not be used to validate cosmetic claims. It is, in fact, a very useful test for screening of sensory characteristics of products and much less useful for the validation of cosmetic claims (whose perception should always be linked to the consumer target and not to an expert feedback).

DIFFERENCE TESTS

DESCRIPTIVE TESTS

USE TEST

IT IS A TYPE OF TEST IN WHICH A GROUP OF VOLUNTEERS TESTS THE PRODUCT IN A CONTROLLED OR UNCONTROLLED CONDITION.

The efficacy of the product can be evaluated by clinical analysis (or expert judgment) or measured with the dermatological analysis devices.

CLINICAL TESTS

CLINICAL-INSTRUMENTAL TESTS

STUDY PHASES



STUDY PHASES

1 | BRIEF & DEBRIEF

- ▶ Meeting between marketing (or commercial) and Research & Development in order to establish the performance requirements for the product;
- ▶ Discussion of the characteristics or product performances in order to establish the correct testing strategy.

STUDY PHASES

2 | DESIGN OF THE STUDY



Should be chosen between:

CONSUMER TEST

SENSORY TEST

USE TEST

STUDY PHASES

3 | STUDY PARTICIPANTS

- ▶ Regardless of the chosen study design, the study participants shall be chosen in strict compliance with specific inclusion and not inclusion criteria.

STUDY PHASES

4 | PARAMETERS AND INSTRUMENTS TO BE MEASURED



The parameters - and therefore the useful endpoints for their assessment - are chosen on the basis of the effects of the product.

The choice of the measurement device must always (or almost always) be in direct correlation with the claim that needs to be done for the product.

STUDY PHASES

5 | MEASUREMENT CONDITIONS



The characteristics of the skin vary according to environmental parameters.

The measurement conditions - unless closely monitored - can produce counterfeits that can undermine the measure itself.

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6 | PROCESSING OF DATA



Studies results are elaborated through an *ad hoc* statistical analysis technique.



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