

CHANGING TRENDS IN SKIN CARE CLAIMS OVER THE LAST TWO DECADES AND A LOOK TO THE FUTURE

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INTRODUCTION

- Regulators of advertising in the UK
- Clearcast what it is and does
- Clearcast consultants
- Review of broadcast skin care advertising claims over past 22 years
- The future and challenges

UK ADVERTISING CODES

- Codes are defined by the Committee of Advertising Practice (CAP)
- and the Broadcast Committee of Advertising Practice (BCAP)
- Ofcom is the regulator of advertising in UK
- The Advertising Standards Authority (ASA) works on behalf of Ofcom to regulate and ensure the CAP codes are applied to advertising

WHAT IS CLEARCAST?

- Clearcast is an organization that pre-clears adverts prior to broadcasting and is not a regulator
- It's owned by the largest commercial Broadcasting companies in the UK
- To fulfil the conditions of the broadcast licence to ensure that adverts should not mislead, harm or offend.
- Clearcast works with agencies and advertisers to help get ads to air and keep them there – by making sure they comply with the BCAP rules.

CLEARCAST CONSULTANTS

- Clearcast have several independent specialist consultants
- There are three for the skin care area

Consultants advise on the scientific support data for advertising claims

- The advertorial copy is the domain of the Clearcast executives

FORMAT OF REST OF PRESENTATION

- J Ferguson Clearcast consultant since 2001
- This review is only of the claims that have passed over my desk and not a global review of skin care claims
- Assessed in groups 2001 to 2002: 2003 to 2007: 2008 to 2014: 2015 to 2019 and 2000 to 2022
- Overall summary
- Looking 10 years Forward on claims and technologies
- How best to support new claims for the future

TV ADVERTISING CLAIMS SUBMITTED

2001-2002

- Anti-Ageing

- Restore younger, more flawless appearance
- Helps reverse visible signs of ageing
- Proven anti-ageing benefits
- Reduce signs of ageing
- Visibly regenerate
- Restore youthful lustre
- Reduction in lines

- Mechanisms

- Strengthens skin defences
- Improve texture
- 24 hours moisturisation
- Activates skin's own renewal process
- Powerful new repair technologies
- Harness the power of Vitamin C

TV ADVERTISING CLAIMS SUBMITTED

2003-2007

- Collagen Boosting and Delivery
- Collagen Skin Re-Modeler
- Infuses the skin with active Pro Collagen
- Its unique technology helps boost your own collagen

- Deeper effects
- Penetrates through the deepest layers of dryness
- Smoothing even deep wrinkles

TV ADVERTISING CLAIMS SUBMITTED

2003-2007

- Time effects
- Advanced signs of aging diminish in just 4 weeks
- Fights more than the appearance of wrinkles Super-after 8 weeks

Beauty from within

- Nourishing from within and improving the skin barrier
- A unique formula that helps feed and nurture your skin from its deeper layers

TV ADVERTISING CLAIMS SUBMITTED

2003-2007

- Physiological
- And rebuild skin's cellular structure
- Formulated To activate Skin's youth protein
- Increases cell renewal
- Helps protect DNA from cell damage

- LOOKS 10 YEARS YOUNGER
- (Disallowed)

TV ADVERTISING CLAIMS SUBMITTED

2008-2014

- Anti-ageing
- Anti-Sagging System
- Age spots less visible
- Neck feels firmer as though lifted
- Help define facial skin contours
- It repairs the appearance of past damage
- Skin looks rejuvenated, and more radiant

- Overnight effects
- This time tomorrow you could have younger looking eyes
- Night cream reduces the look of puffiness and fine lines. Overnight!
- To help reveal smoother firmer feeling skin by morning
- promotes skin's natural night-time renewal

TV ADVERTISING CLAIMS SUBMITTED

2008-2014

- Diversification and targeting
- Target 3 signs of menopausal skin
- Specially formulated for mature skin
- Makes over 60s skin look younger
- Now tailored for different ages
- Proven gentle and effective for all ethnicities

- Research and patents
- Inspired by 20 years of research in (skin) cell biology
- 5 Patents
- 30 years of innovation

TV ADVERTISING CLAIMS SUBMITTED

2008-2014

- Genetics
- Designed to mimic Youth Gene activity
- Inspired by twenty-five years of groundbreaking DNA research
- Inspired by our research on skin genes
- Unleash/ignite your youth gene [super: based on testing in skin cells]

- Comparison with Clinical Procedures
- That virtually erases the look of crow's feet at home
- Do you) Think nothing is as effective on the skin as a professional anti-ageing facial? Think again
- Compares the benefits from CO2 laser skin treatment with this new moisturising product for the face
- Let the laser wait

TV ADVERTISING CLAIMS SUBMITTED

2008-2014

- Natural Actives
- Enriched with pro retinol derived from nature
- Discover the power of Active Naturals
- With magnolia extract and hyaluronic acid
- With L-Bifidus & grape
- Anti-age cream with Soy extract
- Special blend of collagen, aloe vera, vitamins A, C and E

- Energising and anti-fatigue
- Energetic anti-fatigue moisturizer
- Fight 5 signs of fatigue Super: Feels dry, Feels tight, Looks dull, Feels less firm, Feels rough
- Instantly energises your face to look fresh (Men)

TV ADVERTISING CLAIMS SUBMITTED

2015-2019

- Environmental
- Winter-proof your skin
- Life-proof your skin
- Specially formulated to deeply cleanse city skin
- Urban detox mask

- Cumulative Effect
- The UK's first serum clinically proven to deliver anti-ageing results that get even better over time
- Reduce the appearance of wrinkles by up to 5 years

TV ADVERTISING CLAIMS SUBMITTED

2015-2019

- Probiotics
- With probiotics: Lactobacillus Ferment ingredient
- Our most powerful pro-biotic skincare
- (BIFIDA FERMENT LYSATE), antioxidant baicalin (SCUTELLARIA BAICALENSIS EXTRACT / SCUTELLARIA BAICALENSIS ROOT EXTRACT)
- Anti-ageing and other claims
- Clinically proven to reduce the appearance of dark spots
- Clinically proven to reduce the appearance of dark spots by up to 22%
- It naturally enables skin to take up 50% more oxygen overnight
- 72Hr Hydration

TV ADVERTISING CLAIMS SUBMITTED

2020-2022

- Microbiome
- Inspired by microbiome science
- Enriched with 7 pre & probiotic derived fractions & hyaluronic acid
- Support your skin's strength: THE MICROBIOME
- With natural probiotics

- Clinical Procedures Comparisons
- Professional Laser treatments can wait!
- Think injections are the only way? Think again
- Needles? Who needs needles
- Cancel the clinic

TV ADVERTISING CLAIMS SUBMITTED

2020-2022

- Retinol
- Clinically-proven night concentrate of Retinol
- Put clinically proven power in your hands with our most intensive wrinkle corrector
- This is the age of a retinol revolution
- For deep wrinkles, retinol's my dermatologist's best friend

- Other important claims and technologies
- Reduction in the appearance of dark spots and the prevention of new ones forming
- Hyaluronic Acid
- Boost skin's rhythm
- Anti-Oxidants
- Activates cells to produce their own Collagen and Elastin

TV ADVERTISING CLAIMS REVIEW

- 1) Anti-ageing and skin care claims presented for broadcasting 22 years ago are similar to today
- 2) Examples below of new successful claims
 - Look 5 years younger
 - Cumulative moisturising and wrinkle reduction claims
 - Targeting sub-groups
- 3) Unsuccessful categories of claims but still with potential are:
 - Collagen boosting
 - Beauty from within concept
 - Genetics, genes and DNA
 - Pre-biotics, pro-biotics and the Microbiome
 - Physiological claims

LOOKING 10 YEARS FORWARD

Which Claims?

- Microbiome – Prove benefits to consumer with improvements to normal skin or protect microbiome. Clinical studies
- Physiological claims – Cellular level activity: improvement in collagen/elastin etc.
- Cumulative claims – Age spots, wrinkles, other facial improvements
- Skin Biorhythms – There is a lot to go for on this area
- Genes, DNA and Genomics - ?

LOOKING 10 YEARS FORWARD

Technologies to support claims

- Retinol – still a lot of mileage from this material
- Antioxidants – require body of evidence for ASA
- New actives – in vitro data not suitable for supporting consumer claims
- Natural materials - current definitions of natural and naturally-derived may be reviewed

HOW TO SUPPORT NEW CLAIMS

- Clinical studies- well designed: proper controls
- Proof of effect of product in-use not just active ingredients
- Show consumer benefit: measured changes should be consumer relevant



GOOD LUCK!