Efficacy, Performance and Claims Verification for your Cosmetic Products

Consumers today are more informed and educated about the products they buy, making it more important than ever for cosmetics manufacturers to ensure the efficacy, performance and claims of your products.

You need a reliable global partner with comprehensive solutions for cosmetic products that can be tailored to your needs to help you verify claims and communicate specific properties of your products.

With our global network, Intertek offers tailored solutions that enable you to verify efficacy claims through clinical trials using volunteers (clinical, instrumental measurements, cosmetic acceptability), in vitro test or using consumer research studies.

Our services include:

- Clinical Studies
- Consumer Research
- Efficacy Testing in Vitro
- Chemical Analysis
Clinical Studies
Clinical studies are performed using volunteers with both healthy/normal skin and those with skin sensitivities/disorders. With Intertek’s broad base of volunteers, we conduct studies on a product-by-product basis according to criteria such as gender, age, skin type or hair type.

With nearly 10 locations throughout the world, Intertek is knowledgeable about the latest regulatory standards.

Intertek conducts studies for a variety of cosmetic products:

- **Skin care / Hygiene products**: moisturizing, firmness, wrinkle / anti aging, slimming, smoothing, anti perspirant, anti regrowth (hair)...
- **Sunscreens**: sun protection factor (SPF), waterproof, anti lightening, anti wrinkle, soothing, staying power, self tanning properties...
- **Makeup**: staying power, gloss / shine, lengthening / volumizing mascara...
  Hair care products: volumizing / hold, anti-dandruff, anti frizz, sensitive scalp, hair color, smoothing, curling...
- **Cosmetotextiles**: moisturizing, slimming...
- **Oral Care**: dental plaque, gingivitis, whitening / stain removal, tooth sensitivity, calculus, fresh breath...
- **Medical Devices**: stockings, wound dressing...
- **Nutrition**: skin benefits, well-being...
- **Healthcare**: acne, analgesia, cold sores, dermatitis, hair growth & head lice...

Our team will guide you from the beginning to the end of your development and manufacturing process using protocols tailored to your specific needs.

Consumer Research Studies
Intertek conducts consumer research through our more than 10,000 volunteers, to determine consumers’ level of satisfaction with your products and help you modify and improve the characteristics evaluated (e.g., packaging, ease of use, performance) to ensure they meet customer expectations.

We can also position your products against those of your competition to determine consumer preference and purchasing intentions to help you differentiate your products.

Intertek’s consumer research service offers a wide range of tests to assess the perceived performance of your cosmetics. These tests are conducted at customers’ homes, in our labs or using focus groups.

Efficacy Testing and in Vitro Studies
In support of Research and Development (R&D) teams, Intertek performs tests in vitro to evaluate the performance of active ingredients and in any type of formulation.

Our studies help you at the early stages to make decisions about formulations and ingredients of choice.

The claims that are supported by our in vitro tests include measuring the effectiveness of: moisturizing, whitening / bleaching, elasticity / stretch mark minimization, sun protection factor, protection from UVA / UVB rays.

We use the most advanced techniques and methods such as immunostaining, quantification of protein – flow cytometry, PCR, histology or cell viability – spectrophotometry.