

2nd Global Summit on
Dermatology and Cosmetology

&

3rd International Conference on
Wound Care, Tissue Repair and Regenerative Medicine

September 09-10, 2019 | Edinburgh, Scotland

Claims Support for Antiperspirants & Deodorants

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Of all the natural functions of the skin, perspiration and its odorous consequences is one of the most lucrative challenges for the cosmetic industry, especially due to its social impact. Body odor and perspiration is deemed offensive in most cultures and cosmetic products to control this phenomenon are in high demand. The reduction of sweat and its resulting odor has historically been addressed by antiperspirant formulations containing aluminum salts and standard antimicrobial actives. However there is an increasing range of alternatives and a desire to provide more holistic solutions. In order to achieve market acceptance for these products, efficacy claims need evidential support by scientific research. For credible product claims adequate and verifiable studies need to be conducted with best practices and with respect to all ethical considerations. While some regulatory agencies stipulate testing methods

for certain types of product, others do not. Equally, new types of products and their associated performance claims require new approaches, in order to accurately determine efficacy. This creates an interesting and evolving area of cosmetic research, as testing methods develop to keep pace with consumer need for more personalized products to suit their individual lifestyle and requirements.

Speaker Biography

Simon Grundy is Business Development Manager at proDERM Institute for Applied Dermatological Research. In his previous career Simon held various positions in different life sciences companies including Clinical Scientist, Clinics Manager and Project Manager. Before joining proDERM he was Managing Director of a testing institute based in the UK. In 2018, Simon strengthened the Business Development Team as the sales manager responsible for clients based in United Kingdom, France and USA.

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