

## EDUCATION PROGRAM

### Focus: MONDAY JUNE 18

Regulatory Framework in cosmetics

Content-container interactions in cosmetics

Technology in claim substantiation

Workshop: NIR spectroscopy and Electrokinetic analysis.

### Focus: TUESDAY JUNE 19

Nail products and testing

Hair and eyelash products and testing

Unmasking the mask

Prebiotics or probiotics in cosmetics

Aesthetic technologies

Research section

### Focus: WEDNESDAY JUNE 20

New Claims: antipollution, multifunctional preservatives, food waste and byproducts

Social media communication & Brand strategy

Workshop: supporting a claim

[master.labunicosm.it](http://master.labunicosm.it)  
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7<sup>th</sup> edition

# SKIN SUMMER SCHOOL

## EFFICACY EVALUATION OF INGREDIENTS AND COSMETIC PRODUCTS

UNIVERSITY OF PAVIA - JUNE 18-20 2018

 Polo Tecnologico di Pavia, via Cuzio 42, Pavia



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7<sup>th</sup> edition

**Early bird registration deadline: June 8**

The Skin Summer School aims at providing best practices specifically related to the type of evidential support that can be used to substantiate claims in cosmetics.

This course offers an intensive training programme designed for who wants to give value to cosmetics in the EU.

The School is addressed to Cosmetic Companies, PhD Students, Researchers and it may be relevant to anyone interested in learning more on Efficacy Assessment of Cosmetics and topical products.

The School will feature classes by word class experts from both academia and private companies, including several workshops. Official language: English

Fees (VAT included)	REGULAR	Post Degree STUDENTS	University STUDENTS*
EARLY BIRD REGISTRATION	350,00 €	250,00 €	50,00 €
STANDARD REGISTRATION	450,00 €	300,00 €	50,00 €
SINGLE DAY REGISTRATION	150, 00 €	150, 00 €	50,00 €

\* University Student registration include ONLY access to lessons and workshop on June 19 18 - 20.

\*\* Registration fees include: Access to all lessons, lunch buffet on 18-20 June, coffee breaks, welcome party and dinner June 19.

**For more information about registration and how to submit an abstract:**  
**[master.labunicosm.it/2018/index.php/it/congressi/skin-summer-school-2018](http://master.labunicosm.it/2018/index.php/it/congressi/skin-summer-school-2018)**

**[etichub.it](http://etichub.it)**

**Secretariat: [segreteria.etichub@gmail.com](mailto:segreteria.etichub@gmail.com)**

**Conference president: Paola Perugini**



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## EDUCATION PROGRAM

### MONDAY JUNE 18

13:00 -14:00 School registration  
14:00-14:15 Opening remarks (P. Perugini, University of Pavia, R. Gorni, Cosmetica Italia)  
Regulatory framework in cosmetics  
14:15-14:45 The need for evidence based cosmetic product documentation: standard required in the Asia-Pacific area for claim substantiation (Shida, Delta, Australia)  
14:45-15:15: Photostability testing: an useful tool to guarantee the quality of cosmetics (P. Fossati, Urai, Italy)  
15:15-15:45 Can the choice of packaging affect the effectiveness of final product? (P. Perugini, University of Pavia)

15:45-16:15 Coffee break

Workshops- Focus on technology

16:15-16:45 NIR spectroscopy: basic principles and applications (E. Genorini, Viavi Solutions)  
16:45-17:00 NIR analysis applied to in vitro and in vivo  
17:00-17:30 Electrokinetic analysis of solid surface: basic principles and systems  
17:30- 17:45 Streaming potential analysis for hair and nails (M. Bonetti, University of Pavia)  
17:45-18:00 New strategy to evaluate plastic packaging (A. C. Cozzi, University of Pavia)

18:00-19:00 Practical sections

19:00-20:30 Welcome Party

### TUESDAY JUNE 19

Focus on hair and eyelash care products testing  
9:00-9:45 New testing device to support claims on hair and on eyelash products (P. Perugini, University of Pavia)  
9:45-10:15 The importance of applicator in the Eyelash product  
10:15-11:00: Nail care product performances and testing devices (M. Bonetti, University of Pavia)  
11:00-11:30 Coffee break  
11:30-12:30 Biocellulose: unmasking the mask most guarded secrets (S. Valle, ElecosTechnology, Italy)  
12:30-13:00 A correct approach to evaluate the use of probiotics or prebiotics in cosmetics

13:00-14:00 Lunch

Aesthetic technologies: frontier

14:00-14:45 Overview on radiofrequency, IPL and other energy based devices  
14:45-15:15 Aesthetic treatment using energy based equipment: clinical evidences of efficacy and safety  
15:15-15:45 Aesthetic devices and cosmetic products:

16:00-16:30 Coffee break

Research section

16:30-18:00 Oral presentation

18:00 Best poster award

### WEDNESDAY JUNE 20

Focus on new claims

9:00-9:30 How is it possible to substantiate antipollution claim? (M. Bleve, Etichub)  
9:30-10:00 Food waste as a valuable resource for the production of cosmetic ingredients,  
10:00-10:30 Multifunctional preservatives: (Pharmacos Polli)

10:30-11:00 Coffee break

11:00-13:00 Social media communication & Brand strategy

13:00-14:00 Lunch

Workshop

How to support effects claimed by cosmetic products?

14:00-14:20 Claims of cosmetic products: authorities, companies and consumers to comparison  
14:20-15:00 Advertisements evaluation of cosmetic products: cosmetic claim controversy. (Istituto dell'Autodisciplina Pubblicitaria (IAP);  
15:00-15:30 Setting up of the correct protocol for the efficacy evaluation: influence of different parameters

15:30-16:00 Coffee break

16:00-17:30: Practical section

17:30-18:00 Discussion and conclusion of the work

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