

# 5 NECESSARY STEPS TO TAKE WHEN LAUNCHING A COSMETIC PRODUCT



CONSUMER PRODUCT  
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If you're looking to launch a cosmetic product, it's critical that you take a series of measurable steps. If you want to succeed long-term, you'll need to be proactive and ensure that all necessary testing is complete pre-market.

When you take appropriate action by following the steps below, you will develop a safe, high-quality product that you're proud to stand behind – and more importantly, a product your customers will love.

## TAKE THESE 5 STEPS BEFORE LAUNCHING YOUR COSMETIC PRODUCT

Depending on what you'd like your product to achieve, a series of tests are required to ensure that your product is not only efficacious but safe for the general public. This level of due diligence is an investment that will promote sustainable success.

Working with a credible testing facility, cosmetics require the capabilities of various disciplines. From formulation to clinical trials, it's important to be thorough before your product hits the shelves. Take a step-by-step approach, ticking off each development as you go.

The following checklist is intended to guide you, helping you plan all pre-market requirements and recommendations.

### **□ Step 1. Approve the Final Formula**

Depending on the application and the desired claims of your product, a broad range of formulation choices are available. Be mindful of the types of claims you'd like to make, as this will determine what ingredients and characteristics you should work into your product's formula.

#### **Based on your formula, is the product aesthetically pleasing?**

- What is the consistency like?
- What about the clarity? Is it as clear or opaque as you'd like?
- If applied to the skin, is it greasy or grainy? Organoleptic? I would say approval of a final formula is based on the organoleptic and physical/chemical characteristics below.

#### **Did you consider all aspects of organoleptic evaluation?**

- What does the product smell like?
- What is the texture like?
- What does it feel like to the touch?
- What is the color and intensity of that color?

If at any point you're unhappy with the physical and chemical characteristics of your formula, now is the time to tweak ingredients and increments. Be mindful of the raw materials you use - as they may require further testing. If your product has any active ingredients, such as SPF actives, additional testing beyond that listed below will be required.

### **□ Step 2. Seek Basic Pre-Clinical Testing**

**Prior to clinical testing, microbial analysis need to be conducted. How long will the product last on store shelves and within your customer's possession? How will your product withstand the normal introduction of bacteria associated with use?**

- Antimicrobial preservation efficacy (APE) testing will be required at this stage. This is particularly important for multi-dose containers.

**Undergo stability/compatibility testing, ensure that product attributes do not change under various conditions, influencing the safety and quality of the product. Since real-time testing is not required and not always feasible, accelerated stability tests can be performed under various conditions, including changes in temperature, humidity.**

- Inquire about high-temperature emulsion stability in order to test the viscosity of emulsions based on increasing temperatures. Remember that your product will probably be transported into different temperature zones which may affect the formula stability.

## □ Step 3. Perform Valuable Safety Testing

### Toxicological risk assessment – Are there any possible adverse effects?

- Evaluate individual ingredients
- Various exposure scenarios
- The consideration of potential misuse

### In-vitro safety testing

- Skin – Skin Irritation Assay is conducted in order to determine the irritation potential of solids, gels, lotions, liquids and creams on the user's skin.
- Eye – Conduct an eye irritation test to determine potential risks and hazards when appropriate.
- Evaluate individual ingredients based on their hazard potential.

### Human clinical testing

- Dermal irritation and sensitization testing – Human repeat insult patch testing (HRIPT). This helps assess potential irritation and allergenicity.
- Ocular irritation if appropriate – Important when launching facial products or any products that may be used around the eye.
- In-use safety studies – (1) Product regimes, (2) product that contains known irritants and (3) products that are not amenable to patch test methodology.

## □ Step 4. Claims Support

Proving claims that you have made ensures that your product is seen as reliable within the market. To advertise your product's claims you need claim substantiation. Performing claims support testing is imperative prior to designing labels and packaging. As authorities become more vigilant, competitors more rigorous in protecting their products, and consumers become more educated, robust evidence is required. Testing may require a range of professionals, including dermatologists, medical doctors, microbiologists and other experts across various fields.

### Objectives studies - When making any cosmetics claims, further testing ensures accuracy. Be sure that any labeling claims are not misleading -they should be substantiated scientifically with statistically relevant study designs.

- Moisturization
- Wrinkle Reduction
- Skin Tone
- Anti-Aging
- Dermatologist-tested
- Sun protection (Products containing sunscreens are classed as OTC pharmaceuticals in the USA and require additional testing and validation to comply with FDA and cGMPs)

## □ Step 5. Scale-up or Pilot Batch Testing

Once your product is considered to be viable, you can then scale up to a pilot batch and further the testing process. Create a pilot batch within a production setting and then, various tests will be administered in order to further ensure safety and efficacy. This step will confirm everything to your product specifications. Ensuring each batch meets your specifications during the quality control check is essential.

### Testing parameters

- Appearance (color and odor)
- Viscosity
- pH
- Specific gravity
- APE / microbial release testing
- Compatibility/stability testing -Accelerated tests degrade products faster when subjected to various conditions in a controlled laboratory setting

### Freeze-thaw stability - Freeze-thaw tests can reveal problems, such as a product's tendency to cloud or crystallize, packaging issues, corrosion issues, and other signs of instability.

- Be mindful of the appearance (color and odor), formula separation, etc.