



CENTER FOR DERMAL RESEARCH SEMINAR SERIES REMOTE

The Center for Dermal Research Welcomes

Dr Manpreet Randhawa, President of C2C Healthcare Consulting Services

“Personal Care Products Development - importance of clinical studies”

Monday, March 4, 2024 at 5:30pm EST Remote



Dr. Manpreet Randhawa is currently president of C2C Healthcare Consulting services and provides services in consumer and personal care industry, offering best-in-class services across our 4 key pillars of expertise: **Innovative Product Development**, Strategy & Planning, R&D **including claims substantiation**, and **Manufacturing/Process Improvement**. Dr Randhawa is a seasoned leader in developing technology platforms from concept inception to commercialization for bringing both raw materials and finished products to the market. She has 20+ years of experience in personal care category with majority of the focus on model development, clinical and claim support for both raw materials and finished goods. She spent 10+ years at Johnson & Johnson leading the skincare category for Neutrogena, Aveeno, ROC, Neostrata and Exuviance brands as a technical leader with primary focus on technology development. She spent couple of years at an **Ingredient Development** company to build technology platform and launched new technologies as well and expanded existing technologies in the market globally. She published number of scientific articles in peer reviewed journals.

Abstract

Clinical studies are essential in the personal care category as they provide **basis for claim substantiation**, evidence of product efficacy and safety, drive innovation, build consumer confidence, ensure regulatory compliance, and contribute to scientific knowledge. **The clinical studies generate a key data set for** substantiating product claims for packaging and advertising whilst also ensuring that **the** products are safe and effective for consumer use.

Clinical studies help assess the efficacy of personal care products by evaluating their effects on human subjects under controlled conditions. In a crowded marketplace, clinical studies help personal care brands differentiate themselves from competitors and inform product development and innovation in the personal care industry. Products backed by scientific evidence are perceived as more credible and trustworthy, giving companies a competitive edge. Consumers are often willing to pay a premium for products that have been scientifically validated, leading to increased sales and market share.

Regulatory agencies such as the FDA (Food and Drug Administration) in the United States under the new MOCRA law require scientific evidence to support both safety and efficacy claims made by personal care products, especially those with therapeutic claims. Clinical studies can identify potential adverse reactions, allergies, or irritations caused by the product's ingredients. By measuring factors such as skin sensitivity, irritation, and allergic responses, researchers can determine the product's safety profile. Clinical studies help companies demonstrate compliance with regulatory requirements regarding product safety and efficacy. Without adequate clinical data, companies may face challenges in obtaining regulatory approval or marketing their products.

In this talk we will learn about clinical data guide decision-making processes, helping companies optimize product performance, differentiate themselves in the market as well as being compliant to regulatory authorities.



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