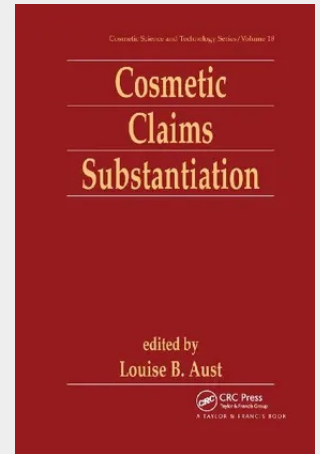


Cosmetic Claims Substantiation

Shows how to validate scientifically the marketing claims of chemically stable and well-balanced products to withstand adequately the challenge of competitors and government regulators. The book describes techniques for substantiating properties, such as moisturization, mildness, conditioning and cleansing, as well as the performance of deodorants and antiperspirants, and the effectiveness of acne products. It discusses technologies that help eliminate animal testing in product development.

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*Lieferfrist: bis zu 10 Tage***Artikelnummer:** 9780367400811**Medium:** Buch**ISBN:** 978-0-367-40081-1**Verlag:** CRC Press**Erscheinungstermin:** 05.09.2019**Sprache(n):** Englisch**Auflage:** 1. Auflage 2019**Produktform:** Kartoniert**Gewicht:** 413 g**Seiten:** 280**Format (B x H):** 152 x 229 mm