



All cosmetic, manufacturer and marketing claims will be identified according to the list of functional, structural, demographic and formulation claims defined by the FDA and outlined in the appendix of the SOW (HHSF223201010136A Modifications to the Base Year Contract). FoodEssentials Corp. queried its claim database in order to identify all the aliases of the aforementioned claims.

The Claim Extraction Engine (CEE) will be built in order to accurately extract each of the previously identified claims and claim aliases. Once extracted, FoodEssentials Corp. will provide analysis and attach the necessary properties to the applicable claims. Upon completion, all claims will be visible in the LabelBASE system where they can be searched and filtered.

The following cosmetic claims were analyzed and extracted:

Cosmetic Claim	Claim Type
All Natural Product	Formulation
Anti-Acne	Structure or Function
Anti-Bacterial	Structure or Function
Anti-Dandruff	Structure or Function
Anti-Hairloss	Structure or Function
Anti-Perspirant	Structure or Function
Anti-Aging	Structure or Function
Babies & Toddlers (0-4)	Demographic
Children (5-12)	Demographic
No Additives or Preservatives	Formulation
Paraben-Free	Formulation
SPF/UV Protection	Structure or Function
Whitening	Structure or Function

For each claim the following was determined:

- A list of alias claims and terms were captured
- Each claim was divided into 'May Contain' and 'Contains' in order to more accurately represent the large number of potential claim worthy terms.
- A claims dictionary of terms was developed for each claim. This was separated into 'May Contains' and 'Contains' terms.
- A blacklist of terms was also developed for most claims (not every claim). This was designed to counter the possibility of false positives.
- The CEE was executed against each cosmetic dataset, limited to specific data fields, commencing the extraction of claims.



Claims Data Fields

The list of respective data fields that the CEE was executed against is listed below (limited by data source):

Gladson Data Fields Considered	
Field Name	Definition
Item Name	This reflects the simplest name of the product and is typically 1-3 words at most with a few exceptions
Item Description	The item name plus any product attributes. In general, the item description consists of the item name, continuation of item name, scent or flavor or color, size or form.
Product Details	This reflects additional product information not contained in any other field. This does not include advertising slogans or guarantees or repeat brand, product line, item name or description.
Warnings	This reflects product warnings, cautions, precautions, etc. and includes all warnings except those listed in Drug Interaction Precautions.
Product Line	Product Line (sub-Brand)
Brand	Product Brand
Indications	This reflects symptoms, etc. explaining what the product is for and is most often included in over the counter medications
Directions	How to Use the Product
Drug Interactions	Effects of Combining with Other Drugs

Mintel Data Fields Considered	
Field Name	Definition
Product Name	Title or name of product
Positioning Claims	Positioning claims recorded for each product
Warnings	Cautionary Statements Regarding Use of the Product
Product Description	A brief editorial summary of product attributes and claims
Brand	Product Brand

Claims Dictionary of Terms

The following dictionary of terms was debated and verified by both FoodEssentials Corp. and the FDA. The final list of terms is listed below for each claim:

ANTI-ACNE			
CONTAINS	MAY CONTAINS	CONTAINS BLACKLIST	MAY CONTAINS BLACKLIST
"acne"	"blemish"		
	"blackhead"		
	"pimples"		
	"whitehead"		
	"breakout"		
	"pore"		
	"clear skin"		



	"zits"		
	"noncomedogenic"		



ALL NATURAL PRODUCT			
CONTAINS	MAY CONTAINS	CONTAINS BLACKLIST	MAY CONTAINS BLACKLIST
"natural product"	"organic"		"natural lashes"
"all natural"	"chemical free"		"natural lash"
"natural product"	"chemical-free"		"so natural"
"Natural Products Association"	"botanical"		"natural elegance"
"no artificial ingredients"	"vegetarian"		"natural series"
"100% natural"	"gluten free"		"natural looking"
	"vegan"		"natural look"
	"fruit pigments"		"natural blonde"
	"vegetable pigments"		"natural black"
	"environment friendly"		"natural looking tones"
	"biodegradable"		"natural hair"
	"green cosmetic"		"give a natural"
	"no harmful ingredients"		"natural color"
	"no synthetic"		"natural softly"
	"no petroleum"		"natural nail"
	"nature identical"		"natural nails"
	"pure ingredients"		"natural flavor"
	"pure & natural"		"natural whiteness"
	"pure origin"		"natural teeth"
	"pure quality"		"natural mint flavor"
	"pure and natural"		"natural moisture"
	"natural"		"natural skin tone"
			"natural protective"
			"replaces natural"
			"natural micro"
			"natural chemistry"
			"natural broad"
			"natural alternative"
			"natural finish"

ANTI-BACTERIAL			
CONTAINS	MAY CONTAINS	CONTAINS BLACKLIST	MAY CONTAINS BLACKLIST
"anti-bacterial"	"antifungal"		
"bacterial"	"anti-fungal"		
"antibacterial"	"virucidal"		
"antimicrobial"	"anti-virus"		
"anti microbial"	"infection"		
"bactericidal"	"kills germs"		
"bactericide"	"virus"		
"bacteria"	"anti-fungicidal"		
	"germ"		
	"anti-bac"		
	"antiseptic"		



ANTI-DANDRUFF			
CONTAINS	MAY CONTAINS	CONTAINS BLACKLIST	MAY CONTAINS BLACKLIST
"anti-dandruff"	"scalp treatment"		"eyeliner"
"anti dandruff"	"flakes"		
"dandruff"	"scalp psoriasis"		
	"flakey skin"		
	"flaking"		

ANTI-HAIRLOSS			
CONTAINS	MAY CONTAINS	CONTAINS BLACKLIST	MAY CONTAINS BLACKLIST
"anti-hairloss"	"thinning hair"	"plaque"	"hair remover"
"anti-hair loss"	"hair thickening"	"hair remover"	
"anti hairloss"	"hair regeneration"		
"anti hair loss"	"hair regenerating"		
"hairloss"	"hair growth"		
"hair loss"	"revitalizes hair"		
"hair growth"	"slow growing hair"		
"grow hair"	"DHT"		
"hair regrowth"			
"regrow hair"			

ANTI-PERSPIRANT			
CONTAINS	MAY CONTAINS	CONTAINS BLACKLIST	MAY CONTAINS BLACKLIST
"anti-perspirant"	"reduce sweat"		
"anti perspirant"	"sweat"		
"perspirant"	"perspiration"		
	"stops wetness"		

BABIES & TODDLERS (0-4)			
CONTAINS	MAY CONTAINS	CONTAINS BLACKLIST	MAY CONTAINS BLACKLIST
"babies"	"diaper"	"Keep out of the reach"	
"toddlers"		"keep out of reach"	
"infants"		"Not for use on children"	
"newborns"		"VICTORIA'S SECRET"	
"baby"		"Keep away from children"	
"toddler"		"baby doll"	
"infant"		"baby pink"	
"newborn"		"Soft as a Baby"	
"baby's"		"baby blue"	
		"Not recommended for infants"	



CHILDREN (5-12)			
CONTAINS	MAY CONTAINS	CONTAINS BLACKLIST	MAY CONTAINS BLACKLIST
"children"	"play"	"Keep out of the reach"	"razor"
"adolescents"	"princess"	"keep out of reach"	"VICTORIA'S SECRET"
"4+"	"pretend"	"Not for use on children"	
"5+"	"toy"	"Keep away from children"	
"6+"		"Do not apply on children"	
"7+"		"reach of children"	
"8+"		"helping children living"	
"kids"			
"youth"			
"child"			
"girls"			
"boys"			

NO ADDITIVES OR PRESERVATIVES			
CONTAINS	MAY CONTAINS	CONTAINS BLACKLIST	MAY CONTAINS BLACKLIST
"additive"	"organic"	"addictive additive"	"natural lashes"
"preservative"	"natural"	"additive blend"	"natural lash"
"No Additives or Preservatives"	"chemical free"	"preservative system"	"natural elegance"
"additives"			"so natural"
"preservatives"			"natural series"
"preservative free"			"natural looking"
"additive free"			"natural look"
"no preservatives"			"natural blonde"
"no additives"			"natural black"
"free of coloring"			"natural looking tones"
"free of synthetic"			"natural hair"
"sulfate free"			"give a natural"
"no chemical dyes"			"natural color"
"no artificial preservatives"			"natural softly"
"no artificial preservative"			"natural nail"
"no artificial additives"			"natural nails"
"no artificial colors"			"natural flavor"
"no artificial color"			"natural whiteness"
"no artificial ingredients"			"natural teeth"
			"natural mint flavor"
			"natural moisture"
			"natural skin tone"
			"natural protective"
			"replaces natural"
			"natural micro"
			"natural chemistry"
			"natural broad"



PARABEN FREE			
CONTAINS	MAY CONTAINS	CONTAINS BLACKLIST	MAY CONTAINS BLACKLIST
"paraben-free"			
"paraben - free"			
"paraben free"			
"free of paraben"			
"free of parabens"			
"without paraben"			
"without parabens"			
"no paraben"			
"free from parabens"			
"free from paraben"			

SPF			
CONTAINS	MAY CONTAINS	CONTAINS BLACKLIST	MAY CONTAINS BLACKLIST
"SPF"	"ultra violet"	"not contain a sunscreen"	
"S.P.F"	"UV"		
"sun protection factor"	"suncare"		
"UV protection"	"sunburn"		
"ultra violet protection"	"sunblock"		
"UVA"	"broad-spectrum protection"		
"UVB"	"sun damage"		
	"sunscreen"		
	"UVA/UVB protection"		

WHITENING			
CONTAINS	MAY CONTAINS	CONTAINS BLACKLIST	MAY CONTAINS BLACKLIST
"whitening"	"brightening"		
"bleaching"	"illuminate"		
"bleach"	"illuminating"		
"whiten"	"dark spots"		
"melasma"	"lighten"		
"hyperpigmentation"	"freckles"		
"liver spot"	"lightening"		
"whitens"	"reduce dark spot"		
	"melanin"		
	"spot corrector"		
	"dull skin"		
	"brightness"		
	"blemishes"		
	"scar"		
	"illuminating*"		



ANTI-AGING			
CONTAINS	MAY CONTAINS	CONTAINS BLACKLIST	MAY CONTAINS BLACKLIST
"antiaging"	"botox"		
"anti ageing"	"face lift"		
"antiageing"	"senescence"		
"ageing"	"increase cell turnover"		
"aging"	"genes"		
"anti-age"	"regenerate"		
"anti-aging"	"repair"		
"boosts collagen"	"wrinkle"		
"anti aging"	"collagen"		
"boosts elastin"	"elastin"		
"dna repair"	"sun damage"		
"anti-ageing"	"peptides"		
	"regeneration"		
	"rebuild"		
	"stem cells"		