


CLAIMS GRID DOCUMENT (A DOCUMENT WHICH WILL CONTINUOUSLY BE USED THROUGHOUT THE PROJECT)									
HGL Approval Number	HDSC-022209	Product Name	Himalaya Dark Spot Clearing Turmeric Face Cream	Project Number	IN-100001096	Date	05/02/2023	Version No.	1

Project Number	
Product Name	
HGL Approval Number	
Product Positioning Statement	

Product Description (includes formula, package, product)

License Category	
Dosage/Product form	
Target organ/disease	
Formula features	
Anchor HUB	
Other markets if any	
Shelf life at the time of launch	
Direction for use	
Caution	
Target Customer	

On Pack / Label Claims					
S.No	Claims	Feasibility of Achieving Claims	Supporting Technical Statements from R&D	Measured By	Remarks / Restrictions
1	Clear Skin	Feasible	Clear skin refers to -Free from surface impurities, oil, blemishes, dark spots	Clinical data	
2	Clinically tested for effectiveness reduce dark spots* in X weeks (2 weeks)	Feasible	Reduction in apperance of spot in X weeks as evaluated by dermatologist, instrumental Study, and subjective/self assesment questionnaires	Clinical study data	*Spots refer to (Blemishes,sunspots, age-spots) **Subject to clinical study outcome

Claims For Communications Other Than Label					
S.No	Claims	Feasibility of Achieving Claims	Supporting Technical Statements from R&D	Measured By	Remarks / Restrictions
1	XX% of subjects agree product reduces dark spots in x weeks	Feasible	Evalu ation of parameters/ sensory attributes like non—sticky feel, fast absorbing, soft,smooth, overall improvement in skin texture, glow, radiance, healthier looking skin,) by subjective/ self—assessment questionnaires	Clinical data	Subject to regulatory approval in RUMEA along with signed business risk form
Note: The claims captured in the claims grid are OK for RUMEA excluding Turkey					