

# ANNEXURE – RD065/A01



## CLAIMS GRID DOCUMENT

(A DOCUMENT WHICH WILL CONTINUOUSLY BE USED THROUGHOUT THE PROJECT)

HGL Approval Number & Product Name	HDSC-022209 [Himalaya Dark Spot Clearing Turmeric Face Cream]	Project Number	IN-100001096	Date	05/02/2023	Version No.	1
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**NAME OF THE PRODUCT:** Himalaya Dark Spot Clearing Turmeric Face Cream

**PRODUCT POSITIONING STATEMENT:** Himalaya Dark Spot Clearing Turmeric Face Cream is a daily cream specifically designed for spot/blemish-prone skin to help reduce the spots. It contains Phyto-Vitamin complex that combines the goodness of cold pressed Organic Turmeric, Licorice, VitaminB3 (Niacinamide) and Glycolic acid that helps reveal the skins natural glow. This non-sticky and fast absorbing cream helps clear/reduce the dark spots, improve uneven skin tone, and amplify the skin's natural luminosity leaving skin beautifully bright and radiant.

**Product description: (includes formula, package, product):**

License category	Cosmetic		
Dosage/ Product Form	Gel cream		
Target organ/disease	Skin		
Formula features	Contains cold presses Organic turmeric, licorice , Vitamin B3(Niacinamide), Glycolic acid With 2 % Glycolic acid and 2% Niacinamide. Non staining, non-sticky Free From: Silicone, Mineral Oil, Parabens, Phthalates		
Anchor HUB	RUMEA	Other markets-if any	India
Shelf life at the time of launch	3 years at the time of launch		
Direction for use	Gently massage a generous quantity of the Himalaya Dark Spot Clearing Turmeric Face Cream on your cleansed face and neck until fully absorbed. Use twice daily after cleansing.		
Caution	Slight burning, irritation is common with products containing glycolic acid (AHA). If discomfort occurs reduce the frequency of application to once a day. Use only as directed, avoid contact with eyes. "If irritation persists, discontinue use and consult the physician". It is recommended that prior to exposure to the sun, users cover areas where AHAs have been applied with sunscreen.", "Contact of the product with the skin must be of limited frequency or duration".		

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TARGET CUSTOMER: General population with concern of dark spots

## ON PACK / LABEL CLAIMS

S.NO.	CLAIMS	FEASIBILITY OF ACHIEVING CLAIMS	SUPPORTING TECHNICAL STATEMENTS FROM R&D	MEASURED BY (Formulation, literature, Instrumental study, Consumer, Clinical studies etc.)	REMARKS/ RESTRICTIONS (Including reason)
1.	Clearer skin	Feasible	<ul style="list-style-type: none"> <li>Clear skin refers to -Free from surface impurities, oil, blemishes, dark spots).</li> </ul>	Clinical data	
2	Clinically tested for effectiveness Reduce dark spots* in X weeks (2 weeks) **  OR Clinically tested Visibly diminishes the	Feasible	<ul style="list-style-type: none"> <li>Reduction in the appearance of spots in x weeks as evaluated by dermatologist, instrumental study, and subjective/self-assessment questionnaires.</li> </ul>	Clinical study data	*Spots refer to (Blemishes, sunspots, age-spots,) ** Subjected to clinical study outcome

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	dark spots in X weeks (2 weeks)  OR  Clinically tested. Visible results in X weeks-(2 weeks)				
3	With 2 % Niacinamide + 2 % Glycolic acid		<ul style="list-style-type: none"> <li>Formula contains 2 % Niacinamide and 2 % Glycolic acid that are known to help reduce the dark spots for a brighter looking skin.</li> </ul>	Formulation data	
4	Boosts skin radiance.  OR  Improves skin radiance.	Feasible	<ul style="list-style-type: none"> <li>Parameters evaluated by instrument/ subjective/self-assessment questionnaires.</li> <li><i>In-vitro</i> evaluation of Licorice extract has shown significant suppression of Melanin production and tyrosinase inhibition activity</li> <li>Licorice is known help brighten skin, fade away dark spots and blemishes by inhibiting melanin synthesis.</li> </ul>	Clinical data  Invitro data  Literature data	
5	Reveals your natural glow.	Feasible	<ul style="list-style-type: none"> <li>Parameters as evaluated by under the supervision of dermatologists / subjective</li> </ul>	Clinical data	

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	OR		questionnaire		
	Reduces dullness & provides natural glow and healthy-looking skin		<ul style="list-style-type: none"> <li>Turmeric well known for its beauty properties revitalizes dull skin and reveals a natural glow.</li> </ul>	Literature data	
6	Helps Blemish free skin	Feasible	<ul style="list-style-type: none"> <li>Reduction in the appearance of blemish evaluated by dermatologist, and subjective/self-assessment questionnaires.</li> </ul>	Clinical data	
			<ul style="list-style-type: none"> <li><i>In-vitro</i> evaluation of Licorice extract has shown significant suppression of Melanin production and tyrosinase inhibition activity</li> </ul>	Invitro data	
			<ul style="list-style-type: none"> <li>Licorice is known to enhance complexion and fade dark spots and blemishes by inhibiting melanin synthesis.</li> </ul>	Literature data	
7	Improves skin texture, softness, smoothness, suppleness.	Feasible	<ul style="list-style-type: none"> <li>Parameters as evaluated by subjective parameters under the supervision of dermatologists</li> </ul>	Clinical data	

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8	Fades away the look of dark spots, sunspots, age spots, blemishes	Feasible	<ul style="list-style-type: none"> <li>As evaluated in clinical study through subjective/ self-assessment questionnaire under the dermatologist supervision.</li> </ul>	Clinical data	
			<ul style="list-style-type: none"> <li>Turmeric, a golden spice is known for centuries to help promote skin benefits like glow, even skin tone, reduction of marks. Licorice is proven for fading spots, improvement of appearance of scars. Niacinamide, a versatile vitamin has proven skin benefits like soothing, protection from pollution, sun damage,boosting collagen and address dark spots. Glycolic acid is known for its ability to easily exfoliate the dead skin cells and thus fade dark spots and leaving the skin look smoother and even toned.</li> </ul>	literature data	

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9	<p>Moisturizes for even skin tone.</p> <p>OR</p> <p>Moisturizes &amp; help clear spots.</p> <p>OR</p> <p>Moisturizes to improve the look and clear/reduce spots.</p> <p>OR</p> <p>Balanced moisturization</p> <p>OR</p> <p>Improves skin moisturization.</p>	Feasible	<ul style="list-style-type: none"> <li>As evaluated in clinical study through subjective/ self-assessment questionnaire under the dermatologist supervision.</li> </ul>	Clinical study data	
10	<p><del>Soothes and calms stressed, acne prone skin</del></p>	Feasible	<ul style="list-style-type: none"> <li>Moisturizes, helps soothe and pamper the blemish prone skin.</li> </ul>	Formulation and	Word ' <i>calms</i> ' and ' <i>acne</i> ' are challenges.



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	<u>Rephrase as:</u> Soothes and pampers spot- prone skin.		<ul style="list-style-type: none"> <li>Niacinamide, a versatile vitamin has proven skin benefits like soothing, reducing the appearance of dark spots.</li> </ul>	literature data	
11	With the goodness of Turmeric <i>Svarasa</i> cold pressed juice from Organic Turmeric.	Feasible	<ul style="list-style-type: none"> <li>Product comes with goodness of unique Ayurveda inspired "<i>Svarasa</i>" concept for higher efficacy.</li> <li>Turmeric cold pressed juice extracted from organic turmeric.</li> </ul>	Certification data  Formulation & Phytochemistry data	
12	<del>Plant Stem Technology</del> Phyto-vitamin complex	Feasible	<ul style="list-style-type: none"> <li>Formula composition Vitamins and Phyto extracts</li> </ul>	Formulation data	
13	<del>Rich in Anti-inflammatory</del> Rephrase as Contains Phyto-extracts with antioxidant property.	Feasible	<ul style="list-style-type: none"> <li>Contains Turmeric and licorice which are known for the antioxidant property that help protect skin against free radicals</li> </ul>	Formulation and literature data	The word anti-inflammatory is restricted in Saudi and DM
14	Light and Fast absorbing	Feasible	<ul style="list-style-type: none"> <li>The formula contains ingredients which are light and fast absorbing.</li> <li>As evaluated in the clinical study through subjective questionnaire</li> </ul>	Formulation data & Clinical data	Basis subjective perception in observational clinical study

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15	Dermatologically tested. Non- irritating	Feasible	<ul style="list-style-type: none"> <li>As evaluated by PIPT study</li> </ul>	Safety study data	
16	Free From: Silicone, Mineral Oil, Parabens, Phthalates	Feasible	<ul style="list-style-type: none"> <li>The product is free from these ingredients</li> </ul>	Formulation data	<p>Free from claims in the order of relevance.</p> <p>Subject to external lab tests</p> <p>*Maximum 4 free from claims are allowed on pack.</p>



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## CLAIMS FOR COMMUNICATIONS OTHER THAN LABEL

1	XX% of subjects agree product reduces dark spots in X weeks.	Feasible	<ul style="list-style-type: none"> <li>Evaluation 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</li> </ul>	Clinical data	<p>Subject to regulatory approval in RUMEA along with signed business risk form</p> <ul style="list-style-type: none"> <li>X out of 10 Subjected to clinical study outcome</li> </ul> <p><b>**Spots refer to (Blemishes, sunspots, age-spots, suntan.)</b></p>
2	Clinically tested to reduce dark spots in XX% (size, color, intensity) in XX % consumers	Feasible	<ul style="list-style-type: none"> <li>Reduction in the size /appearance, intensity, colour number of spots in x weeks as evaluated by dermatologist/instrumental study.</li> </ul>	Clinical data	Subjected to clinical study outcome

Note: The claims captured in the claims grid are OK for RUMEA excluding Turkey

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APPROVALS	NAME	SIGNATURE	DATE
Natural product Innovations	Dr. Prathibha		05/02/2023
Head, Discovery Sciences Group (DSG)	Dr. Rafiq		07/02/2023
Formulation Development	Mr. Shakeb		06/02/2023
Clinical Department	Dr. Swathi		08/02/2023
	Dr. Rajesh		08/02/2023
Regulatory Department	Mr. Shivram		08/02/2023
	Mr. Solomon		4/2/23