

**18** YEARS OF  
EXCELLENCE  
IN RESEARCH

cliantha<sup>®</sup>  
research

## CONSUMER RESEARCH

"Clinically Tested" epithet makes  
your product distinct!!

Substantiate your claims,  
Make the difference



Clinical testing of your cosmetics and personal care products plays a vital role in authenticating your product claims ensuring that your products are safe and effective for the end user. Product claims need to be supported by robust evidence. Our core team here at cliantha have been extensively-published experts in this field of clinical testing since 1947 and continue to provide their expertise in consumer product research focusing on in vitro & in vivo testing requirements for cosmetics, nutricosmetics, herbal and other consumer related products, assuring complete data integrity and a quick turnaround time.

Our studies focus on product safety and efficacy, claim substantiation, consumer insights as well as marketing claim requirements. Many of our services include but are not limited to; the creation of study protocols, medical writing (with CTRL registration), subject recruitment, statistical analysis and specialized publications.

### We Offer:

- **Safety and Skin Sensitivity Studies**

Primary Irritation Patch Test (PIPT) | Contact Sensitization/ Human Repeat Insult Patch Test (HRIPT) | Cumulative Irritation Patch Test (7 / 14 / 21 days) | Ocular Irritation Test | Phototoxicity Test | Comedogenicity Test | Mildness Testing (For Soaps & Detergents) | Safety in-use Test

- **Efficacy and Claim Substantiation Studies**

Skin Care Claims | Hair Care Claims | Body Care Claims | Mother Care Claims | Baby Care Claims | Oral Care Claims | Deodorants / Anti-perspirants | Color Cosmetics

- **Functional Foods & Nutraceuticals**

- **Ayurvedic, Herbal & Botanical Products**

- **Pharmaceutical OTC**

- **Vasoconstriction / Skin Blanching Studies on Topical Corticosteroids**

- **Medical & Manuscript Writing**

- **Bio-instrumentation Capabilities**

