

CLAIM CHECKLIST

Dandruff & Itchy Scalp Claim Checklist

A claim planning checklist for brands separating cosmetic scalp comfort language, anti-flake positioning, stronger dandruff claims, and market-specific review needs.

Use this document before contacting Zerun to prepare a clearer project brief, reduce back-and-forth, and make sample development more focused.

Prepared for scalp care, haircare, salon, DTC, ecommerce, and private label brand projects.

How to Use This Checklist

Use this document before naming products, writing packaging copy, or finalizing a formula route. The goal is to keep scalp care claims aligned with product format, target market, ingredient direction, and the level of supporting documentation available.

This guide is a planning tool, not legal or regulatory advice. Final label language should be reviewed according to the target market, product category, ingredient status, and claim level.

1. Claim Level Mapping

Claim Type	Example Direction	Review Priority
Cosmetic comfort language	Scalp freshness, comfort feel, clean roots, balanced scalp care, non-heavy rinse-off	Usually suitable for cosmetic scalp care positioning when supported by formula and use experience
Anti-flake positioning	Helps reduce visible flakes, supports flaky scalp appearance, anti-flake routine support	Needs careful wording and product support; avoid disease or cure language
Itchy-feeling scalp language	Comfort-focused, relieves itchy-feeling discomfort from dryness, soothing-feel scalp care	Use cosmetic comfort wording and avoid disease-related conditions
Sensitive scalp positioning	Fragrance-free, low fragrance, gentle feel, mild cleansing, comfort-focused formula	Avoid implying medical treatment or dermatological disease management
Stronger dandruff claims	Treats dandruff, controls dandruff, medicated anti-dandruff language	May trigger different regulatory pathways depending on market and ingredients
Disease-related claims	Seborrheic dermatitis, fungal infection, eczema treatment, psoriasis relief	Avoid unless the product follows the appropriate regulatory route

2. Safer Cosmetic Wording Bank

Claim Area	Suggested Cosmetic Wording
Scalp freshness	Supports a fresh scalp feel; leaves scalp feeling clean; fresh-root routine support
Visible flakes	Helps reduce the appearance of visible flakes; supports flaky scalp care routines
Itchy-feeling discomfort	Comfort-focused scalp care; helps soothe the feeling of scalp discomfort caused by dryness
Oil balance	Supports a clean scalp feel; helps manage oily scalp perception after washing
Dry scalp feel	Helps scalp feel more comfortable; supports a less dry-feeling scalp after use
Sensitive scalp	Low-fragrance route; gentle-feel formula; suitable for comfort-focused scalp care positioning

3. Wording to Review Carefully

Wording / Claim	Why It Needs Review
Treats dandruff	May imply drug or treatment claim in some markets
Cures itchy scalp	Cure language should be avoided for cosmetic scalp products
Eliminates flakes permanently	Permanent or guaranteed results are difficult to support
Stops scalp inflammation	Inflammation language may move toward medical claims
Anti-fungal treatment	May suggest drug or therapeutic function
Dermatitis relief	Disease-specific claim; requires regulatory review
Medicated formula	May trigger drug or OTC review depending on market
Clinically proven	Requires actual clinical evidence and precise claim support

4. Product Format Claim Checklist

Product Format	Practical Claim Direction	Claim Boundary Reminder
Shampoo	Cleansing, scalp freshness, visible flakes, oil-control feel, rinse-off comfort	Avoid over-claiming long-term treatment without support
Scalp tonic or serum	Targeted comfort, fresh feel, lightweight leave-on routine support	Avoid disease relief or treatment language
Conditioner	Hair softness, scalp-friendly rinse-off, non-heavy after-feel	Do not repeat dandruff claims if the format does not support the role
Mask or treatment	Weekly care, comfort boost, fresh scalp routine, rich or targeted texture	Avoid making it sound like a medicated scalp therapy unless reviewed
Pre-wash care	Buildup care, clean scalp preparation, oil freshness, routine step	Avoid harsh detox or medical scalp cleansing language

5. Target Market Questions

Questions to Confirm Before Label Approval

- Which country or region will the product be sold in?
- Is the product positioned as cosmetic, OTC, medicated, or professional care?
- Does the formula include ingredients with special restrictions in the target market?
- Are the claims focused on appearance and feel, or on treatment and disease control?
- Will the product be sold on Amazon, Shopify, professional channels, or retail stores?
- Will distributors require COA, MSDS/SDS, product information, or additional documents?
- Is there evidence for each claim used on the label, listing, and marketing copy?

6. Label Review Checklist

Before Printing Labels or Outer Boxes

- Product name matches formula role and claim level
- Main claim wording is not stronger than the formula and documentation support
- Ingredient highlights are realistic and relevant to the formula
- Directions for use match product format and application area
- Warnings or caution statements are reviewed if needed
- Label space is sufficient for INCI, usage, net content, and company information
- Outer box copy matches bottle or tube copy
- Marketplace listing claims match packaging claims

7. Claim Planning Worksheet

Planning Item	Notes
Primary claim	
Secondary claims	
Ingredients highlighted on label	
Claims to avoid	
Target market review notes	
Documentation needed	
Questions for Zerun	

8. Practical Reminder

For dandruff-prone and itchy-feeling scalp products, the safest starting point is usually to define the product role first: cleansing, anti-flake appearance support, scalp comfort, oil freshness, sensitive scalp routine, or weekly care. The claim language should then follow that product role.