

# Effectively showing safe period after opening

Within the UK, it is estimated that approximately 30% of all purchased cosmetics have exceeded their use within date as customers use the products right to the last drop, use them so infrequently that they never finish or just simply don't know they are passed their best.

Customers don't necessarily remember when they bought or opened a product. They won't usually read the period after opening (PAO) information on the secondary packaging and this is often discarded at the time of opening, often months before they need to refer to it. Most consumers do not realise it is there or what it actually means.

The cosmetics and skin care industry is highly regulated in terms of shelf-life and PAO times that have to be displayed on products.

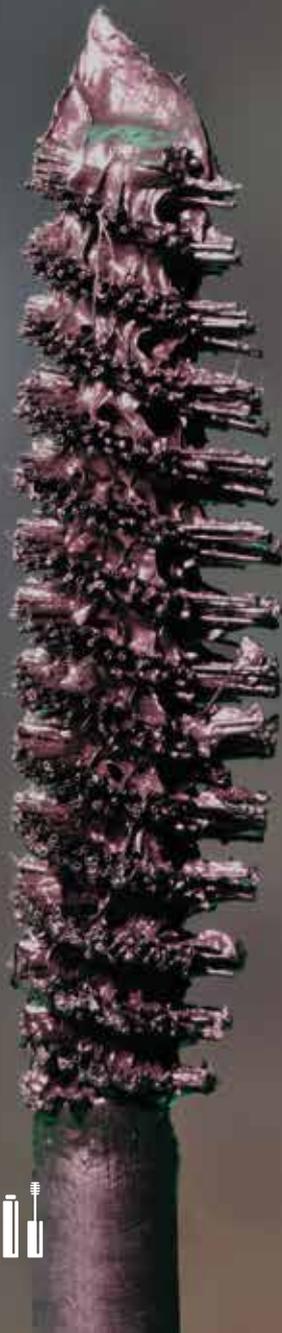
Typically, most cosmetic and skin care products have long shelf lives, often more than 30 months, during which time they can sit unopened on a shelf and witness no degradation in the suitability for use. Within Europe these products need to show the PAO symbol which is an indication of the period of time after opening for which the product can be used without any harm to the consumer.

As PAO symbols are used almost universally across many different product categories they create some confusion and dissatisfaction within the industry, and with end users.

Not all products can be easily identified as ready to be discarded by look or smell. Customers naturally want to keep using them until the container is finished and tend to hold on to them until then.

Most products will pose little or no risk to health if used beyond their recommended PAO time. But some:

- Will become less effective – not ideal if this is the very effect the customer has paid for, such as vitamin A and C products
- May put your health at risk – such as sunscreen products that should ideally be discarded after 12 months to ensure efficacy
- May change effect – such as the out of date self tan, nobody wants to glow orange
- May even become potentially harmful – causing irritation or infection, such as a contaminated mascara; the biggest cause of conjunctivitis in women





## Find out how UWI can help you

- ✓ protect and empower your customer
- ✓ encourage brand loyalty
- ✓ increase sales

T +44 (0)131 290 2299  
E [info@uwitechnology.com](mailto:info@uwitechnology.com)  
W [www.uwitechnology.com](http://www.uwitechnology.com)

---

## Real-time solution

Working alongside your current processes the UWI Label offers an innovative and accurate approach to monitoring how long a product has been open and whether it is still effective or safe to use.

### Empowers your customer

Ensuring that they always have the most effective product and know when to rebuy, the UWI Label is applied as part of the primary packaging and is automatically activated as the product is opened so the customer can always clearly see whether the product is within its effective and safe use-within period, or not. And so encouraging customers to throw away and replace out of date products.

### Protects your customer

For when you can't see or smell that a product is beyond its best, the UWI Label helps protect your customers by assisting them to adhere to the PAO guidance and discard products that are no longer safe for use.

### Encourages brand loyalty

Ensuring that your customers always have the most effective product and

enabling them to identify when a product may be ineffective or unsafe to use provides the customer with a clear added benefit over competitive products and will encourage more frequent repeat purchasing.

### Fits with your branding and packaging

The label is both flexible in terms of rigidity but also in terms of design, size, placement and colour so that it can fit your brand guidelines and can be applied as part of your current labelling process.

### Available in a range of time frames

The UWI Label is available in a wide range of time frames, from hours to months, to suit a wide range of different products from short life C enzyme products, to eye liners and mascara, through to self tans and suntan lotions.

### Assists meeting regulatory compliance

It's more than just a nice to have, applying the UWI Label addresses safety concerns and is timely with the tightening of safety regulations.

---

## Ideal for:

Products that can become more easily contaminated and spread infection such as:

- Mascaras
- Eye liners
- Contact lens peroxide solution
- Organic and natural product based creams and treatments
- Those with low levels of paraben preservatives and anti-bacterial agents

Products that contain active ingredients and become less effective such as:

- Anti-ageing, anti-acne and high-end; creams and treatments, containing vitamin A (retinol) and vitamin C
- Exclusive and bespoke skincare products

Products that we rely on their effectiveness for UV protection such as:

- Suncreams and oils
- Sunscreening make-ups

Products that change effect over time such as:

- Self-tans
- Hair colouring



Founded in 2009 by CEO and inventor of the UWI Label, Pete Higgins, UWI Technology has since won a raft of awards in recognition of its technical and commercial developments from organisations including: PWC Scotland, Barclays, NESTA, SMART Scotland and Scottish Enterprise.

UWI Technology Limited  
CodeBase, Argyle House  
3 Lady Lawson Street  
Edinburgh EH3 9DR  
United Kingdom