

PPP2010 ABSTRACT INSTRUCTIONS

THE ABSTRACT MUST BE SUBMITTED BY EMAIL AS A MICROSOFT WORD FILE IN THE FOLLOWING FORMAT

The abstract **MUST** fit on a single A4 page within the following margins: top 2cm, bottom 2.2cm, left 2cm, right 2cm.

The entire document must use Arial or similar sans serif font.

The **TITLE** must be typed entirely in **BOLD CAPITALS** in 14pt type.

Initials, followed by surname, of **AUTHORS** must be typed entirely in **BOLD CAPITALS** in 12pt type

AFFILIATIONS and short **ADDRESSES**, with superscripted numerals used to indicate affiliations, must be typed in 10 pt Arial font

BODY TEXT must be typed single-spaced, in single column format, in 10 pt Arial font

Metric units must be used throughout.

Generic names of all compounds must be used unless the specific trade name is directly relevant to the discussion.

Any Figures (Including photographs) or Tables must be included within the text and numbered consecutively with Arabic numerals. Both Figures and Tables must include a brief but complete title.

In the text **REFERENCES** must be given numerically in the order cited, using superscripted numerals, and a reference list included at the end.

A **LIST OF REFERENCES** (in 9pt Arial type) must include, in the following order, reference number, **ALL** authors (surnames followed by initials), reference title, journal title (abbreviated according to the International List of Periodical Title Word Abbreviations), volume number, inclusive page numbers and year. For books, the editors name(s) and book title, publisher and publishers location must appear before volume and page numbers.

Sources of financial support and materials should be **ACKNOWLEDGED** (in 9pt Arial type).

SEE EXAMPLE ABSTRACT BELOW

APPLICATION OF THE EU HOMEOPATHIC ORGANIC NATURAL ECOLOGICAL SUSTAINABLE TECHNOLOGY DIRECTIVE TO TOPICAL AND TRANSDERMAL PRODUCTS

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Improvements in dermal and transdermal delivery of both pharmaceutical and cosmetic agents over the past few years have led to continually increasing performance expectations by consumers. At the same time, increasing public knowledge of potential toxicological implications of dermal exposure has raised significant safety concerns. Animal welfare issues have resulted in restrictions in the types and quantities of tests carried out during development, and the spectre of global warming must also be addressed. The main objective of the new EU Homeopathic Organic Natural Ecological Sustainable Technology Directive¹ is to promote products whose safety and environmental impact have been assured by the application of a rigorous series of principles.

1. To ensure minimisation of toxicological risk, active ingredient concentrations must not exceed homeopathic levels (there must not be a greater than a 1 in 10^{14} chance of a single molecule of active being present in any particular dose)
2. Only organic ingredients from natural sources, grown under ecologically-friendly sustainable conditions in developing countries under a Fairtrade Agreement with the indigenous population can be included
3. Formulation vehicles must be essentially aqueous and only directly captured climatic precipitation or solar distilled seawater can be used.
4. The environmental impact assessment of product development, manufacture and use must demonstrate a neutral effect and all packaging must be virtual (product must be collected in person by user using non-powered transport)

Beneficial effects of implementation of this directive are shown in Fig. 1. The rising trend for increasing numbers of adverse reactions (AR) has been sharply reversed. At the same time the effect on sales volumes of relevant products appeared quite small. However, more detailed analysis of the data (Fig. 2) indicated that the actual rate of AR remained constant throughout the period. This anomaly is the subject of further investigations under the EU New Opportunity Intellectual Development Economic Area program.

Fig.1 Adverse reaction and sales volume trends over the past decade

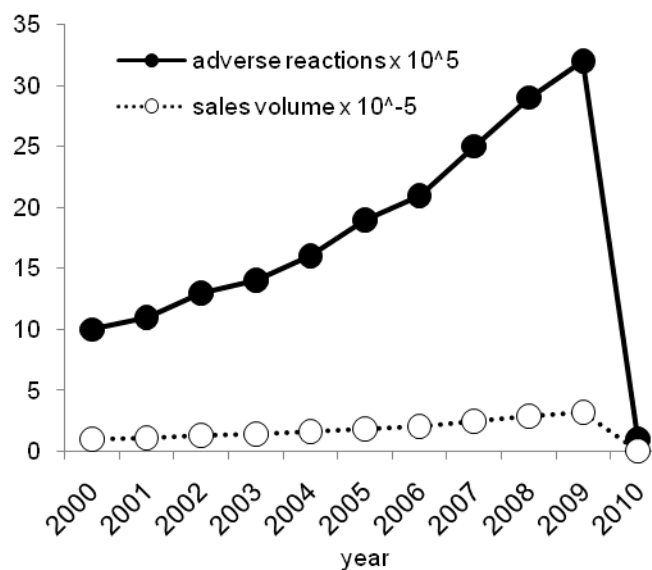
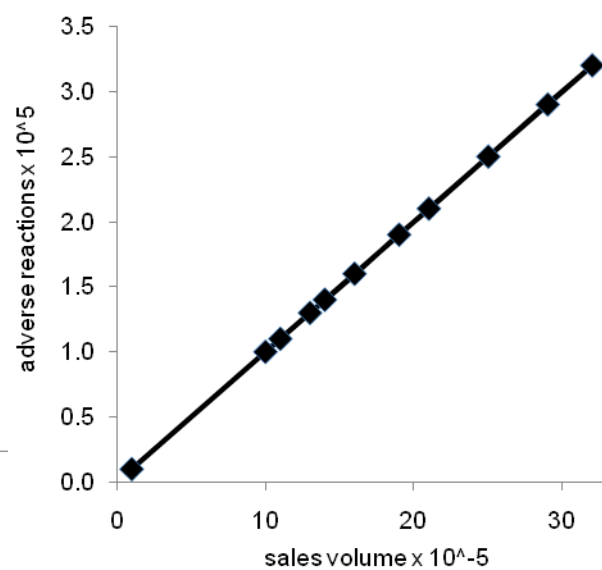


Fig.2 Unexpected relationship between adverse reactions and sales volumes



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1. Directive 2009/999/EC, Homeopathic Organic Natural Ecological Sustainable Technology