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Developing an effective proactive approach to defending frivolous litigation

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The question is not⁹ whether product manufacturers, retailers and service providers will be sued but when will they be sued. We live in a litigious society. We must effectively manage this known risk through a multiple layer program designed to provide the best company position when litigation occurs. Manufacturers, retailers and service providers must work collectively to ensure survival of the industry. We must systematically define and implement plans to limit our risk. Product manufacturers, retailers and service providers can improve their successful defense of frivolous litigation by developing an effective consumer relations programs to include product education program and developing more uniform warnings and instructions and being more robust in designing the product information/instructional sheet for each product. Understanding the problem is as helpful as solving the problem. Product manufacturers, retailers and service providers must develop and agree to share limited amounts of information so to maintain data regarding the nature of the alleged offenses and develop programs to monitor and eliminate not only the problems, whether that problem be intentional misuse or confusing product use it's equally important to resolve any perceived problems. Implementation of proactive risk management programs will assist in our defense of unfounded litigation. As a group we should advocate for reimbursement of litigation cost when we are forced to engage in frivolous litigation.

Biography

Tabitha Odell has been providing exceptional consumer service to the health and beauty industry via Cosmetic Answers, Inc. Cosmetic Answers is the culmination of Tabitha's extensive experience in claims management, litigation management, compliance, consumer & customer relations in the health and beauty industry. This position led to her position at leading hair care manufacturer, Carson Products Company as a Claims Manager, responsible for managing the entire department and handling US, European and Caribbean claims. While at Carson Products Company she was promoted twice, landing as the Legal Compliance Manager responsible for Product Liability Claims, litigation management and trademark administration. Tabitha was soon called on for several key executive positions in the industry before launching Cosmetic Answers (formerly Consumer Relations Group) to provide exceptional consumer services to the health & beauty industry.

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