



ETHICAL & ACCURATE CLINICAL TESTING

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Brian R. Ecclefield: Founder/Managing Director

Proven Founder, Executive Board Member, and Professional Expert Witness. Specializing in Financial Management, Clinical Study Design, Regulatory Analysis, and Fund Raising with hands on Cosmetic/OTC Drug Audit Experience. Fluent in GCP and GMP.

Managing Director: Validated Claim Support

2018-Present

VCS provides clinical testing to the Personal Care, OTC, Cosmetic, and Skincare markets domestically and internationally.

- Chief Financial Officer, managing external funding and equity investor/partner relationships and providing quarterly updates on company progress.
- Chief Executive Officer, handling all company Insurance Policies and Risk Management, and managing All company legal and fiduciary duties and relationships.
- Investor Relations and lead on all company fundraising, including 5x SBA Small Business Loan Writeup and Recipient.
- Contract management for 20+ employees, 70+ vendors, and 150+ sponsors.
- Tax partner for LLC and Daily Bookkeeper and LLC Managing Member.
- Winner of 2022 Teaneck Business of the Year Award.
- General Manager assisting in any and all business/leadership roles.
- Review of all study data and oversight of initial study design.
- QMS oversight and authoring, reviewing, and implementing main SOPs.
- Overseeing company finances, expenditures, purchases, and accounts receivable.
- Approval of hundreds of individual reports, along with data delivery and open discussion with sponsors and clients.
- Managing Company and Corporate Insurance Policies.
- Onsite Subject Matter Expert for IT and data protection.
- Training for new staff in IT, Data Protection, and General Company Policy.
- Implementing weekly management meetings and training discuss company progress.
- Managing International Conference and Tradeshows and overseeing all marketing activities.
- Managing Technical Sales & Client Meetings where applicable.
- Investigating new industry procedures and suggesting additional expansion and capability development.

Founder: Validated Claim Support

Aug 17, 2018

- Wrote, organized, developed, and submitted original business plan, and registered/founded the organization.
- Personally hired all upper management and original laboratory positions.
- Raised 2M in Investor Equity and 1.25M in SBA 7(a) backed traditional small business loans.
- Established and Registered Validated Claim Support with FDA as an analytical laboratory.
- Initiated formation of VCS Quality Management System, hybridizing GMP, GCP, and GLP initiatives.
- Initiated marketing and sales launch efforts across 3 major continents through relevant marketing contacts.
- Custom built out Clinical Laboratory Space after looking at 41 locations in the tristate area.
- Initiated all Business Formation activities, registering VCS as an LLC in the state of New Jersey as a Partnership.
- Established all Regulatory, Insurance, and Legal contacts and contracts creating business foundation.

Expert Witness/Legal Experience

Treehouse Law LLP (Santa Monica, CA)

May 2025 – Present

- Consulted on major Sunscreen Ingredient Litigation and Class Action Suits
- Lead Expert Witness for Label Claims and Ingredient Related Support

Executive Board Experience

New York Society of Cosmetics Chemists

Nov 2025 – Nov 2028

NYSCC Treasurer-Elect and Board Executive Member



Media Experience

Canadian Broadcasting Corporation (CBC News) <i>Why you shouldn't count on SPF for all your sun protection</i> https://www.cbc.ca/news/marketplace/spf-sunscreen-protection-9.7106878	February 2026
Australian Broadcasting Corporation (ABC News) <i>Former employees of sunscreen testing lab Princeton Consumer Research blow whistle on alleged questionable practices</i> https://www.abc.net.au/news/2025-10-01/australian-sunscreen-brands-dump-spf-testing-lab-pcr/105841262	September 2025
Pretty Equity <i>When Tests Lie – What Investors Must Know About Beauty Lab Risk</i> https://www.youtube.com/watch?v=lgQVCTt2oso	September 2025
Beauty Confidential Episode 5 <i>Clinical testing's impact on new product development, and what to know</i>	March 6th 2026
Skincarma Pod Episode 53 <i>SunscreenGate and the Ethics of Clinical Testing</i> https://www.youtube.com/watch?v=gRS4_jlSjrJU	November 29th, 2025
The Eco Well <i>SunscreenGate Roundtable - What's Happening with Sunscreens?!?!?!?</i> https://www.theecowell.com/podcast/sunscreengate2025	October 2025

Business Development Manager

Prior Work Experience

Princeton Consumer Research (Princeton, New Jersey) <i>PCR is a clinical testing laboratory with 5 different Global Sites servicing the Personal Care and Beauty Industries. Primary areas of focus: sun care, skincare, antiperspirants, body care, and hair care.</i>	September 2017 – August 2018
Business Development Manager <i>New Business Development and client services continuity from past accounts.</i>	
<ul style="list-style-type: none"> • Converted approximately 1m in new revenue from past accounts. • Managed all safety, photobiology, and clinical data reports from study design through implementation. • Lead SPF, safety, and UVA study design initiatives on over 300 projects in 1 year. • Custom developed sun care and bespoke clinical testing protocol for specific client needs. 	

AMA Laboratories (New City, New York) <i>Label claim support for both regulatory and marketing purposes, primarily for OTC and topical products. Primary areas of focus: sun care, skincare, antiperspirants, body care, and hair care.</i>	May 2009 - June 2017
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Technical Sales Director <i>Responsible for generating new business through trade show management, study design, implementation, data review, and follow up.</i>	
<ul style="list-style-type: none"> • Sold and managed over 5,000 unique clinical studies ranging from SPF and UVA through product safety, in use, and custom claim support/clinical initiatives. • Implemented company-wide CRM software (Microsoft Dynamics) which helped to grow International Sales from 3m per year to 8m through direct marketing efforts and trade show participation, and boosted conversion of leads to new accounts by over 45%. • Provided international regulatory advice for brands looking to expand from North America to overseas or from foreign markets into the United States and Canada, streamlining new multinational product launches and dramatically increasing horizontal sales. 	

Education

Loyola College of Maryland, Baltimore MD Bachelors of Business Administration with a concentration in Finance. Cum Laude	May 2008
Monash University, Melbourne Australia 1Y International Business Program, with full Distinctions	May 2007