

1. Scope of application

This guideline aims to provide guidance on cosmetic labeling in major export destination countries (regions) for cosmetics in my country.

According to the laws, regulations, standards, requirements and their differences with our country, suggestions and guidelines are put forward to meet the requirements of the target market.

Applicable to all cosmetics companies that export or prepare to export.



II. Overview of the Basic Situation of Imported and Exported Cosmetics

2.1 Terms and Definitions

Cosmetics: Cosmetios: refers to any product that is applied to any part of the human body by smearing, sprinkling, spraying or other similar methods.

(skin, hair, nails, lips), teeth and oral mucosa to achieve cleanliness, fragrance, change appearance,

Products for correcting body odor, maintaining and keeping in good condition.

Labelling: refers to the words, numbers, symbols,

Graphics and instructional materials placed inside the sales packaging.

Sales packaging: refers to the packaging that is delivered to consumers together with the contents for the purpose of sales.

Pack.

Contents: refers to the product contained in the packaging container.

Display panels: refers to the area of the cosmetics that can be seen by consumers in their natural state when they are displayed.

noodle.

Visible panels: refers to the area of the cosmetic that consumers can see without damaging the sales packaging.

to any surface.

Net content: refers to the actual mass or

Volume or length.

Shelf life: refers to the period of time during which the cosmetic product is kept in good condition under the conditions specified in the cosmetic product standards and labels.

During this period, the cosmetics are fully suitable for sale and meet the requirements of product standards and labels.

quality.

Expiration date: refers to the period of use of the product under the conditions specified in the cosmetic product standards and labels.

The best use date of cosmetics. During this period, the cosmetics are completely suitable for sale and meet product standards and labels.

After this period, the quality of the cosmetics may change and the cosmetics are no longer

Suitable for sale.

Primary packaging product: refers to cosmetics that are packaged once.

The commodities involved in this guide are cosmetic products. The corresponding customs export catalog commodity codes for such products are

As shown in Table 2.1 (data from the China Customs Statistical Yearbook compiled by the General Administration of Customs of the People's Republic of China).

Table 2.1 List of customs codes for cosmetics

Product Name	Commodity Number (Customs Code)
Essential oils include extracts and absolutes: Balsam: extracted oleoresins	3301
Orange Oil	33011200
Lemon Oil	33011300
Lime Oil (Lime Oil)	33011910
Other citrus essential oils	33011990
Peppermint Oil	33012400
Other peppermint oils	33012500
Camphor oil	33012910
Citronella Oil	33012920
Fennel oil	33012930
Cinnamon Oil	33012940
Litsea cubeba oil	33012950
Eucalyptus Oil	33012960
Geranium oil (geranium oil)	33012991
Unlisted non-citrus fruit essential oil	33012999
Iris Gel	33013010
Other Balms	33013090
Extracted oleoresin	33019010
De-olefination by-products of essential oils from citrus fruits	33019020
Products containing concentrated essential oils: other olefin by-products and essential oil liquids	33019090
Perfume and toilet water	3303
Perfume and toilet water	33030000
Beauty products or cosmetics and skin care products: nail cosmetics	3304
Lip cosmetics	33041000
Eye cosmetics	33042000

(Continued table)

Product Name	Commodity Number (Customs Code)
Nail cosmetics	33043000
Incense powder, whether or not compressed	33049100
Other beauty products or cosmetics and skin care products	33049900
Hair Care Products	3305
Shampoo	33051000
Perm	33052000
Fixative	33053000
Other hair care products	33059000
Oral and dental cleaning products: yarn for cleaning between teeth (dental floss)	3306
toothpaste	33061010
Other tooth cleaning products	33061090
Yarn for cleaning between teeth (dental floss)	33062000
Oral Cleanser	33069000
Fragrance products and cosmetics:	3307
Shaving preparations	33071000
Personal deodorants and antiperspirants	33072000
Bath salts and other bath preparations	33073000
Depilatory agents, unlisted aromatic products, and cosmetic cleaning products	33079000

2.2 Latest customs statistics

The statistical scope is: the total annual import and export amount and quantity of this type of products.

2.3 Import and export statistics in the past five years

2.3.1 Statistics of China's cosmetics import and export volume from 2007 to 2011

In the past five years, my country's cosmetics import and export has generally shown an upward trend, and has grown rapidly in the past two years.

Statistics show that my country's cosmetics exports increased by 427,700 tons in 2011 compared with 2007, an increase of

175.51%, and the export value increased by US\$1.493 billion, an increase of 145.17%: the import volume of cosmetics increased

The import volume increased by 55,100 tons, an increase of 103.50%, and the import value increased by US\$1.474 billion, an increase of 214.34%.

my country's cosmetics trade is mainly export-oriented. With the adjustment of the structure, it has gradually moved towards import and export trade in recent years.

According to statistics, from 2007 to 2011, my country's cosmetics trade surplus increased from US\$341 million to US\$

It dropped from 1.00 billion to 0.00 billion U.S. dollars, and then increased slightly to 3.60 billion U.S. dollars, and the trend gradually stabilized.

my country's total import and export trade of cosmetics increased from US\$1.716 billion to US\$4.684 billion, an increase of 172.88%.

Compared with the rapid growth of trade value, my country's cosmetics still have a big disadvantage in terms of quality.

The average unit price of imported cosmetics was US\$12.92/kg, and the average unit price of exported cosmetics was US\$4.22/kg.

32.66% of the import unit price: In 2011, the average unit price of cosmetics imports was US\$19.96/kg, and the average export unit price was US\$19.96/kg.

The unit price is 3.76 USD/kg, which is 18.84% of the import unit price. It can be seen that the gap is still widening.

This price disadvantage shows that the gold content of my country's exported cosmetics is low, and maintaining trade growth is based on a large number of

Exports are based on the sacrifice of value. This situation poses a great challenge to my country's cosmetics manufacturers.

This is a very serious issue and we should improve product quality and increase added value as soon as possible.

Table 2.2 List of my country's cosmetics export quantity and value from 2007 to 2011

years	quantity (10,000 tons)	Growth (10,000 tons)	growth rate	Amount (100 million US dollars)	Growth (100 million US dollars)	growth rate
2007	24.37		one	10.29	one	
2008	20.20	-4.17	-17.11	9.36	-0.93	-9.04
2009	31.37	11.17	55.30	11.66	2.30	24.57
2010	41.58	10.21	32.55	17.50	5.84	50.09
2011	67.14	25.56	61.47	25.22	7.72	44.11

Table 2.3 Table of cosmetics import quantity and value from 2007 to 2011

years	quantity (10,000 tons)	Growth (10,000 tons)	growth rate	Amount (100 million US dollars)	Growth (100 million US dollars)	growth rate
2007	5.32	one	one	6.88	one	one
2008	6.11	0.79	14.85	9.36	2.48	36.05
2009	5.90	-0.21	-3.44	10.70	1.34	14.32
2010	7.55	1.65	27.97	15.00	4.30	40.19
2011	10.83	3.28	43.44	21.62	6.62	44.13

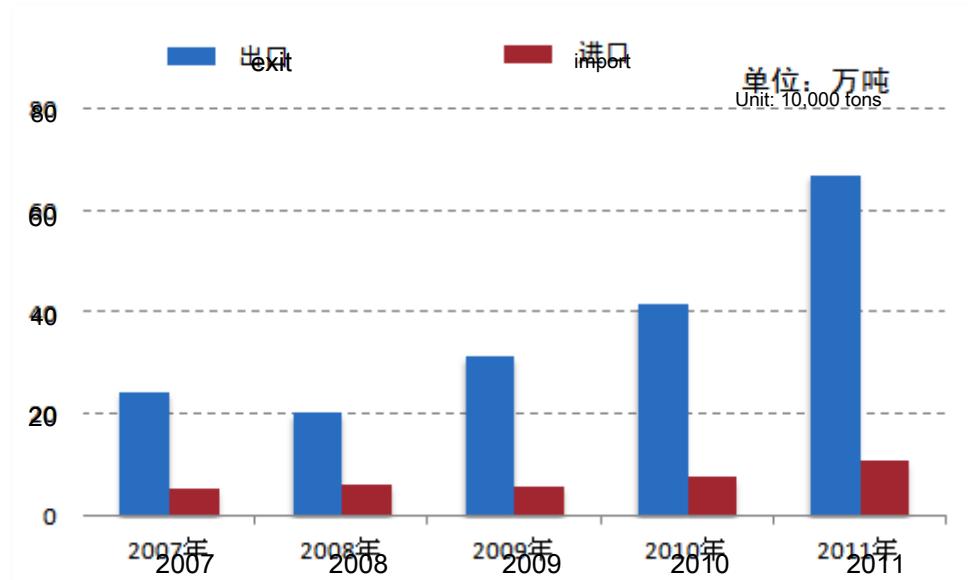


Figure 2.1 Analysis of my country's cosmetics import and export volume from 2007 to 2011

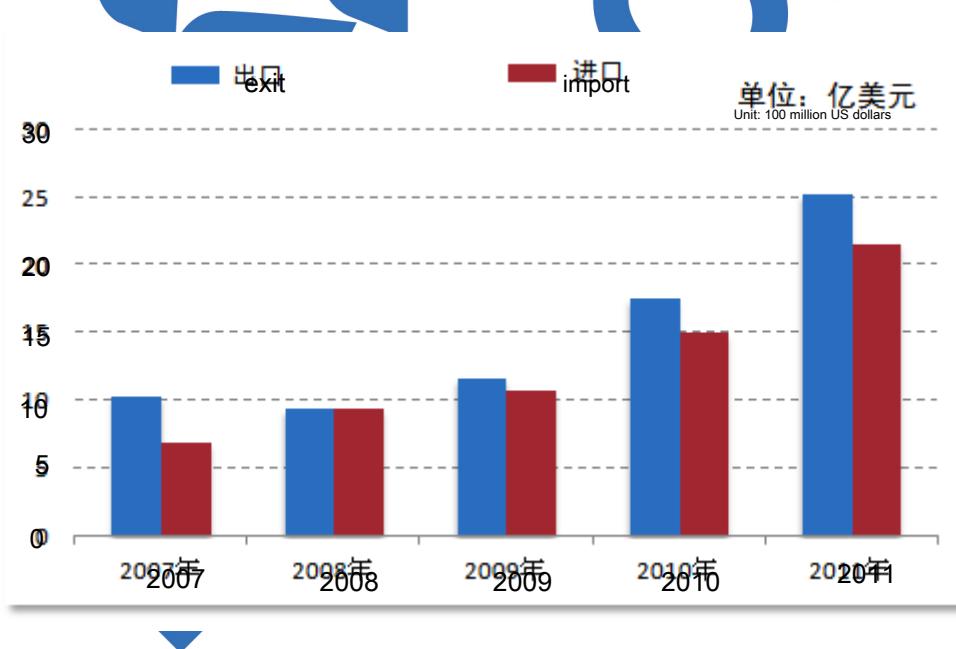


Figure 2.2 Analysis of the import and export value of cosmetics in my country from 2007 to 2011

2.3.2 Composition of China's cosmetics exports from 2007 to 2011

In the past five years, my country's cosmetic exports have mainly been skin cosmetics, hair cosmetics, and oral cosmetics.

The export volume of cosmetics and beauty products accounted for more than 80% of the total export volume. Among them, the growth rate of skin care products ranked first.

Products, with an average annual growth of US\$142 million, accounted for 14% of the total sales. The second largest category was oral cosmetics.

The average annual growth rate reached 61 million US dollars, and the proportion increased by 8%. The next is beauty cosmetics, with an average annual growth rate of

It reached USD 36 million, and its proportion decreased by 23%. The growth rates of other categories were relatively low.

Table 2.4 List of the export quantity and value of various cosmetics in my country from 2007 to 2011

Unit: 10,000 tons/US\$100 million

Cosmetics Category	2007		2008		2009		2010		2011	
	quantity	Amount								
Skin cosmetics	4.18	2.32	4.86	2.25	11.38	3.46	14.49	6.12	21.76	9.43
Hair cosmetics	6.09	1.23	5.53	1.19	6.97	1.41	10.06	1.90	10.21	2.26
Oral cosmetics	3.50	0.71	2.14	0.43	5.61	0.97	7.65	1.36	20.60	3.74
Beauty cosmetics	8.91	5.38	6.40	5.00	5.28	4.82	6.60	6.63	7.07	7.18
Perfume cosmetics	0.85	0.53	0.73	0.42	1.36	0.73	1.81	1.07	2.56	1.21
Special function cosmetics	0.78	0.11	0.44	0.07	0.68	0.26	0.77	0.26	0.82	0.33
Other cosmetics	0.05	0.01	0.10	0.01	0.08	0.01	0.21	0.17	4.11	1.06
total	24.37	10.29	20.20	9.36	31.37	1.66	41.58	17.50	67.14	25.22

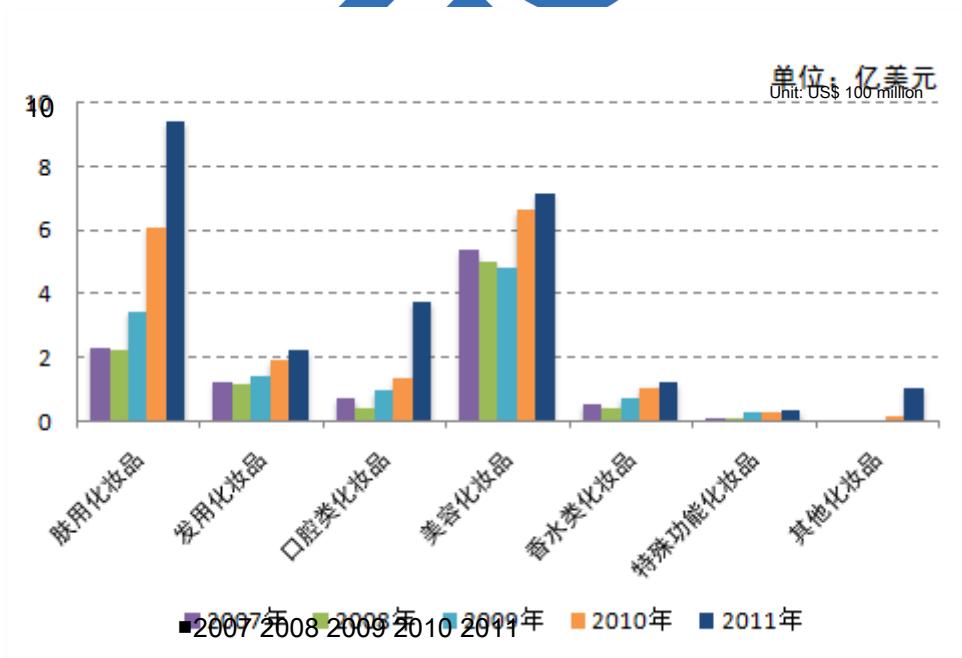


Figure 2.3 Analysis of the export value of various cosmetics in my country from 2007 to 2011

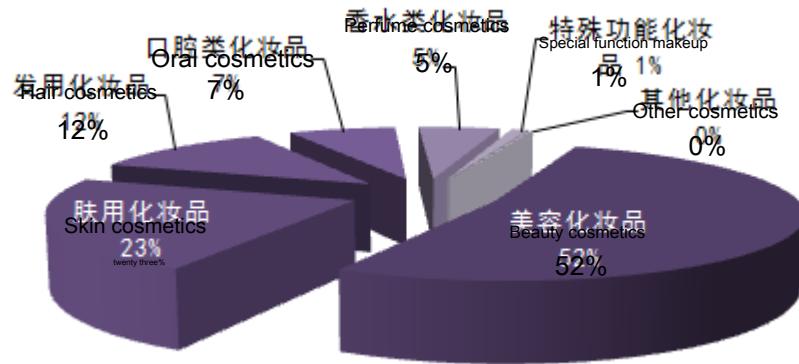


Figure 2.4 Analysis of the proportion of various cosmetics exports in my country in 2007

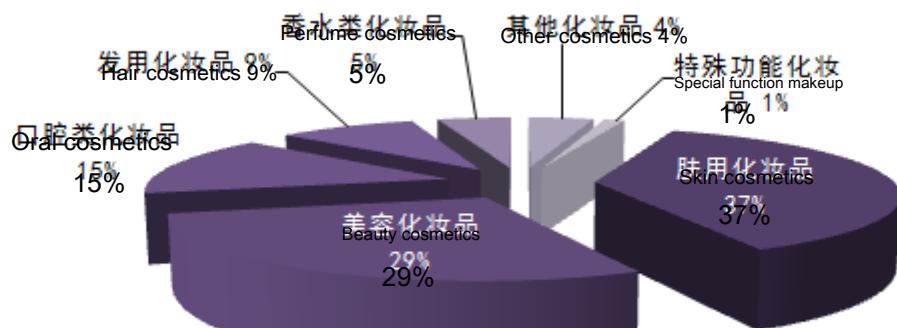


Figure 2.5 Analysis of the proportion of various cosmetics exports in my country in 2011

2.4 Major export target markets in recent years

2.4.1 Analysis of the quantity and value of Chinese cosmetics exports to five continents from 2007 to 2011

According to statistics, Asia, America and Europe are the main export destinations for my country's cosmetics.

In 2011, the volume and value of my country's cosmetics exports to Asia increased by 130,300 tons and 614 million respectively.

The volume and amount of exports to the Americas increased by 3% and 19% respectively.

82,500 tons and US\$276 million, with the proportion decreasing by 5% and 10% respectively: the quantity exported to Europe and

The amount increased by 98,700 tons and US\$388 million respectively, with the former increasing by 6% and the latter decreasing by 7%;

The quantity and amount of exports to Africa increased by 26,300 tons and US\$53 million respectively, and the proportions rose successively

3% and 1%: The quantity and amount of exports to Oceania increased by 6,100 tons and 1 million US dollars respectively, accounting for

The proportion decreased by 1% and 3% respectively.

Table 2.5 Quantity and value of cosmetics exports to five continents from 2007 to 2011

Unit: 10,000 tons/US\$100 million

Continent	Asia		America		Europe		Africa		Oceania	
years	quantity	Amount								
2007	9.60	2.93	7.40	3.35	4.36	1.97	0.78	0.20	0.91	0.44
2008	9.53	3.56	4.73	2.47	3.31	1.96	1.40	0.31	0.46	0.14
2009	14.38	4.83	6.96	2.71	6.52	2.61	1.67	0.35	0.70	0.19
2010	17.82	6.06	9.67	3.92	8.24	4.21	1.99	0.44	0.78	0.25
2011	22.63	9.07	15.64	6.11	14.23	5.85	3.41	0.73	1.53	0.45

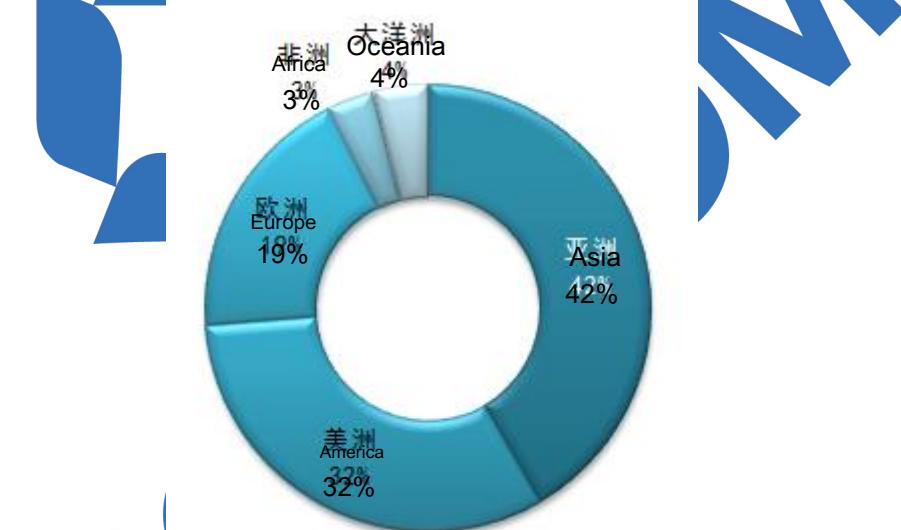


Figure 2.6

Analysis of the proportion of cosmetics exported by my country to various continents in 2007

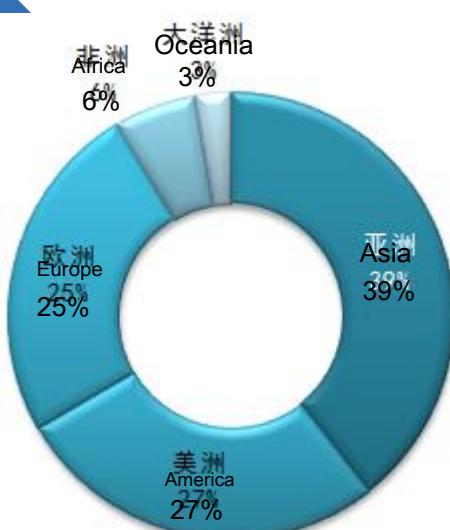


Figure 2.7 Analysis of the proportion of cosmetics exported by my country to various continents in 2011

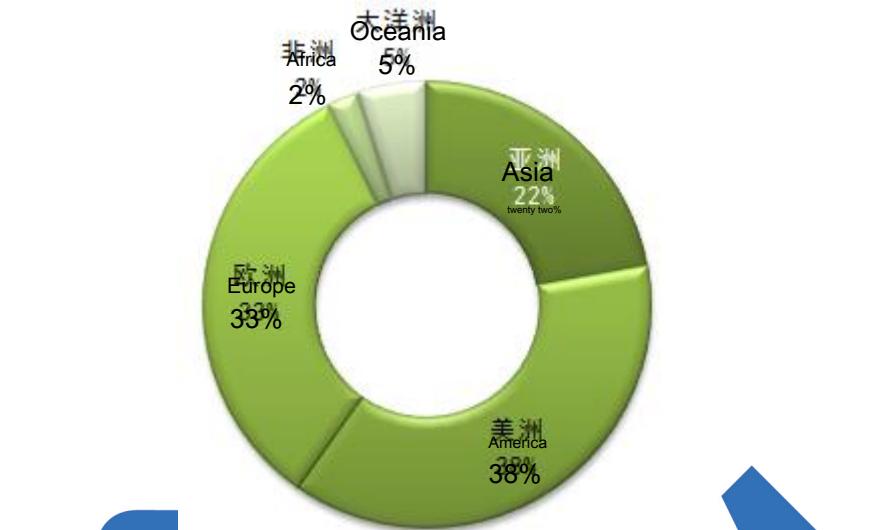


Figure 2.8 Analysis of the proportion of cosmetics exported by my country to various continents in 2007

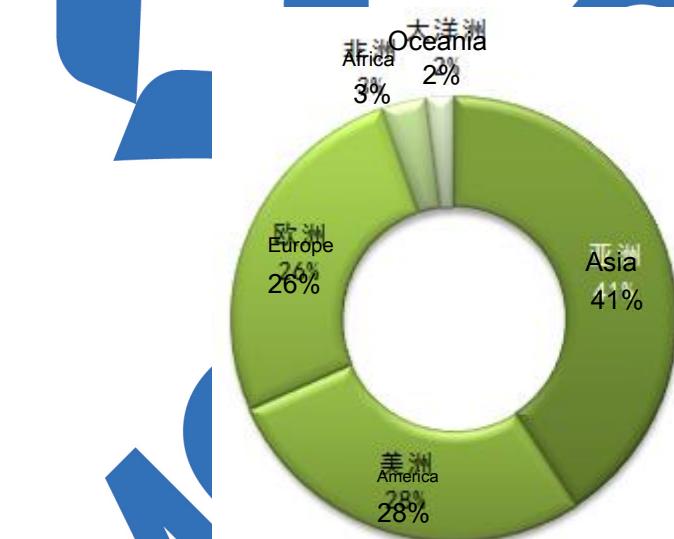


Figure 2.9 Analysis of the proportion of cosmetics exported by my country to various continents in 2011

2.4.2 Analysis of the quantity and amount of China's cosmetics exports to major export regions from 2007 to 2011

In the past five years, North America, the European Union and Hong Kong have been the regions with the largest cosmetics exports from my country.

Compared with 2007, the quantity and amount of exports to North America increased by 66,800 tons and US\$204 million respectively.

The proportion decreased by 2% and 9% respectively: the number and amount of exports to the EU increased by 45,200 Tons and USD 300 million, accounting for 2% and 3% respectively: the quantity and amount of exports to Hong Kong

They increased by 58,200 tons and US\$275 million respectively, with the proportion of quantity decreasing by 3% and the proportion of amount increasing

4%. In 2011, the volume and value of cosmetics exported to these three regions accounted for 60% of the total and total value of cosmetics exports.

above.

Table 2.6 Quantity and value of my country's cosmetics exports to major export regions from 2007 to 2011

Unit: 10,000 tons/US\$100 million

area	2007		2008		2009		2010		2011	
	quantity	Amount								
North America	6.56	3.04	3.90	2.14	6.07	2.36	7.93	3.26	13.24	5.08
European Union	2.89	1.60	2.85	1.81	3.56	2.09	4.79	3.58	7.41	4.60
Hongkong	6.10	1.37	5.48	1.93	8.92	2.66	10.63	3.34	11.92	4.12
East Asia	0.96	0.66	0.82	0.74	1.06	0.82	1.79	1.01	2.93	1.51
ASEAN	0.96	0.80	0.65	0.86	0.99	0.90	1.37	1.29	2.33	1.70
Taiwan	0.82	0.31	0.81	0.36	1.23	0.47	1.41	0.56	1.57	0.62
middle East	1.26	0.47	1.42	0.41	1.46	0.52	1.71	0.60	2.42	0.80
Latin America	0.83	0.31	0.82	0.33	0.86	0.33	1.71	0.65	2.37	1.02
Eastern Europe	1.43	0.36	0.44	0.14	2.93	0.50	1.37	1.29	2.33	1.70
Oceania	0.91	0.44	0.45	0.14	0.70	0.19	0.78	0.25	1.52	0.45
Africa	0.78	0.20	1.40	0.31	1.67	0.35	1.99	0.44	3.41	0.73

[Note] North America: the United States and Canada, a total of 2 countries:

EU: France, Italy, Netherlands, Belgium, Luxembourg, Germany, Ireland, Denmark, United Kingdom, Greece, Portugal, Spain, Austria, Finland, Sweden, Poland, Latvia, Lithuania, Estonia, Hungary, Czech Republic, Slovakia, Slovenia, Malta, Cyprus, Bulgaria, Rome

Nigeria, a total of 27 countries:

East Asia: Japan, South Korea, North Korea, Mongolia, a total of 4 countries:

ASEAN: Indonesia, Singapore, Thailand, Philippines, Malaysia, Brunei, Myanmar, Vietnam, Laos, Cambodia, 10 countries:

Middle East: Bahrain, Egypt, Iran, Iraq, Israel, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, Syria, United Arab Emirates, Yemen, Palestine, Algeria, Libya Bahrain, Morocco, Tunisia, Sudan, Mauritania, Somalia, a total of 22 countries:

Eastern Europe: Russian Federation, Belarus, Ukraine, and Moldova, a total of 4 countries.

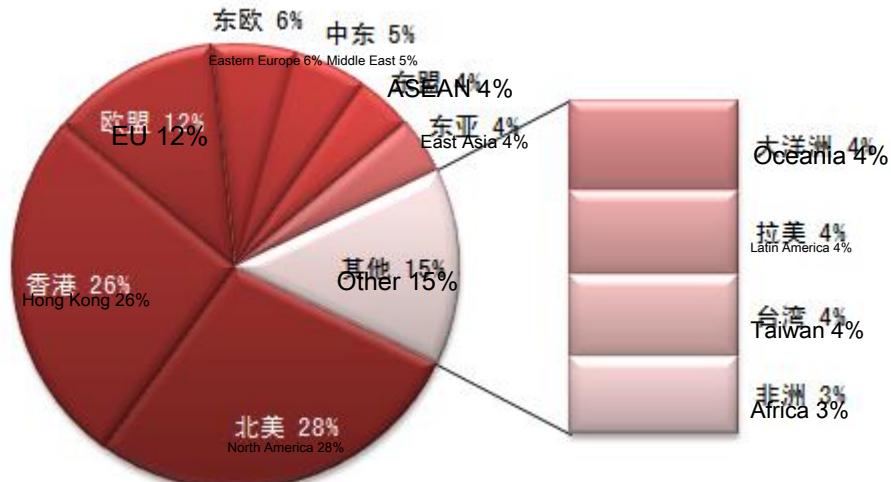


Figure 2.10 Analysis of the distribution of the number of cosmetics exported to major export regions in my country in 2007

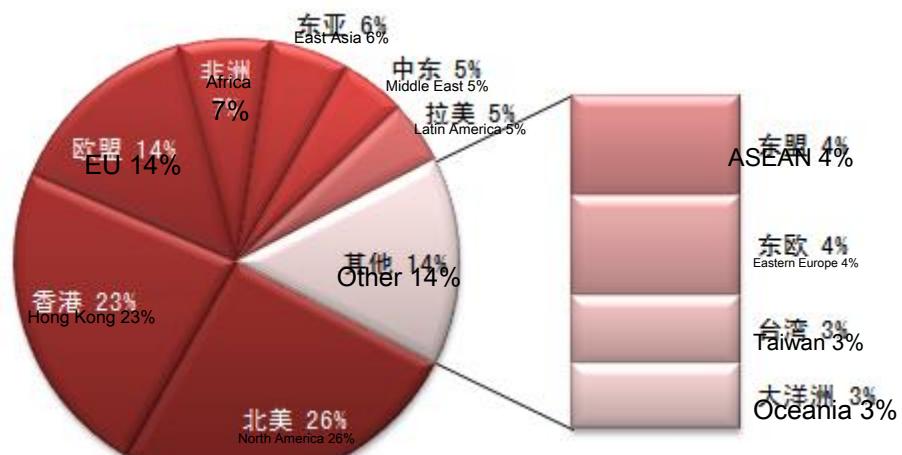


Figure 2.11 Analysis of the distribution of the number of cosmetics exported to major export regions in my country in 2011

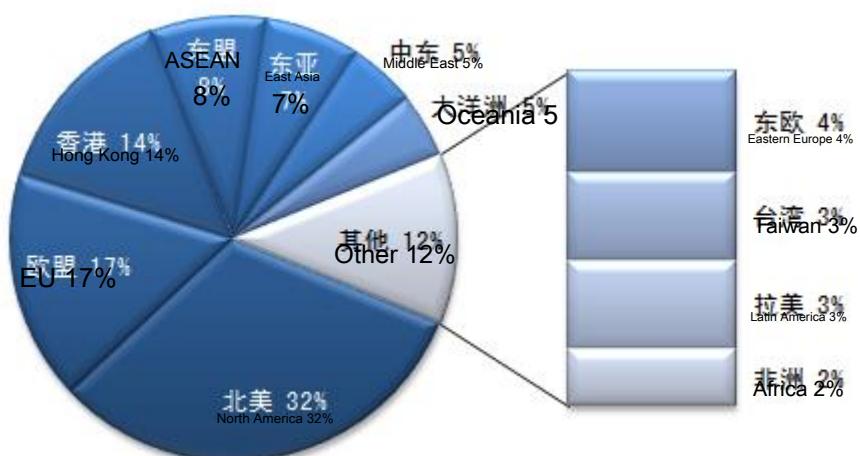


Figure 2.12 Analysis of the distribution of the amount of cosmetics exported to major regions in my country in 2007

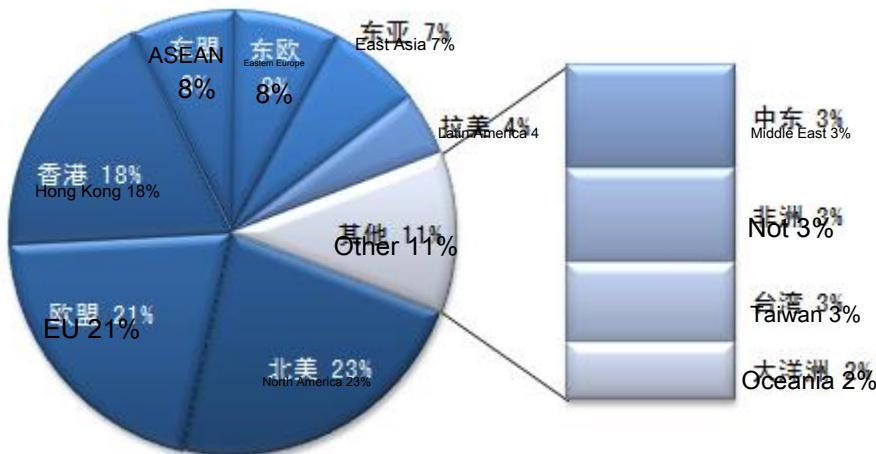


Figure 2.13 Analysis of the distribution of the export value of cosmetics in my country by major export regions in 2011

2.4.3 Analysis of the quantity and amount of China's cosmetics exports to major countries or regions from 2007 to 2011

In 2011, my country's cosmetics exports involved more than 180 countries and regions.

The top ten countries or regions are: the United States, Hong Kong, the United Kingdom, bonded areas, Japan, Russia, France, Poland, Singapore and Taiwan. In 2011, they imported a total of 408,200 tons of cosmetics from my country, with a value of 175,800 tons.

The United States and Hong Kong far exceeded other countries or regions in terms of exports.

The export volume and value accounted for more than 50%. However, in terms of the average export price, Singapore, Poland and France

The advantages are obvious and the prices are relatively high. Russia has the lowest price, which is only 1.78 USD/kg, about 1/10 of that in Singapore.

Table 2.7 Distribution of quantity and amount of my country's cosmetics exports to major countries (regions) from 2007 to 2011

nation	2007		2008		2009		2010		2011	
	quantity	Amount								
USA	6.36	2.98	3.70	2.06	5.81	2.29	7.58	3.14	12.46	4.85
Hongkong	6.10	1.37	5.48	1.93	8.92	2.66	10.63	3.34	11.92	4.12
U.K.	1.10	0.40	1.26	0.56	1.66	0.77	2.21	1.13	3.77	1.65
Bonded Area	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.10	1.23	1.37
Japan	0.73	0.59	0.58	0.65	0.77	0.71	1.44	0.87	2.23	1.27
Russia	1.15	0.26	0.39	0.11	2.45	0.40	2.68	0.47	6.12	1.09
France	0.32	0.45	0.23	0.52	0.27	0.50	0.43	0.86	0.54	0.93

(Continued table)

nation	2007		2008		2009		2010		2011	
	quantity	Amount								
Poland	0.03	0.02	0.14	0.13	0.11	0.13	0.40	0.69	0.49	0.85
Singapore	0.31	0.42	0.22	0.48	0.35	0.46	0.41	0.72	0.48	0.84
Taiwan	0.82	0.31	0.81	0.36	1.23	0.47	1.41	0.56	1.57	0.62

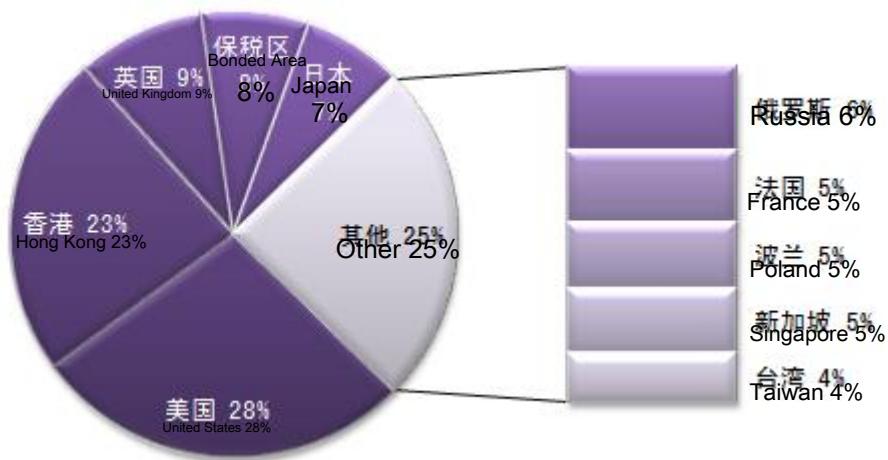
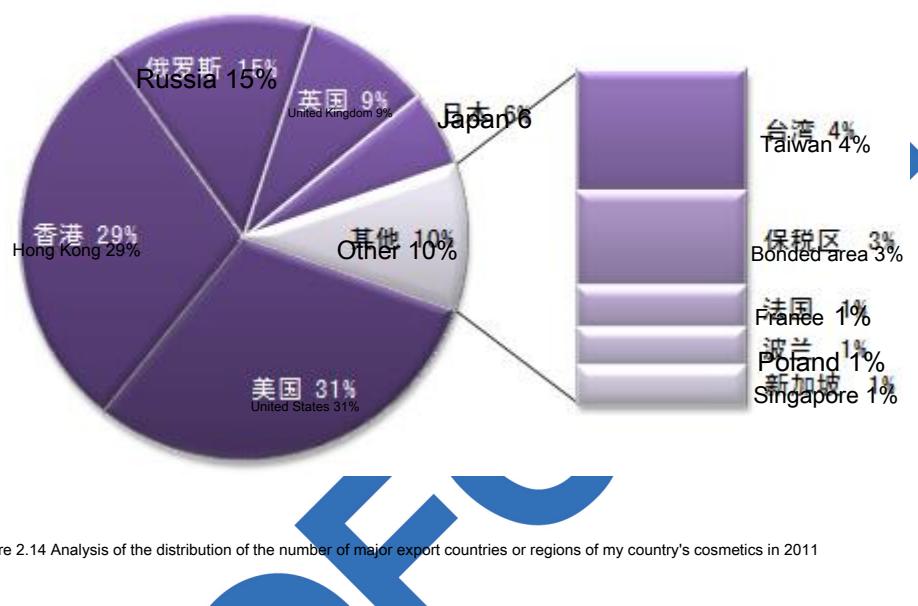




Figure 2.16

Average unit price of cosmetics exported to major exporting countries of my country in 2011

In addition, compared with 2007, the export trade of the above 10 countries or regions has shown different degrees of growth.

In terms of amount, the top three countries in terms of growth rate are Poland, Russia and the United Kingdom.

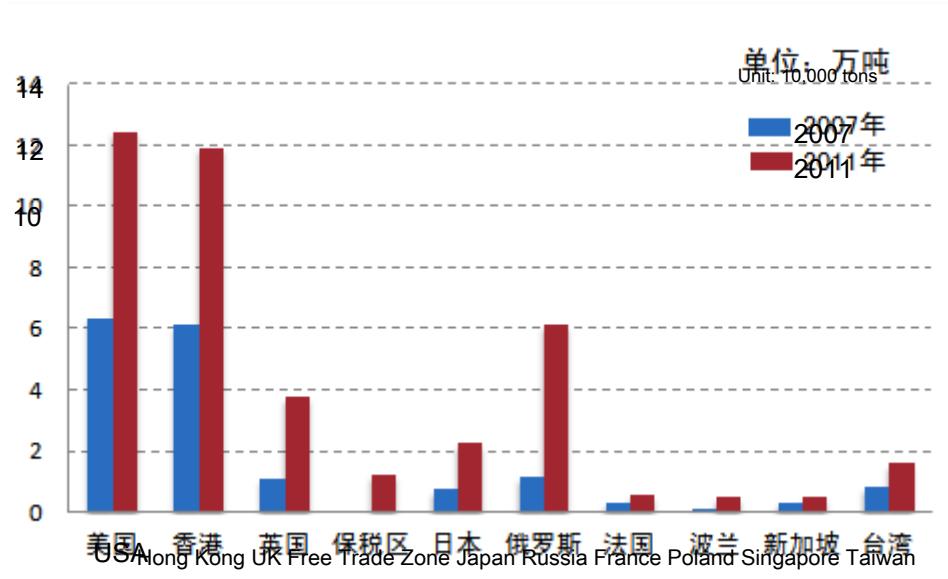


Figure 2.17 Analysis of the number of countries or regions where my country's cosmetics are exported in 2007 and 2011

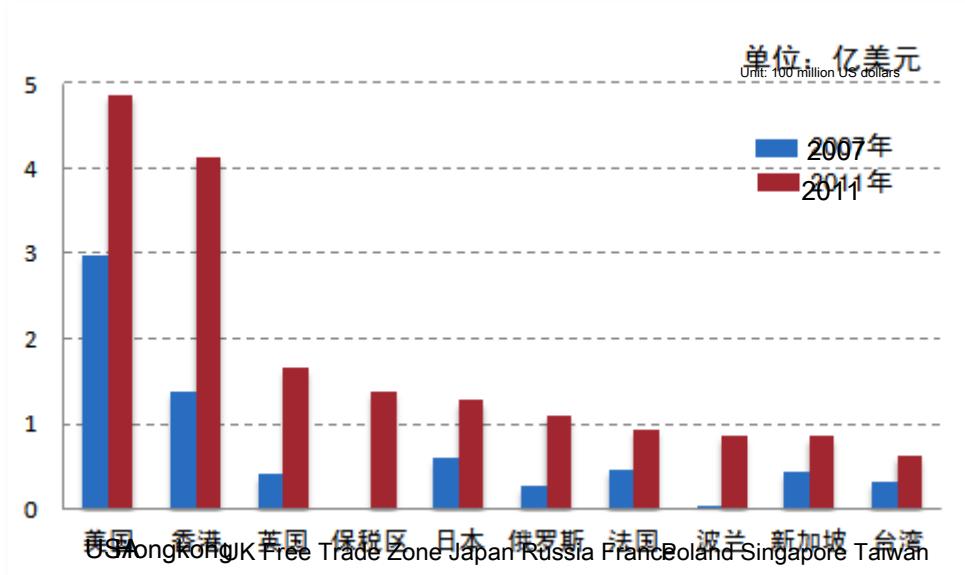


Figure 2.18 Analysis of the amount of my country's cosmetics exports to major countries or regions in 2007 and 2011

2.4.4 Analysis of major export target markets

2.4.4.1 United States

The United States is a global giant in the cosmetics industry. In 2011, my country exported cosmetics worth \$485 million to the United States.

Among them, skin care cosmetics exports accounted for 216 million US dollars, accounting for 44%; beauty cosmetics exports accounted for 179 million US dollars, accounting for

Other cosmetics exports accounted for 37% of the total: US\$29 million, accounting for 6%; Perfume cosmetics exports accounted for US\$28 million.

RMB, accounting for 6% of the total exports: hair cosmetics exports of US\$27 million, accounting for 6% of the total exports: special function cosmetics exports of US\$0.04

US\$ 20 million, accounting for 1%, oral cosmetics exports were US\$ 20 million, accounting for less than 0.5%

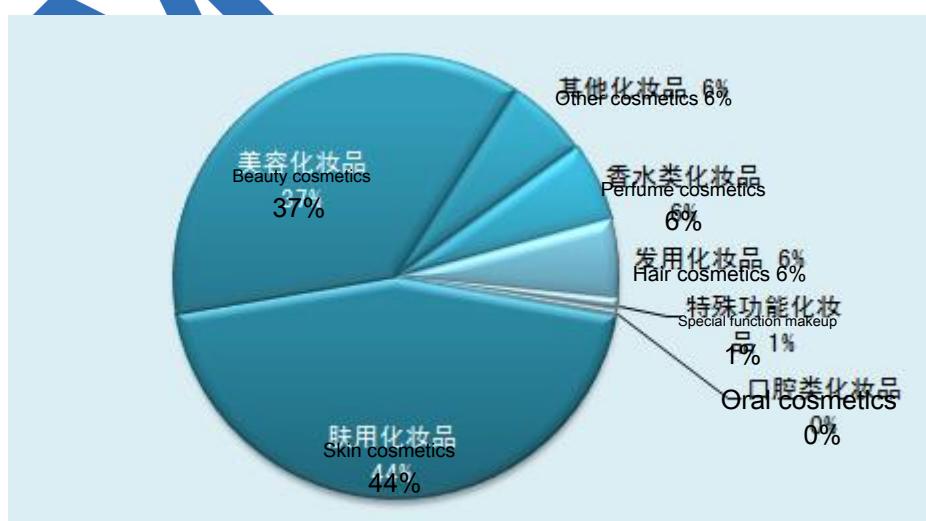


Figure 2.19 Analysis of the proportion of various cosmetics exports from my country to the United States in 2011

2.4.4.2 Japan

Japan is a relatively developed country in both cosmetics production and consumption, with a market size second only to the United States. It has the largest cosmetics market and research and development center in Asia. After experiencing rapid development, it has now entered In 2011, my country exported cosmetics to Japan totaling US\$127 million, of which skin cosmetics exports 0.47 billion US dollars, accounting for 37% of the total: beauty cosmetics exports 0.40 billion US dollars, accounting for 32% of the total: hair cosmetics Exports of \$31 million, accounting for 25%; exports of special-function cosmetics of \$5 million, accounting for 4%; Other cosmetics exports were US\$2 million, accounting for 1%; oral cosmetics exports were US\$1 million, accounting for 1%: The export of perfume and cosmetics is relatively small, less than US\$10 million.

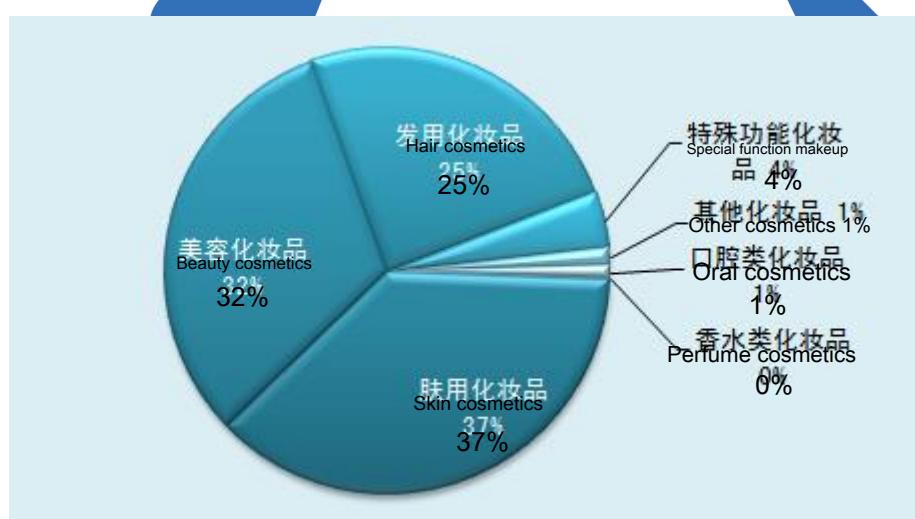


Figure 2. Analysis of the proportion of various cosmetics exports from my country to Japan in 2011

2.4.4.3 European Union

The European Union is my country's largest trading partner, and its cosmetics manufacturing industry is particularly developed. Italy and other countries are traditional cosmetics manufacturing powers with many large cosmetics companies and well-known cosmetics brands. Leading cosmetics brand. In 2011, my country exported cosmetics to the EU totaling US\$460 million, of which skin care cosmetics Exports of cosmetics and beauty products amounted to US\$212 million, accounting for 46%; exports of beauty and cosmetics amounted to US\$169 million, accounting for 37%; and perfumes amounted to US\$169 million, accounting for 37%. The export of cosmetics was US\$53 million, accounting for 12%; the export of hair cosmetics was US\$9 million, accounting for 2%; Oral cosmetics exports were US\$8 million, accounting for 2%; other cosmetics exports were US\$6 million, accounting for 1%; Exports of special-function cosmetics amounted to US\$1 million, accounting for less than 0.3%.

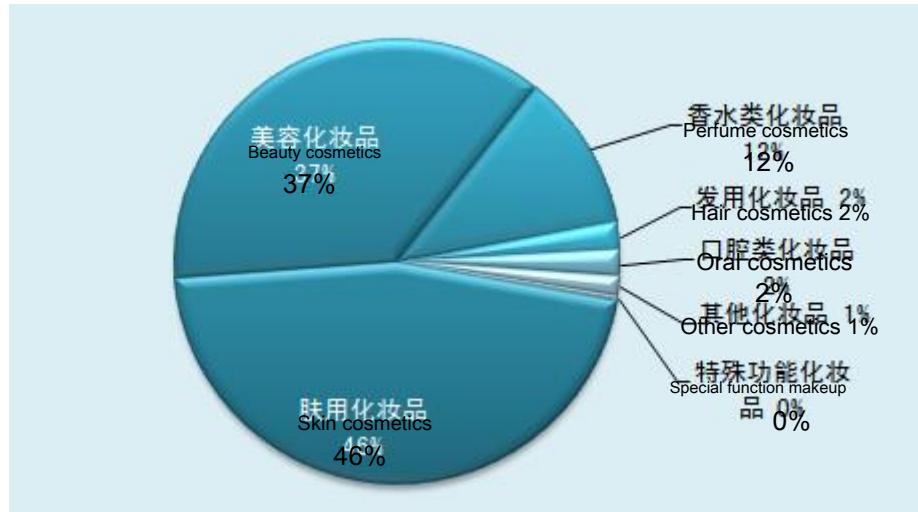


Figure 2.21 Analysis of the proportion of various cosmetics exports from my country to the EU in 2011

2.4.4.4 Hong Kong

Hong Kong's cosmetics sales and re-export trade are both quite developed, and it is one of my country's major export regions.

In 2018, my country exported cosmetics worth USD 412 million to Hong Kong, of which skin cosmetics worth USD 148 million.

36% of the total exports were beauty cosmetics worth US\$84 million, 20% of the total exports were hair cosmetics worth US\$72 million.

RMB, accounting for 18%; oral cosmetics exports of US\$56 million, accounting for 14%; other cosmetics exports of US\$0.37

USD 0.6 billion, accounting for 9% of the total exports of perfume cosmetics USD 0.09 billion, accounting for 2% of the total exports of special functional cosmetics

Exports were US\$50 million, accounting for 1%.

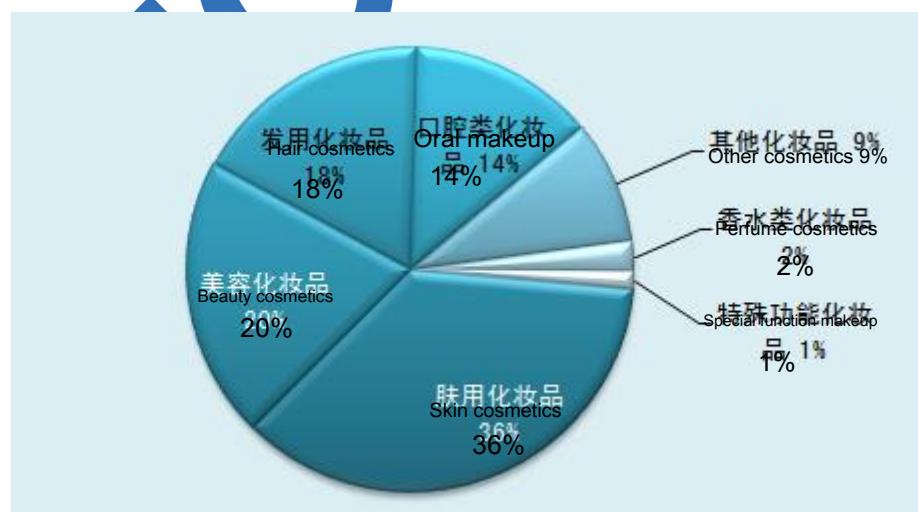


Figure 2.22 Analysis of the proportion of various cosmetics exports from my country to Hong Kong in 2011

2.4.4.5 Other markets

With the establishment of the China-ASEAN Free Trade Area, ASEAN has become an important market for my country's cosmetics exports.

In 2011, cosmetics exports to ASEAN accounted for 8% of my country's total cosmetics exports, second only to North America and Europe.

The cosmetics exported by my country to ASEAN cover a wide range, including cosmetics, skin care products,

There are also finished products at a higher level, such as aftershave, and raw material products such as essences and essential oils.

This shows that my country's cosmetics industry has more production technology and experience than ASEAN, and has a certain competitive advantage.

The status of the cosmetics industry in Southeast Asia is worthy of attention from domestic enterprises, and they should actively explore the Southeast Asian cosmetics market.

The reduction of domestic cosmetics tariffs will also promote the growth of import and export trade of related products between the two sides to a certain extent.

2.5 Main advantages of Chinese products in the international market

2.5.1 Price advantage

my country's cosmetics are mainly low-end and medium-end products with good quality but simple packaging and product lines.

This results in low costs and low prices. my country has abundant labor resources and low labor costs.

With abundant natural resources, it provides raw material guarantee for the production of cosmetics.

The reduction of import tariffs has reduced the cost of products.

2.5.2 Technical advantages

The production and use of cosmetics in my country has a long history and profound cultural connotations.

Cosmetics companies such as Shanghai Jiahwa and Tianjin Yumeijing have a long production history and are equipped with advanced process equipment and

Strong technical force. They implement standardized production procedures, introduce scientific management methods, create skin care research

Center, strictly monitor product quality, and develop a large number of high-quality skin care products: focus on the development of new products,

Use modern high-tech means to fundamentally change the product structure and increase the added value and technical content of the products.

Cosmetics are the result of the intersection of multiple disciplines. In recent years, my country's cosmetics-related industries, such as machinery

The rapid development of the machinery industry, packaging industry, chemical industry, pharmaceutical industry, traditional Chinese medicine industry and microelectronics industry,

Provide more high-quality raw materials, packaging materials, equipment technology and expand the use of traditional Chinese medicine for cosmetics

Medicine has enabled the cosmetics industry to develop in depth and breadth, presenting an unprecedented prosperity.

my country has unique resources of Chinese herbal medicines. Chinese herbal cosmetics have a long history, a full range of varieties, and a wide range of dosage forms.

The products are diverse in form, integrated with traditional Chinese medicine, and have obvious functionality.

Cosmetics made from natural plants are safe, reliable, and

It has the characteristics of treating both the symptoms and the root causes, and is the best raw material for biological functional cosmetics. Traditional Chinese herbal medicine has been used for thousands of years.

Many records and experiences of drug efficacy have been accumulated in the application of external and internal application, and their dosage, safety and

There are also many side effects, which has opened up a vast resource for the exploration of raw materials for cosmetics and has a great impact on new

The development of natural nutritional and therapeutic cosmetics has provided favorable conditions.

The surface has a strong advantage.

In addition, many multinational cosmetics companies have invested in China, and they have technical advantages, product advantages, and management advantages.

Management advantages, global cooperation advantages and information advantages, producing world-class brands in China, promoting

The development of the high-end cosmetics market: Investing millions or even tens of millions of dollars to establish a large-scale

Research institutes and research and development centers have promoted the vigorous development of my country's cosmetics industry. In addition, they are also

Participants in the research and formulation of relevant regulations and product standards for the international cosmetics industry, and relevant government departments have proposed

Measures and methods for the supervision and management of cosmetics, and providing relevant information will be more conducive to the faster development of cosmetics in my country.

In line with international standards.

2.5.3 Scale Advantage

At present, there are more than 3,300 cosmetics manufacturers in China, with more than 2,500 product varieties and 14 Chinese brands.

China's famous brand origin, 25 well-known Chinese trademarks and overseas sales locations in more than 150 countries and regions.

The cosmetics industry has initially formed a huge cosmetics economic chain with cosmetics products as the core.

In 2018, the total industrial output value (at current prices) of my country's cosmetics industry was 79.033 billion yuan, a year-on-year increase of 21.6%.

The production and sales rate was 99%. In 2010, the total output value was 69.507 billion yuan, an increase of 18.7% year-on-year.

100.8%,(1)

2.6 Potential Target Market

2.6.1 Eastern Europe

Due to the presence of cosmetic companies from many countries at the end of the last century, the cosmetics market in Eastern Europe is now close to maturity.

The mature Western European market. Many leading brands such as Oriflame, Dove and Nivea dominate the entire

The market is dominated by skin care products and hair care products. However, the market segments in different regions are different.

Skin care products are the largest market in Asia, with a market value of 56 million euros in 2007, followed by hair care

Hair care products market, 39 million euros: In the Czech Republic, the market value of hair care products exceeds that of skin care products by 1.5.

In Estonia, the skin care products market is worth 30 million euros, reaching 195 million euros.

The hair products market is worth only 19 million euros: in Slovenia, the skin care products market has the largest share, worth

39 million euros, followed by hair care products, which are worth 36 million euros, ranking first and second in the cosmetics market respectively.

Position 3 of 2.

2.6.2 Latin America

In recent years, with the recovery of the global economy, some new trends have emerged in the cosmetics industry.

Against the backdrop of the global financial crisis, Latin America bucked the trend, with cosmetics sales increasing by 15%.

In 2010, the BPC market grew by 20% to \$64 million, almost as large as the North American market.

The top ten cosmetics companies in Latin America in 2009

The cosmetics brands are Avon, Natu, Colgate, Gillette, Botica, Sunsilk, L'Oreal, and Nivea.

Brazil is the sales regional center of the beauty and personal care products industry in Latin America.

In 2009, the cosmetics market sales reached US\$29 billion, accounting for 1.3% of Brazil's GDP. Euromonitor International Analysis Report

The report pointed out that in the future, driven by greater consumption, such as increased purchase frequency, consumption by low-income groups,

With the change of concepts, sun care products, baby care products, depilatories and color cosmetics will maintain dynamic growth

[5] At the same time, local Latin American companies such as Natura Cosmetics, Botica Comercial Farmaceutica Ltda, L'Bel and Unique-Yanbal Group are also growing stronger and stronger."

The cosmetics industry in the Americas is working hard to develop and improve natural and organic products, environmental themes, and social responsibility.

and trade between different countries in the region.

2.6.3 Middle East

In recent years, with the increase in population and the development of local tourism, the Middle East has gradually become a global

It is one of the fastest growing regions for cosmetics and personal care products in China. The main product categories are beauty cosmetics

and perfume, with annual sales growth rate maintained at 10% to 15%. According to statistics from the Gulf Cooperation Council,

In 2006, the luxury goods/high-end cosmetics market in the Middle East reached US\$800 million to US\$1 billion, with the UAE accounting for 28% of the total.

Saudi Arabia, which has one of the largest cosmetics consumers in the Middle East, accounts for

In 2007, Saudi Arabia's cosmetics and perfume sales were US\$1.32 billion and US\$1.32 billion, respectively.

In 2008, sales of cosmetics and perfumes in Dubai increased by 39% and 34% respectively.

Among the cosmetics consumers in the UAE, 25% to 30% are local Arab women and 25% to 30% are foreigners.

15%~20% are tourists. Compared with Saudi Arabia, the UAE and Dubai have looser market management and are more developed.

Faster, and consumers are also more mature and professional.

2.6.4 Africa

In recent years, the demand for cosmetics in Africa has been growing rapidly, and the market potential is huge.

The annual demand for cosmetics in the market exceeds US\$1.15 billion. The demand for moisturizers and shampoos in Côte d'Ivoire is

It can reach 40 million US dollars per year. According to statistics, the annual growth rate of the cosmetics market demand in Africa is 30%.

Cosmetics companies from many countries have entered the African cosmetics market.

No one wants to treat their skin badly, and Africans are no exception. Even in some poor countries, people do not

There is no shortage of fashionably dressed girls, and there are also countless cosmetics stores, supermarket cosmetics counters and various beauty salons.

Africans love to work hard on their distinctive hair. In African cosmetics stores,

There are all kinds of cosmetics for shampooing, hair care, hair dyeing and hair styling.

The skin is prone to losing moisture, so moisturizing creams, moisturizing oils, and toners are generally favored by consumers.

They also prefer to wear lipstick, nail polish, and perfumes with strong wine aromas. In this regard, African men

Even worse than women.

African cosmetics are mainly imported. Due to high taxes and high profits, cosmetics smuggling is quite serious.

French products have the highest market share in Africa, followed by the United States. Chinese cosmetics are still relatively

As a Chinese cosmetics company, we can participate in African trade fairs, network marketing, and participate in cosmetics

The exhibition will help us expand and strengthen our cosmetics brands, let Africans know about Chinese cosmetics, and

Entering the African cosmetics market. Cosmetics produced by Chinese companies are generally not suitable for African skin and hair.

Therefore, if Chinese cosmetics want to enter the African market, they should develop some products specifically for this market.

The step of research and development of new products cannot be skipped.

III. Cosmetics labeling requirements in major markets and their differences with my country

3.1 EU

3.1.1 Legal Documents

Directive 76/768/EEC: EU Cosmetics Directive (2013)

Repealed on July 11, 2000)

Directive 95/17/EC: Regarding the inclusion of one or more ingredients in the label of cosmetics

Detailed regulations on what is optional in the ingredient list

(EC) 1223/2009 (Cosmetic Products Regulation of the European Parliament and of the Council): 11 July 2013

It will take effect on 2017 and will replace the old Cosmetics Directive 76/768/EEC and its 67 amendments so far.

(Note: Some of these requirements will be implemented before the above date)

3.1.2 Competent authorities

Cosmetics are managed by the Cosmetic and Medical Department of the European Commission's Business Directorate, and each member state has its own

Official agencies are responsible for oversight and regulation in their own countries, with a primary focus on post-marketing management.

The main tasks of the competent government departments of various countries are in three aspects: auditing at the sales, production and distribution sites:

Review Tags: Review the provided documents.

There are three main types of supervision:

① Health hazards or follow-up investigations:

② Conduct special investigations according to product categories:

③ On-site inspection.

3.1.3 Definition of cosmetics

Cosmetics are products that are applied to any part of the human body (skin, hair, nails, lips and genitals) or teeth.

The substances or products used for cleaning, fragrance or protection of teeth and oral mucosa are mainly used to achieve good condition,

For the purpose of beauty or eliminating body odor.

3.1.4 Cosmetics Classification

(1) Creams, lotions, fluids, gels and oils (hands, face, feet, etc.):

(2) Facial masks (except chemical peeling products);

(3) Color fixative:

(4) Make-up powder, after-bath powder, hygiene powder, etc.:

(5) Soap for washing, deodorant soap, etc.:

(6) Perfume, toilet water, cologne:

(7) Bathing and washing products (bath salts, bath bubbles, bath oils, gels, etc.):

(8) Depilatory agents:

(9) Deodorants and antiperspirants:

(10) Hair products (hair dyes and bleaches, curling, straightening and styling products, styling products, cleaning products,

Products (liquids, powders, shampoos), hair care products (liquids, creams, oils), hair styling products (liquids, lighteners,
Oil):

(11) Shaving products (creams, foams, lotions, etc.):

(12) Face and eye makeup and make-up removal products:

(13) Lip products:

(14) Teeth and oral care products:

(15) Nail care and makeup products:

(16) Personal hygiene products for external use:

(17) Sunbathing products:

(18) Non-sun-tanning products:

(19) Skin whitening products:

(20) Anti-wrinkle products.

3.1.5 Cosmetic Labeling Requirements

3.1.5.1 General requirements for cosmetic labels

Article 6 of the EU Cosmetics Directive stipulates the labeling requirements for cosmetics, which stipulates that the following must be stated:

(1) Product name or type

(2) Address or registered office of the manufacturer or distributor within the EU

When multiple addresses are provided, the address where the product information is stored must be indicated, and the address can be underlined.

EU directives do not require the country of origin of imported cosmetics to be indicated, but some member states may require the following:

(3) Net content

Indicated by weight or volume. SI metric units are mandatory, and US customary units may also be indicated.

When both units are used, the SI metric unit must prevail. Dual labeling is only allowed until 2009.

Directive 76/211/EC stipulates the labeling requirements for net content, and its amendment introduces a series of

The mark "e" next to the net content on the label indicates that the net content is marked in accordance with

The Aerosol Directive 75/324/EEC requires that aerosol products be labeled with both weight and volume.

(4) Cosmetic ingredient list

It is required to label the names of all ingredients of cosmetics on the outer packaging. If this is not possible for practical reasons,

Printed on the accompanying booklet, label, tape or card, but the abbreviation or attached

The symbol in Appendix I directs consumers to refer to it. The word "INGREDIENTS" should be used as the first sentence.

The introduction introduces the ingredient list.

The order of annotation is:

① The names of ingredients with a content higher than 1% are listed in descending order of added amount.

List them in any order.

② Colorants can be marked after other ingredients in any order.

For cosmetics, all colorants used within the scope of use should be listed and marked with the words "may contain"

Or the symbol "+/-".

Name of ingredients:

① The ingredients must use the names specified or adopted by the following laws and regulations: INCI name (International Nomenclature Cosmetic Ingredient, international name of cosmetic ingredients), European Pharmacopoeia name, World Nonproprietary name recommended by WHO, European Inventory of Existing Commercial Chemical Substances (EINECS) index number, International Union of Pure and Applied Chemistry (IUPAC) index number, American Chemical Abstracts (CAS) index number, color

The element index number and the common name recommended in Article 7(2).

The following are not considered as ingredient substances:

- Impurities in raw materials;

- Excipients used in production but not contained in the finished product:

A substance used as a solvent or carrier for flavoring or aromatic substances and the amount used is strictly controlled.

② Flavors and aromatic ingredients and their raw materials should be named after the word "fragrance" or "perfume" or "aroma") gives a hint:

③ Colorants must use the dye color index number (CI number). If there is no corresponding CI number, use INCI name:

When containing substances mentioned in the requirements listed in the table of "Other restrictions and requirements" in Annex III, regardless of their function

Whatever the function, it should be marked in the ingredient list.

Sometimes manufacturers will not disclose one or more ingredients in the ingredient list for commercial confidentiality reasons.

Applications must comply with the provisions of Directive 95/17/EC.

(5) Shelf life

The shelf life should be marked as: "best used before the end of...",

Dates are marked in one of the following ways:

1. Date (in the order of "month, year" or "day, month, year")

A place to indicate the date

For cosmetics with a shelf life of more than 30 months, it is not mandatory to label the shelf life, but the opening date must be marked.

The time after opening that the product can be used safely.

"AfterOpening, PAO)" mark, indicate the expiration date after the symbol: "Number + M" means it can be used

The number of months does not need to be translated into the native languages of the member countries: the number "+years" can also be used.

How many years, but "years" must be translated into the native language of the country of sale.

(6) Production batch number or product identification number

If this is not possible due to the small size of the product itself, it is allowed to be marked only on the outer packaging (secondarily marked on the outer container).

(7) Necessary warning statements (notes)

Products containing certain ingredients must be labeled with a warning statement in accordance with the Annex to the EU Cosmetics Directive.

Member states require that warnings be marked in their own languages on both inner and outer packaging.

If this is not possible due to practical reasons, it can be marked on the instructions, labels or cards, but it must also be on the packaging.

The container or outer packaging shall be printed with simple words or symbols in Appendix III for consumers to see.

There are special warning regulations for aerosol products and flammable products, see the Aerosol Directive 75/324/EEC

and revised version 94/1/EC. In addition, the European Cosmetic Association, the European
The Cosmetic, Tioletry, and Perfumery Association (Colipa) Liaison Committee issued a statement on the
Flammable Product Labeling Policy, which defines when certain cosmetics may or may not require this warning
statement.

(8) Necessary instructions for use

This information can be included in the accompanying booklet,

The label or tag shall be printed with abbreviated language or the symbols in Appendix III to guide consumers.

(9) Necessary storage conditions

(10) Product efficacy

If the product's appearance can clearly show its efficacy, it does not need to be labeled.

The claims of efficacy shall not be misleading.

If other information provided by the manufacturer or responsible organization may make the product harmful to human health, it will be prohibited to

In addition, some member states have their own detailed regulations.

Misleading Advertising 84/450/EEC and its revised version 97/55/EEC are specific guidelines on comparative advertising.

The directive allows comparative advertising under the conditions specified in the directive.

The product name or type, the address or registered office of the manufacturer or distributor in the EU, the net quantity, shelf life, instructions for use, production batch number, necessary warning statements, product efficacy and storage conditions must be

Mark on both inner and outer packaging.

All label content should be marked in at least the native language of each country or an official language of the European Union or in both languages.

There are no requirements for font size (except for the net content requirements in Directive 76/211/EC).

It is recommended to use a font size that can be easily read by a person with normal vision at a distance of about 30 cm.

(EC) 1223/2009 (Cosmetic Products Regulation of the European Parliament and of the Council) will come into force from July 2013.

From January 11, 2016, the old Cosmetics Directive 76/768/EEC and its 67 amendments to date will be replaced.

Published as an EU regulation, it is used in all 27 EU member states (plus Norway, Iceland and Liechtenstein)

As a national law, cosmetics sold in the European Economic Area 1 (EEA) market must comply with the new

The requirements of the EU Cosmetics Regulation (EC) No 1223/2009, some of which will be implemented before the above date

For example, for CMR (carcinogenic, mutagenic or toxic to reproduction) and

The nanomaterial regulations will come into effect on December 1, 2010 and January 11, 2013 respectively.

The new regulation simplifies the requirements for cosmetics in the European Economic Area into a single law, eliminating possible

In case of disagreements during the enforcement process of the Member States, cosmetic notifications only need to be submitted to the Central Committee and

The database was developed jointly by COLIPA (European Cosmetics Association) and not by individual member states as it is now.

Companies need to report and keep relevant documents on their own, rather than having industry associations do it for them.

The definition of responsible person in the Cosmetics Regulation of the European Parliament and the Council has become clearer, stipulating

The responsible parties include: ① manufacturers in the EEA, ② importers who import products into the EEA, and ③ users of their products.

placing cosmetics on the market under their own names or trademarks or making changes to cosmetics that may affect their compliance with regulations

According to the new requirements, the responsible person will bear more legal responsibilities.

Involving Good Manufacturing Practice (GMP), product safety reports, product information files (PIF), product notifications,

Product declaration, etc. The regulations on labels include:

(1) Country of origin:

Cosmetics imported into the EEA must indicate the country of origin:

(2) Minimum validity period

The text "best used before the end of" before the date can be timed by a new boiled egg

Replacement of the device mark: If the validity period after opening is irrelevant (confirmed by actual practice), there is no need to indicate the validity period after opening

Expect.



Minimum validity period egg timer sign

(3) Before placing the product on the market, distributors should ensure that the following labelling requirements are met:

Name or registered name and address of responsible person:

Batch number or identification information of the cosmetic product:

-Ingredient list: (The name of the nanomaterial in the ingredient list should be followed by "(nano)")

- Loss of soap, bath bombs and other small products:

For goods that are not prepackaged, are packaged at the time of sale at the request of the buyer, or are prepackaged for immediate sale.

National regulations for packaged cosmetics.

3.1.5.2 Environmental Labels

In 1992, the European Union introduced the eco-labeling system through Regulation EEC880/92, which

The minimum requirements for "environmentally friendly" products were adopted by the European Union in 2000.

Regulation 1980/2000 was further amended and supplemented. This Regulation applies to all Member States and provides a

How to award eco-labels to products that meet the standards set by the respective industry.

The label is voluntary and requires a fee.

Each Member State has a designated entity to manage this matter within its own country.

There is a category of cosmetics that has established criteria for awarding this eco-label. Some member states have their own mandatory environmental

Labeling method.

3.1.5.3 Labelling of small packaged products and other exemptions

The following situations do not require the net content to be marked: ① Samples with a packaging volume of less than 5g or 5ml; ② Free samples:

③ Individually packaged samples: ④ Samples usually sold by quantity. However, other mandatory labeling requirements are still required.

Warnings (precautions), instructions for use, and ingredient lists may be included in the accompanying instructions, labels,

On the tape or card, a symbol must be printed on the outer packaging to direct consumers to this additional information.

Dangerous Preparations Directive 1999/45/EC refers to the use of hazardous raw materials and specific exemptions from labelling

Labelling requirements for cosmetics. Article 10 of the Directive requires the establishment of a safety data sheet in places where this dangerous substance is used.

(SDSs), these guidelines are set out in Directive 91/155/EEC, which also exempts cosmetics, but

Users can request that equivalent product information be given in other ways.

3.2 United States

3.2.1 Legal Documents

The Food, Drugs and Cosmetics Act (FD&C Act)

Act): Main regulations on cosmetics

The Fair Packaging and Labelling Act (FPLA):

Defined the labeling, packaging and advertising of cosmetics

- Cosmetic Labelling: 21 CFR701
- Cosmetic Labelling Manual

Labeling Requirements for Over-the-Counter Drugs

Requirements"): 21CFR201.66

3.2.2 Competent authorities

The Food and Drug Administration (FDA) is responsible for cosmetics

Food and Drugs. Cosmetics are regulated by the Center for Food Safety and Nutrition.

Applied Nutrition (CFSAN) is responsible for the Office of Color and Cosmetics, which is responsible for everything from production to marketing.

The supervision and management work after that can be carried out by entering the production plant without notice and sampling the products on the market.

Products. Imported products must comply with the "Regulations on Imported Cosmetics". OTC drugs are regulated by the Center for Drug Evaluation and Research (The Center for Drug Evaluation and Research (CDER) is responsible for management. It is both a cosmetic and an OTC Drug products are jointly managed by CFSAN and CDER. For overseas products imported into the United States, FDA can Overseas inspections.

3.2.3 Definition of cosmetics

The FD&C Act defines cosmetics into two categories:

·cosmetic

Over-the-counter medicines

Whether products are cosmetics or drugs depends on their intended use, which is determined by the product's efficacy claims and consumption.

The FD&C Act determines whether the product is safe or safe.

Products can be either medicines or cosmetics, or both (the opposite of the EU).

The third situation only occurs when the product has two uses and meets two definitions, for example: head protection

Dandruff shampoo is a cosmetic because its claim indicates that the product is intended to clean the hair: but it is also

It can also be considered a drug because it contains a recognized anti-dandruff ingredient and its claim indicates that it is used to treat dandruff.

Products determined to be both cosmetics and drugs must comply with the regulatory requirements for both categories of products.

Definition of cosmetics: Any product other than fatty acid alkaline salt soap that is applied to the human body (rubbed, injected, sprinkled or

spray) or any part thereof for cleansing, beautifying, enhancing attractiveness or improving appearance, which affects the structure or function of the human body

No impact on the product.

Definition of drug: any article used in the cure, mitigation, treatment or prevention of disease in humans or other animals and

Articles other than food that are intended to affect the structure and function of the human or other animal body.

Over-the-counter medicines are medicines that can be purchased without a doctor's prescription.

Certain products that are classified as cosmetics in the European Union are classified as new drugs rather than OTC drugs in the United States.

Drugs are those that have not been widely recognized by experts as safe and effective for their intended use, or have not been confirmed

Medicines used within a certain scope or time period.

3.2.4 Cosmetics Classification

(1) Classification of cosmetics:

·skin care

·perfume

Eye makeup

·Makeup outside the eyes

Nail products

Bath oils and foaming baths

Mouthwash

Hair dye pretreatment

Shampoo, perm, or other hair care products

Deodorant

Shaving products

Children's products

Tanning products

(2) Classification of OTC drugs (cosmetics):

· Anti-teeth (fluoride-containing) toothpaste

Moisturizing products

Sunscreen cosmetics

· Antiperspirants

Anti-dandruff shampoo

3.2.5 Cosmetic Labeling Requirements

3.2.5.1 General requirements for cosmetic labels

The following contents must be marked on cosmetic labels:

- (1) Product name and description: must be marked on the main display surface of the outer packaging.

Use the common name of the cosmetic or an appropriate descriptive name.

If the cosmetic is not common, more unusual ones may be used without causing misunderstanding or inability to distinguish the cosmetic among the public.

Very interesting name.

- (2) Name and address of the manufacturer, packer or distributor: marked on the inner and outer packaging.

For specific regulations, see Volume 21 of the Code of Federal Regulations (CFR)

Section 701.12. Imported cosmetics must be labeled in English on the outside of the container with the country of origin and the manufacturer or agent

The country of origin is marked by the following sentence: "Made in ... (name of country in English)";

Or "Product of ... (name of the country in English)": or other words that clearly indicate the country of origin.

If the country of origin is a NAFTA country, it can be in English, French or Spanish.

- (3) Net content: marked on the main display surface of the inner and outer packaging.

It is mandatory to label in traditional U.S. customary units, but it is also possible to label in metric units.

If the cosmetic is a liquid, the declaration must be in units of volume; if the cosmetic is a solid, semi-solid, viscous or solid

For liquid mixtures, the declaration must be in units of weight. Weight is expressed in pounds and cups. Liquid volumes are expressed in U.S. gallons,

Quarts, pints, and fluids are indicated. Volume calculations in the United States differ slightly from those in the United Kingdom and other countries.

The specific provisions for net content labeling can be found in 21CFR701.13.

- (4) Cosmetic ingredient list: marked on the outer packaging.

For specific regulations, see 21CFR701.3. Retail products for personal use must list the following on the cosmetic label:

All ingredients of cosmetics. Cosmetics that are not normally sold in retail, e.g.

Hair products or make-up products for use by customers, as well as cleansers and moisturisers for use by people in the workplace,

Furthermore, these products are not sold to consumers for home use and do not need to list their ingredients.

In addition, for commercial confidentiality, FDA approval

Ingredients exempted from disclosure may not be listed on the label, but must be declared at the end of the label composition: "with

If there is insufficient label space on the package or the package is a decorative container, an additional label may be used.

Page label (attached label, tape or card) (For details, see the CTFA labeling manual (The Cosmetic,

Toiletry and Fragrance Association, the American Cosmetic, Allied Cleansing Products and Fragrance Association, has now changed its name

For PersonCareProductsCouncil, American Personal Care Products Association)).

The order of annotation is:

Ingredients with a content higher than 1% are listed in descending order. Ingredients with a content less than 1% can be listed in any order

Arrangement: Color additives are arranged in any order, and are introduced with the statement "contains...". "+/-" cannot be used.

Symbol: "and other ingredients".

The names of the ingredients must be listed in the following order: the designated names listed in 21CFR701.30, CTFA Cosmetic Ingredient Dictionary (see INCI names for this regulation), names in the United States Pharmacopoeia, The name of the "Food Chemical Codex", the name of the "American Pharmacopoeia Dictionary of Drug Names"

The name of the substance, the name recognized by consumers, the chemical or other technical name or description.

(5) Shelf life

Specify the time period during which it is safe to use.

(6) Production batch number

Cosmetics do not require batch identification, but should be based on healthy business activities.

(7) Warning statement: marked on the inner and outer packaging.

Warning Statements for Cosmetic Products (21CFR740) provides detailed regulations on warning statements.

For example, cosmetics packaged in self-pressurized containers (such as spray products) must carry warning words.

Women's deodorant spray and children's bubble bath, etc. Once a specific warning word is legally recognized, it will no longer be used.

The statement cannot be changed and must be used in accordance with relevant regulations when used.

can be adequately substantiated and the following clear statement does not appear on the principal display panel of the label: "WARNING—

The safety of the product has not been determined", the cosmetic will be considered a mislabeled product.

Be aware that some states have statutes that have special warning requirements.

(8) If necessary, mark the storage conditions.