

# YEAR IN REVIEW 2023



# TABLE OF CONTENTS



1

A MESSAGE FROM  
THE PRESIDENT & CEO

2

ASSOCIATION AT  
A GLANCE

3

BOARD OF DIRECTORS  
& SENIOR LEADERSHIP

4

MESSAGE FROM THE  
BOARD CHAIR

5

THE PERSONAL CARE  
PRODUCTS COUNCIL'S 2023  
IMPACT

6

BEAUTY INDUSTRY BY THE  
NUMBERS

8

PROMOTING SOUND  
SCIENCE

10

ADVOCATING FOR IMPACT

12

DRIVING GLOBAL ACCESS

14

STRENGTHENING PUBLIC  
TRUST

16

LOOK GOOD FEEL BETTER  
FOUNDATION



A MESSAGE FROM THE

# PRESIDENT & CEO

The transition to a new year offers the chance for pause and reflection, closing one chapter while opening a new one. As I begin a new chapter — re-focusing my attention on political, business and philanthropic opportunities — I am delighted to turn to Tom Myers, a valued and trusted advisor and colleague, as PCPC's new president and CEO.

One year ago, we celebrated the landmark enactment of the Modernization of Cosmetics Regulation Act (MoCRA) of 2022, a crowning achievement of our collective advocacy that ushered in a new era of regulation for our industry. MoCRA is the result of our ongoing commitment to safety, transparency and innovation. PCPC remains actively engaged with the U.S. Food and Drug Administration (FDA) to support MoCRA's implementation, offering our insights and continuing to advocate for updated and unified regulatory standards both domestically and internationally.

Our sustainability efforts have been equally impactful. By broadening our approach to include environmental stewardship, social responsibility and economic impact, we facilitated the exchange of industry best practices and strengthened our relationships with key stakeholders. We made meaningful progress in diversity, equity and inclusion (DEI), expanding our staff and membership diversity, educating our community about the importance of embracing diversity, and recognizing exemplary contributions to DEI through the Madam C.J. Walker Award.

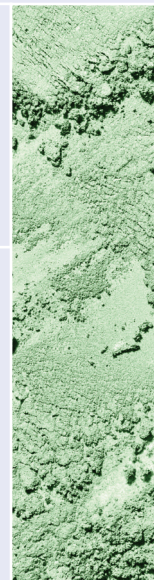
I know under Tom's leadership, PCPC will continue to strive for a more beautiful and sustainable world. Thank you to our employees, member companies, sister associations and key partners who share this goal. I look forward to watching PCPC continue confronting some of society's biggest challenges.

I hope you find this report useful, and as always, we welcome your feedback.

A handwritten signature in black ink that reads "Lezlee Westine".

**LEZLEE WESTINE**

PRESIDENT & CEO (2009-2023)  
PERSONAL CARE PRODUCTS COUNCIL





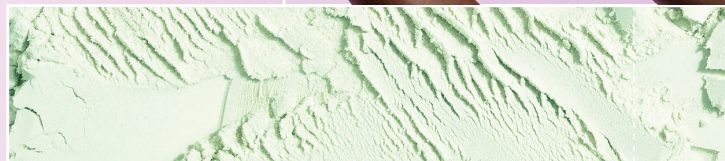
# ASSOCIATION AT A GLANCE

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Since 1894, PCPC has served as the leading national trade association representing 600 member companies, advocating for an effective and pragmatic regulatory environment that ensures the global distribution of safe, innovative and trusted products in beauty and personal care.

PCPC educates policymakers, regulators, nongovernmental organizations (NGOs), retail partners, consumers and the news media about the complex scientific sophistication behind cosmetics and personal care products and the importance of harmonizing global beauty industry regulations.

PCPC and its member companies stand united and resolute in the commitment to consumers and to product safety, quality and innovation.





# BOARD OF DIRECTORS & SENIOR LEADERSHIP

AS OF DECEMBER 2023



MARK POLLAK AND LEZLEE WESTINE



## BOARD OF DIRECTORS

**BARBARA MENARGUEZ**  
PCPC BOARD CHAIR  
CHANEL

**GREG ADAMSON**  
GIVAUDAN

**PATRIZIA BARONE**  
UNILEVER

**THOMAS BAUDRY**  
LVMH

**PASCAL BERTHE**  
L'ORÉAL

**FREDDY BHARUCHA**  
PROCTER & GAMBLE

**LEANNE BLAIR**  
SANOFI CONSUMER HEALTHCARE

**KERRY BLISSETT**  
FIRMENICH

**JULIEN BOUZITAT**  
AMOREPACIFIC

**GERALYN BREIG**  
REVLON

**JOEL BURDICK**  
BATH & BODY WORKS

**STEVE CAGLE**  
KAO

**CHRISTOPHER CALHOUN**  
KNOWLTON DEVELOPMENT CORP.

**CHRISTOPHER CHOI**  
TAKASAGO INTERNATIONAL  
CORPORATION

**KEECH COMBE SHETTY**  
COMBE INCORPORATED

**DAVID DIBERNARDINO**  
HENKEL

**KATHLEEN EDGAR**  
EDGEWELL

**ESI EGGLESTON BRACEY**  
UNILEVER

**DEBBIE ERICKSON**  
COTY

**MICHELLE FREYRE**  
THE ESTÉE LAUDER COMPANIES

**RON GEE**  
SHISEIDO

**STEVE GETTINGS**  
AVON

**DEBORAH GIBBINS**  
MARY KAY

**DAVID GREENBERG**  
L'ORÉAL

**SERGIO LEITE**  
COLGATE-PALMOLIVE

**MARK LOOMIS**  
THE ESTÉE LAUDER COMPANIES

**HELEN NETHERcutt**  
MERLE NORMAN COSMETICS

**RUSMIR NIKSIC**  
CRODA

**CHRIS PAYNE**  
JANE IREDALE

**STACY RAMSTEDT**  
CHURCH & DWIGHT

**YANNIS RODOCANACHI**  
WELLA COMPANY

**ANOUGHAH SANEI**  
AMWAY

**GEORGE SCHAEFFER**  
ALOXXI INTERNATIONAL  
CORPORATION

**HARMAN SINGH**  
IFF

**DALIA STODDARD**  
RODAN + FIELDS

**ESPE TROYANO**  
PROCTER & GAMBLE

**LIONEL UZAN**  
CLARINS

**MAURICIO VALDES**  
BEIERSDORF

**MICHELLE WANG GOODRIDGE**  
KENVUE

**KATIE WILLIAMS**  
HALEON

## EX OFFICIO DIRECTORS

**PAOLA BECVAR**  
INTERNATIONAL STEERING  
COMMITTEE CHAIR  
THE EDGEWELL PERSONAL CARE COMPANY

**MONIQUE FORREST**  
LEGAL STEERING COMMITTEE CHAIR  
BEIERSDORF

**ENRICO GILBERTI**  
SCIENCE AND REGULATORY STEERING  
COMMITTEE CHAIR  
L'ORÉAL

**BRIAN HEINDL**  
STATE GOVERNMENT AFFAIRS & LEGISLATIVE  
STEERING COMMITTEE CHAIR  
HENKEL

**ANNA KLEIN**  
COMMUNICATIONS STEERING  
COMMITTEE CHAIR  
THE ESTÉE LAUDER COMPANIES

**KELLY MOLINARI**  
FEDERAL GOVERNMENT AFFAIRS &  
LEGISLATIVE STEERING COMMITTEE CHAIR  
L'ORÉAL

## SENIOR LEADERSHIP

**LEZLEE WESTINE**  
PRESIDENT & CEO

**ALEXANDRA KOWCZ**  
EVP, SCIENCE, & CHIEF SCIENTIST

**FRANCINE LAMORIELLO**  
EVP, GLOBAL STRATEGIES

**TOM MYERS**  
EVP, LEGAL & REGULATORY, & GENERAL  
COUNSEL

**MARK POLLAK**  
CHIEF OPERATING OFFICER

**LISA POWERS**  
EVP, PUBLIC AFFAIRS & COMMUNICATIONS

**LOUANNE ROARK**  
EXECUTIVE DIRECTOR, LOOK GOOD FEEL  
BETTER FOUNDATION

**KARIN ROSS**  
EVP, GOVERNMENT AFFAIRS

**MEGAN SMITH, CPA**  
CHIEF FINANCIAL OFFICER



“The Personal Care Products Council’s member companies are in relentless pursuit of excellence through the quality and safety of our products and the integrity of our business practices. We drive change through innovations that positively impact people’s lives and the environment we all share. Our collective commitment is to consistently provide beauty and personal care products that meet the highest safety and quality standards while building a more beautiful and sustainable world.”

BARBARA MENARGUEZ

CHAIR, BOARD OF DIRECTORS, PERSONAL CARE PRODUCTS COUNCIL  
GENERAL MANAGER, FRAGRANCE AND BEAUTY, CHANEL

# THE PERSONAL CARE PRODUCTS COUNCIL'S 2023 IMPACT

## 797

### INTERNATIONAL NOMENCLATURE COSMETIC INGREDIENT (INCI) NAMES CREATED

The International Nomenclature Committee created 797 new INCI names in 2023, reflecting the beauty industry's continued efforts to drive innovation. Novel biotechnological manufacturing processes demand new approaches for designating globally standardized INCI names. This system is key to ingredient labeling and seamless global communication on ingredients among medical professionals and regulators.

## 91

### COSMETICS INGREDIENTS REVIEWED

The Expert Panel for Cosmetic Ingredient Safety—an independent, nonprofit scientific body established in 1976 to assess the safety of cosmetics ingredients used in the U.S.—reviewed 91 ingredients through the Cosmetic Ingredient Review (CIR) program.

## 2,033

### CERTIFICATES OF FREE SALE (CFS) ISSUED

Many foreign governments require companies to ensure products imported from the United States to their countries are the same as products sold in the U.S., presumably meeting all state and federal laws and regulations. A valid CFS accompanying exports to these countries allows them to admit the product. PCPC has issued CFS for its member companies for more than 20 years.

## 3.7 MILLION

### PEOPLE REACHED THROUGH DIGITAL ENGAGEMENT

PCPC's and Cosmetics Info's social media content met the growing demand for reliable and accurate information on cosmetics and personal care products, engaging 3.7 million people across its websites and social media platforms.

## 11

### WEBINARS AND MEETINGS

PCPC hosted education and networking events, including the Legal & Regulatory Conference, the annual Science Symposium, and webinars on global affairs, regulatory efforts and sustainability initiatives. This year's Legal & Regulatory Conference featured presentations from some of the country's most prominent attorneys and regulatory professionals, while the Science Symposium brought together more than 300 scientists, industry leaders and regulatory officials for robust discussions about innovation, environmental science, microbiology advances, safety and quality in the personal care products industry.

## 324,800

### CANCER PATIENTS, SURVIVORS AND SUPPORTERS SERVED

The Look Good Feel Better (LGFB) Foundation provided its services through virtual and online platforms, serving more than 4,800 patients through virtual and in-person workshops, and 65,000 participants in LGFB Feel Better Sessions and Moments on LGFB social media platforms. Patients accessed LGFB online support and resources 255,000 times.

## 97%

### RECOMMEND LOOK GOOD FEEL BETTER PROGRAM

LGFB continues to deliver a positive program experience to cancer patients, with 97% of participants surveyed saying they would recommend the program and more than 93% reporting an improved self-image after the workshop and 88% reporting being confident with their appearance after a workshop.





\$210.6  
BILLION  
U.S. SALES

SOURCE: PCPC ECONOMIC &  
SOCIAL CONTRIBUTIONS REPORT 2024

\$203.3  
BILLION  
IN TOTAL  
LABOR INCOME

SOURCE: PCPC ECONOMIC &  
SOCIAL CONTRIBUTIONS REPORT 2024

\$535.7  
BILLION  
GLOBAL INDUSTRY

SOURCE: EUROMONITOR INTERNATIONAL

\$850+  
AVERAGE U.S. HOUSEHOLD  
SPEND ON PERSONAL CARE  
PRODUCTS AND SERVICES

SOURCE: PCPC ECONOMIC &  
SOCIAL CONTRIBUTIONS REPORT 2024



EMPLOYS MORE THAN  
5,700  
SCIENCE, TECHNOLOGY,  
ENGINEERING  
AND MATHEMATICS  
(STEM) PROFESSIONALS  
IN THE U.S.

SOURCE: PCPC ECONOMIC &  
SOCIAL CONTRIBUTIONS REPORT 2024

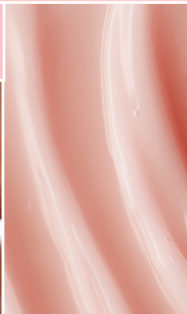


\$308.7  
BILLION  
TOTAL CONTRIBUTION  
TO U.S. GDP

SOURCE: PCPC ECONOMIC &  
SOCIAL CONTRIBUTIONS REPORT 2024

4.6  
MILLION  
TOTAL DOMESTIC JOBS

SOURCE: PCPC ECONOMIC &  
SOCIAL CONTRIBUTIONS REPORT 2024



WOMEN COMPRISE  
**79.3%**  
OF THE  
INDUSTRY WORKFORCE

SOURCE: PCPC ECONOMIC &  
SOCIAL CONTRIBUTIONS REPORT 2024

PEOPLE OF COLOR  
REPRESENT  
**33%**  
OF THE  
INDUSTRY WORKFORCE

SOURCE: PCPC ECONOMIC &  
SOCIAL CONTRIBUTIONS REPORT 2024

**71.1%**  
OF DIRECT EMPLOYMENT  
IS IN SMALL BUSINESSES  
(<50 EMPLOYEES)

SOURCE: PCPC ECONOMIC &  
SOCIAL CONTRIBUTIONS REPORT 2024

**\$2.6**  
BILLION  
TRADE SURPLUS

SOURCE: PCPC ECONOMIC &  
SOCIAL CONTRIBUTIONS REPORT 2024



DONATED  
**\$170**  
MILLION  
TO CHARITABLE CAUSES

SOURCE: PCPC ECONOMIC &  
SOCIAL CONTRIBUTIONS REPORT 2024



MEMBER COMPANIES  
REDUCED GREENHOUSE  
GAS EMISSIONS BY

**8.7%**

SOURCE: PCPC ECONOMIC &  
SOCIAL CONTRIBUTIONS REPORT 2024

# PROMOTING SOUND SCIENCE

PCPC's Science team — a diverse group of highly respected and experienced chemistry, microbiology, toxicology and environmental science experts — provides product and ingredient safety expertise, promotes quality, safety and microbiology best practices, and strengthens PCPC's influence in scientific and regulatory forums.

## SCIENTIFIC RESEARCH AND RESOURCES

Supporting the FDA's sunscreen ingredient safety data request, PCPC continued working with the Sunscreen Consortium's technical teams to develop formulations, test methods and proposed approaches. The team presented highlights of this work at the annual meetings of the American Society for Cellular and Computational Toxicology (ASCCT), AAD, American Contact Dermatitis Society (ACDS) and the Florida Society of Cosmetic Chemists (FLSCC) bi-annual Sunscreen Symposium. PCPC also presented its peer-reviewed research on the application habits of U.S. sunscreen users, published in the journal Food and Chemical Toxicology in November, at the FLSCC symposium.

The team presented its environmental research on sunscreen filters at several highly regarded conferences, including the Society of Environmental Toxicology and Chemistry's (SETAC) meetings in Europe and North America. PCPC also presented on cosmetics regulation, safety assessment, quality assurance and MoCRA timelines at the New York Society of Cosmetic Chemists (NYSCC) conference and the ACDS Annual Meeting. In collaboration with the FDA and member companies, PCPC also held a Good Manufacturing Practices (GMP) workshop to

address key topics and share valuable perspectives.

PCPC's annual two-day Science Symposium in October featured programs on microbiology, environmental science, quality and safety, with participation from key FDA leadership, including keynote speaker Linda Katz, M.D., director of the Office of Cosmetics and Colors, and Theresa Michele, M.D., director of the Division of Non-Prescription Drugs, who highlighted Agency priorities for cosmetics and addressed industry challenges. Alonza Cruse, director of the Office of Pharmaceutical Quality Operations, addressed the Agency's inspection and compliance activities in the cosmetics and drug sectors.

The team celebrated the INCI program's 50th anniversary, the International Cosmetic Ingredient Nomenclature Committee and the International Cosmetic Ingredient Dictionary and Handbook. Additionally, they presented the INCI program and ingredient submissions at the China Sodium Hyaluronate Industrial Conference. INCI is a globally recognized system that standardizes the names of cosmetic ingredients for labeling, ensuring that every ingredient is consistently named across countries and languages.





## ENVIRONMENTAL SCIENCE PARTNERSHIPS

PCPC strengthened its partnerships with academic institutions and organizations specializing in environmental science, including the University of Maryland Center for Environmental Science (UMCES), National Academies of Sciences and Nova Southeastern University (NSU) Guy Harvey Oceanographic Center. PCPC continues to develop tools and data to advance the environmental safety assessment of cosmetics and sunscreen filters, including developing a new emissions model with Ecostewardship LLC.

## INTERNATIONAL ORGANIZATION FOR STANDARDIZATION (ISO)

Representing the U.S. in ISO, PCPC promoted cosmetics manufacturing and technical standards. Global standards are critical to harmonizing the beauty industry. ISO is an independent, nongovernmental international organization supporting innovation and providing solutions to global challenges with voluntary, consensus-based international standards. In 2023, working closely with ISO committee members, PCPC helped develop new international standards in analytical, microbiological and sunscreen methods.

## EXPERT PANEL FOR COSMETIC INGREDIENT SAFETY

The Expert Panel, composed of world-renowned scientists and physicians, conducts safety assessments of cosmetics ingredients in an open and unbiased manner, publishing monographs in the peer-reviewed International Journal of Toxicology and issuing an annual comprehensive collection of all CIR reports. In 2023, the Expert Panel finalized reviews of 18 reports on a total of 91 ingredients. Since its inception, the combined efforts of the Expert Panel and CIR program have resulted in safety assessments of more than 6,000 ingredients used in cosmetics.

Expert Panel members are publicly nominated by consumer, scientific and medical groups; government agencies; and the beauty industry. In 1976, PCPC initiated the CIR program and associated Expert Panel at the suggestion of and with support from the FDA and the Consumer Federation of America (CFA). Representatives from FDA, CFA and PCPC serve as non-voting liaisons to the Expert Panel and are actively involved in the comment and discussion processes. Expert Panel members must meet similar conflict of interest requirements regarding financial interests as special non-government advisory experts to the FDA.



KEYNOTE SPEAKER LINDA KATZ, M.D., FDA, PROVIDES AN UPDATE ON MOCRA IMPLEMENTATION AT PCPC'S SCIENCE SYMPOSIUM.



# ADVOCATING FOR IMPACT

PCPC’s Government Affairs team works with policymakers and regulators at the federal, state and local levels to ensure a regulatory system that advances innovation, safety and consumer confidence.



LEZLEE WESTINE AND REP. NICOLE MALLIOTAKIS (R-N.Y.) CELEBRATE THE LAUNCH OF THE NEW CONGRESSIONAL COSMETICS CAUCUS.



FEDERAL LEGISLATIVE INITIATIVES

Building on advocacy efforts resulting from MoCRA’s enactment, PCPC continued to provide industry’s perspective to Congress and the FDA during the implementation of this historic legislation to modernize federal regulatory oversight of cosmetics and personal care products. PCPC is leading implementation efforts and providing regular feedback to the FDA on industry positions. Working cross functionally, PCPC successfully coordinated information and advocacy efforts with domestic and international audiences to ensure a unified voice and perspective. Outreach included numerous presentations and webinars to inform regulator and industry audiences.

In addition to monitoring MoCRA’s implementation, PCPC’s government affairs team was active on Capitol Hill, advocating for FDA appropriations, reintroduction of the Humane Cosmetics Act and the SHOP SAFE Act, hosting a congressional fly-in, as well as partnering with the Congressional Skin Cancer Caucus on a skin cancer prevention and sunscreen briefing for Hill staff and media. In addition, PCPC facilitated the creation of the Congressional Cosmetics Caucus, a bipartisan forum to discuss industry issues.

In collaboration with other trade associations, PCPC successfully advocated against provisions in the National Defense Authorization Act for Fiscal Year 2024 (NDAA) that would have prohibited the Department of Defense from procuring, purchasing or selling sunscreens containing or produced with certain types of PFAS, and influenced language changes to the Toxic-Free Beauty Act of 2023.

STATE LEGISLATIVE INITIATIVES

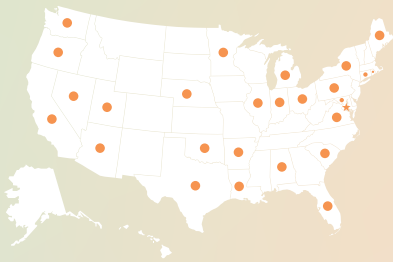
This year, PCPC continued to strengthen relationships in key industry states such as California and New York, including coordinating tours of manufacturing facilities, conducting a briefing for member companies and legislators, and hosting advocacy days. PCPC opposed a number of ingredient ban bills and defeated them in New York, Vermont, Illinois, Georgia and Maine. PCPC monitored more than 350 bills, testified on behalf of industry before 40 state policy committees and met with hundreds of legislators. PCPC hosted lobby days in Sacramento, Calif., and Albany, N.Y., to showcase industry’s impact on the state and advocated for specific legislation. California Gov. Newsom signed a bill further harmonizing California with global regulations.

CROWN ACT

As a CROWN (Creating a Respectful and Open World for Natural Hair) Coalition member and an active advocate for the CROWN Act, PCPC championed the anti-discrimination legislation at the federal and state levels. The CROWN Act is law in 23 states and 49 localities and was introduced this year in 21 additional states. PCPC will continue to work with the Coalition to support the passage of a federal bill.

SUNUCATE

PCPC worked with the American Society for Dermatologic Surgery Association (ASDSA), AAD and more than 60 health, education and parent groups in three states to support and introduce legislation allowing sunscreens in schools without a prescription. To date, 26 states and Washington, D.C., have passed the “SUNucate” model legislation.



PCPC HOSTED A CONGRESSIONAL FLY-IN ON CAPITOL HILL



NAMANDJÉ BUMPUS, PH.D., FDA, AND LEZLEE WESTINE



# DRIVING GLOBAL ACCESS



THE INTERNATIONAL ASSOCIATION COLLABORATION (IAC) AIMS TO ENHANCE CONSUMER AND STAKEHOLDER TRUST IN GLOBAL COSMETICS PRODUCTS, INCREASE INDUSTRY'S ABILITY TO OFFER INNOVATIVE PRODUCTS AND DRIVE COMPATIBLE REGULATORY REQUIREMENTS AROUND THE WORLD.

PCPC's Global Strategies team engages government officials in the U.S. and abroad to address trade barriers and promote global harmonization and international best practices of cosmetics regulations. The team also works closely with trade associations worldwide to promote industry alignment and maintains the International Regulatory Database (IRDB), which includes up-to-date information on ingredient restrictions and use requirements for more than 60 countries.

## EUROPEAN UNION (EU) GREEN DEAL

Introduced in 2019, the EU Green Deal is a comprehensive set of policy initiatives intended to make Europe the first climate-neutral continent by 2050. The team advocated for reasonable changes to Green Deal proposals impacting cosmetics products and ingredients, and the industry's ability to innovate. This included opposing certain proposed changes to the EU's chemicals management program, REACH; the Classification, Labeling and Packaging Regulation; and aspects of the Cosmetics Products Regulation. The team continued to advocate for a proportionate approach to the EU's proposed microplastics restrictions, including a reasonable transition period for companies to adjust to the new requirements. PCPC continued its

webinar series to update members on the EU Green Deal and other national-level environmental regulatory developments.

## ASIA

China's cosmetics regulatory reform remained a top priority for PCPC and its member companies in 2023. The Global Strategies team assisted members in navigating the complexities of China's cosmetics regulatory framework, CSAR, and continued robust advocacy efforts to address areas of concern, focusing on burdensome product and ingredient registration requirements, labeling and claims validation rules, and unnecessary animal testing requirements. The team successfully advocated for high-level U.S. government support for industry's concerns, including during U.S. Department of Commerce Secretary Raimondo's August 2023 trip to Beijing, and continues to engage with the U.S. government and Chinese regulators to resolve these issues.

PCPC also continued efforts to modify Indonesia's Halal Law for the cosmetics industry, including successfully advocating for U.S.-based halal certification companies to be allowed to certify finished U.S. cosmetics products to Indonesian standards, resulting in significant cost and time savings, and open opportunities for PCPC member companies exporting to Indonesia.

LATIN AMERICA

In collaboration with the Latin American industry association, CASIC, PCPC continued to advocate that Latin American authorities fulfill their commitment to recognize U.S. cosmetics ingredient regulations. These efforts included workshops with regulatory authorities on U.S. regulatory developments, the role of the CIR and INCI.

AFRICA

With Africa’s cosmetics and personal care products market booming, with an expected annual growth rate of 13% over the next five years, PCPC worked with regional authorities to adopt international best practices for cosmetics regulations. The team continued its webinar series with officials from African regulatory and standards setting bodies to introduce U.S. and international regulatory approaches. Plans are underway for increased engagement with African authorities in 2024.

CANADA

PCPC successfully advocated for greater legal certainty for ingredients with safe historical uses in cosmetics through the passage of the Bill S-5, Strengthening Environmental Protection for a Healthier Canada Act, in June. The team promoted harmonization of Canada’s proposed federal plastics registry and recycling labeling requirements with its trading partners domestically, in North America and Europe. PCPC advocated for the proposed revisions to Canada’s cosmetics regulations to align with U.S. approaches under MoCRA. The team also advocated for the Canadian government to harmonize certain environmental regulatory proposals with Canadian provincial and U.S. state policies, including for a federal plastics registry, recycled content and recycling labeling requirements. Referencing Canada’s commitments under the United States-Mexico-Canada Agreement Cosmetics Annex, PCPC opposed Environment Canada’s efforts to require duplicative and inconsistent cosmetic ingredient labeling requirements.

INTERNATIONAL COOPERATION ON COSMETICS REGULATION (ICCR)

ICCR is the only global forum where cosmetics regulators and industry work together on policies and guidance to promote regulatory alignment. The Brazilian Health Regulatory Agency (ANVISA) and the Brazilian Association of the Cosmetic, Toiletry and Fragrance Industry (ABIHPEC) co-hosted the 17th ICCR annual meeting, and welcomed several observer countries: Cape Verde, Egypt, the People’s Republic of China, Saudi Arabia and the United Kingdom. At ICCR-17, PCPC announced the International Organization of Standardization (ISO) TC 217 would be drafting guidance on microbiological assessment of cosmetics containing intentionally added microorganisms.



# STRENGTHENING PUBLIC TRUST

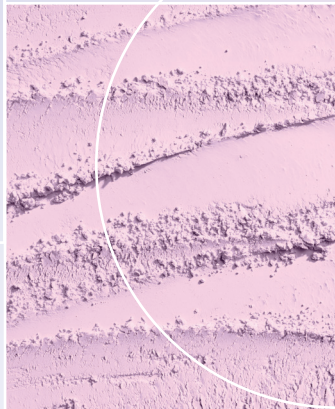


PCPC remains a trusted, respected voice and advocate for the cosmetics and personal care products industry. As a reliable and credible source and resource, the Public Affairs and Communications team actively educates and engages key stakeholders — including consumers, regulators, policymakers, media and NGOs — about the industry's commitment to safety and innovation and its contributions to the nation's economic and social well-being.

## SUSTAINABILITY

In response to overwhelmingly supportive feedback, PCPC formed a dedicated sustainability/ESG committee in 2023. With insights from the committee, the team hosted a webinar on plastics and packaging — the first of a three-part series that will continue into 2024. The team also developed and launched a companion video to the 2021 Sustainability Report, showcasing industry's commitment to the responsible management of environmental impacts, economic and social value, and highlighting the innovative ways PCPC member companies integrate sustainability into their business practices.

The team continued to collaborate with the board-appointed DEI Advisory Group and internal employee-led task force to provide strategic direction and guidance for industry DEI initiatives. The team also helped





foster a respectful and supportive workplace to attract and retain a diverse, talented workforce representative of the industry’s customers and community.

MEDIA ENGAGEMENT

PCPC’s expertise in the beauty industry makes it a reliable and credible resource for mainstream, beauty and trade media and beauty influencers. The team’s proactive media engagement included managing more than 100 complex inquiries, regularly engaging with international, national and local news outlets and beauty and trade press, and contributing opinion pieces on important PCPC issues. Real Clear Policy published an op-ed by Lezlee Westine in support of the Senate Appropriations Act, encouraging Congress to fully fund MoCRA implementation.

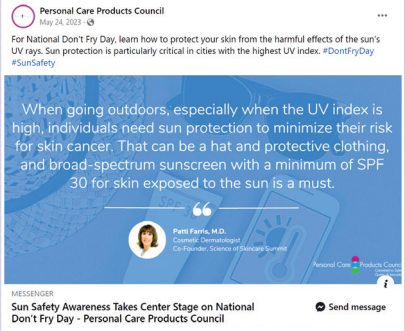
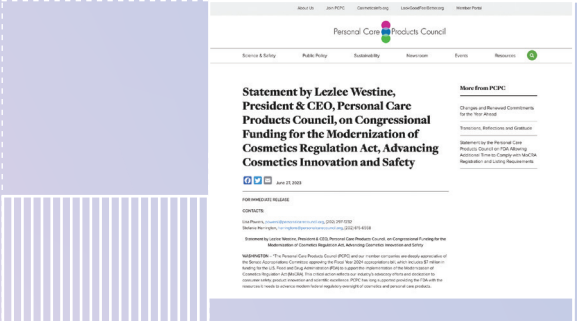
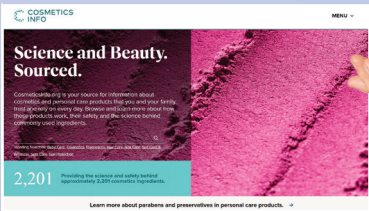
DIGITAL ENGAGEMENT

Consumers and other key stakeholders rely on PCPC’s website and its science and safety resource, CosmeticsInfo.org, for accurate and credible information about the industry’s commitment to safety and innovation, including the thousands of ingredients used in cosmetics and personal care products. Cosmetics Info underwent a major redesign, including a new logo,

to provide visitors with a modern and informative experience, reflecting PCPC’s commitment to transparency and science-based information. More than 605,000 users visited the websites 840,000 times to view detailed industry insights through blogs, infographics and video content. Using original and third-party content addressing key industry issues and promoting proactive initiatives, PCPC’s and Cosmetics Info’s organic and paid social media content earned nearly 3 million impressions, more than 133,000 engagements and 97,000 video views.

To celebrate Women’s History Month, the team developed a video to honor the many industry visionaries, executives and scientists, garnering nearly 269,000 impressions on Facebook, Twitter and LinkedIn, and 49,000 views on YouTube.

The Public Affairs and Communications team also developed and launched a sun safety awareness campaign ahead of National Don’t Fry Day – the Friday before Memorial Day weekend – targeting the 12 U.S. cities with the highest UV index, garnering more than 1.2 million impressions and 13,800 engagements on Facebook, Twitter and LinkedIn. Additionally, the team launched a social media campaign to promote INCI’s 50th anniversary, targeting cosmetics scientists, formulators and other key audiences.



# LOOK GOOD FEEL BETTER FOUNDATION

Since its introduction in the U.S. in 1989, Look Good Feel Better (LGFB) has served more than 2.22 million people with cancer through free patient programs across the U.S. and in 26 countries worldwide. It is the only international cancer support charity that helps boost the physical and emotional well-being of people undergoing cancer treatment.

## LOOK GOOD FEEL BETTER PROGRAMS

Look Good Feel Better Live! Virtual Workshops, launched in January 2019, have been the primary delivery channel for LGFB programs since 2020. The popular virtual workshops — with five curricula, including three in Spanish — offer a unique and convenient way for cancer patients to experience professional beauty instruction tailored to their needs during treatment and the benefits of a group environment from the comfort and safety of their home, office or other settings. LGFB increased Latina/Hispanic and African American participation by 4%, with targeted outreach efforts that included the “Every ONE Help ONE” Breast Cancer Awareness Month initiative with the Steven & Alexandra Cohen Foundation.

LGFB successfully expanded Look Good Feel Better Month with “Feel Better Moments,” collaborating with industry influencers, volunteers and community partners to deliver relevant and compelling content across social platforms and increasing content views by 338% from 2022.

In addition to its virtual program options, LGFB built on last year’s efforts to re-open in-person hospital workshops following the COVID-19 pandemic, increasing the number of hospitals and cancer centers offering in-person workshops by 24%.

This year, the virtual and in-person workshops helped 4,800 patients; 65,000 patients, survivors, caregivers and supporters participated in Feel Better Sessions and Moments; and LGFB online resources were accessed more than 255,000 times. LGFB grew its overall engagement among social media followers and the LGFB community, reaching more than 455,000 users through campaigns, workshop promotions and testimonial-focused posts.



BEAUTYCARES DREAMBALL

On October 11, more than 350 guests attended the 2023 BeautyCares DreamBall in New York. Hosted by popular radio personality Shelley Wade, the event honored Debi Chirichella, senior vice president, Hearst, and president, Hearst Magazines; breast cancer survivor and award-winning journalist Kristen Dahlgren; R. Alexandra Keith, chief executive officer, P&G Beauty; Melis del Rey, Amazon GM of US Stores for Beauty, Baby & Beauty Technology; and George Schaeffer, philanthropist, CEO of Aloxxi and founder of OPI. Grammy-nominated artist and Broadway veteran Ryan Shaw inspired attendees with a moving performance. The BeautyCares DreamBall, the DreamBall After Dark — hosted by BeautyCares Next Gen — and the BeautyCares Auction are the most important fundraising events of the year. Together, they raised more than \$1.23 million to support the LGFB program, demonstrating the collective support of the cosmetics and personal care products industry.



BEAUTYCARES DREAMBALL 2023 HONOREES:  
MELIS DEL REY, DEBI CHIRICHELLA, R.  
ALEXANDRA KEITH, KRISTEN DAHLGREN AND  
GEORGE SCHAEFFER



GRAMMY-NOMINATED ARTIST AND  
BROADWAY VETERAN RYAN SHAW  
AND POPULAR RADIO PERSONALITY  
SHELLEY WADE







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