



PCPC Launches National Consumer Awareness Campaign to Combat Counterfeits

Why it matters: As holiday shopping ramps up, so does the risk of consumers unknowingly buying counterfeit cosmetics and personal care products online. These fakes aren't just bad for our industry—they also endanger consumers and undermine billions invested in safety and innovation.

What's happening: PCPC, with partners, launched “**Buy No Lie**”—a social-first, nationwide campaign to help shoppers spot harmful fakes before checkout.

Goal: Make consumers feel as confident in buying beauty and personal care products as they do when using them.

The big picture: This effort complements our push for strong safeguards, like the [SHOP SAFE Act](#), which is critical to holding counterfeiters accountable and protecting public health.

Get involved: Amplify the message, share resources and [engage on social](#). Learn more at **BuyNoLie.com**.

[Learn More](#)

Madam C.J. Walker Award for Excellence Applications Are Open

What's happening: The 2026 Madam C.J. Walker Award for Excellence [applications are now open](#) through January 12, 2026. Honorees are announced at the PCPC [Beauty Collective Summit](#) in March 2026 by Madam Walker's great-great-granddaughter, [A'Lelia Bundles](#).

Why it matters: This award recognizes bold changemakers in the beauty and personal care products industry whose entrepreneurial spirit and community leadership ignite lasting change.

Dig deeper: Madam C.J. Walker was an iconic entrepreneur and activist who revolutionized hair care and created economic opportunity for women. The award celebrates individuals of all backgrounds who turn vision into opportunity and purpose into progress.

Bottom line: PCPC members and non-members can apply or nominate individuals who demonstrate a commitment to uplifting consumers and communities through innovation, leadership and sustained engagement.

Submit Your Application

Look Good Feel Better Foundation BeautyCares DreamBall Raises Over \$1 Million

Why it matters: The BeautyCares DreamBall remains the [Look Good Feel Better \(LGFB\) Foundation's](#) largest and most impactful annual fundraiser, uniting the beauty industry to support those facing cancer with confidence and care.

What happened: On October 8, more than 400 guests gathered at Gotham Hall in New York City for an inspiring evening that raised over \$1 million to support LGFB's nationwide programs.

Bottom line: Thanks to the generosity of LGFB honorees, sponsors, donors and attendees, the BeautyCares DreamBall continues to be a powerful testament to the beauty industry's commitment to collective compassion.

Learn More

What we are reading:

- PCPC to Push for MoCRA Implementation in 2026 ([HAPPI Magazine](#))
 - How to Communicate Chemical Risk Under TSCA ([Packaging Dive](#))
 - U.S. FDA's Delay of Cosmetic GMP Rule, Communication Style Raises Litigation Concerns – Attorneys ([HBW Insight/Citeline](#))
 - Industry Should Assume More Holistic, Integrated Approach to Animal Alternative Tests ([HBW Insight/Citeline](#))
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Member Benefit Spotlight:

Certificates of Free Sale Streamline Global Market Access and Verify Product Integrity

What it is: PCPC issues [Certificate of Free Sale \(CFS\) documents](#) for member companies to certify compliance with U.S. regulations and industry standards.

Why it matters: Many countries require a CFS to allow the importation and marketing of cosmetic products.

Dig deeper: ACFS attests that the product you are exporting to another country is identical to the product sold in the U.S. and has been manufactured according to all applicable laws. This ensures that foreign authorities are assured that the product is safe and effective.

How to get started:

- Only PCPC members are eligible to apply.
- Standard processing takes 3-5 weeks (rush processing is available).
- Fees vary by processing speed and country.
- The last day to submit 2025 CFS requests is December 17.

Apply Today

Upcoming Programming and Events

December 15, 2025, 1:00 p.m.–2:00 p.m., ET: PCPC Member Update: A Year in Review Webinar

Join us for an exclusive conversation with the leadership of PCPC as they reflect on the accomplishments and milestones of the past year. This webinar will provide a strategic overview of key initiatives, challenges overcome and impactful outcomes. Looking ahead, the leadership team will also share priorities and focus areas for the coming year, offering valuable insights into the organization's direction and vision. Don't miss this opportunity to gain a deeper understanding of PCPC's work and what is in store for the year ahead.

Register Today

March 23-25: 2026 Beauty Collective Summit, The Ritz-Carlton, Key Biscayne, Miami

Advance Registration Rate Available until November 21!

PCPC's 2026 Beauty Collective Summit will bring together thought-provoking discussions, world-class networking and fresh perspective on the future of beauty, sustainability and consumer trust. **Save \$400 off the onsite rate** to secure your spot at the year's must-attend event for the beauty and personal care industry!

Register at the Lowest Rate



Personal Care Products Council, 555 13th Street NW, Suite 300W, Washington, DC 20004, United States

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