

PCPC Member Update: A Year in Review

December 15, 2025

1:00 pm - 2:00 pm ET



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Group activities of competitors are inherently suspect under antitrust laws. Many agreements and activities between and amongst competitors, however, are both legal and beneficial to society and the industry. It is expected that all member representatives involved in PCPC activities, as well as PCPC consultants and meeting participants, will be sensitive to the legal issues involved in trade associations and take all measures necessary to comply with U.S. antitrust laws and similar foreign competition laws.

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Information provided by PCPC should not be relied upon as legal or compliance advice. Companies should consult with legal counsel to verify the accuracy and applicability of any information provided.

PCPC meeting guidelines prohibit the recording or use of AI notetakers during the meeting. For accessibility accommodations, please contact the legal department directly.

Today's Speakers



Thomas F.
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President &
CEO



Emily Manoso
EVP, Legal &
Regulatory
Affairs, &
General
Counsel



Dr. Jaap
Venema,
EVP,
Science &
Chief
Scientist



Karin Ross
EVP,
Government
Affairs and
Strategic
Initiatives



Natalie
Obermann
VP, Global
Strategies



Tesia
Williams
EVP, Public
Affairs &
Communicat
ions

Legal & Regulatory Affairs



Legal & Regulatory Affairs

State Advocacy

- Engaged regulators to provide education and information on industry priority issues
- Strengthened partnerships and participated in coalition work across the country
- Filed 16 public comments in five states (CA, CT, ME, MN, WA)

Key State Wins:

- *PCPC v. Bonta* Victory! Prop 65 ruling in CA protects against compelled speech where requirements are not supported by the scientific evidence.
- CA DTSC has dropped the ingredient reporting requirement where levels are below AAT.
- WA narrowed definition of “intentionally added” in cosmetics law, citing our advocacy.
- CA removed cosmetics from priority industry list for quaternary ammonium compounds (quats) & microplastics.

Legal & Regulatory Affairs

Engagement with Federal Agencies

May 2025: DOJ/ FTC comments on anticompetitive regulations

- Filed comments addressing anticompetitive regulations creating barriers that harm competition and consumers, including:
 - Outdated FDA animal testing requirements inhibiting sunscreen innovation.
 - California's recycling laws, SB 343 and SB 54, and the costly compliance burden on manufacturers.
 - State-level regulations on impurities and contaminants

July 2025: HHS comments on deregulation

- Responded to RFI on federal deregulatory efforts, highlighting areas that increase uniformity and reduce redundancy, including:
 - rescinding voluntary cosmetic reporting program,
 - more flexible interpretation of cosmetic package labeling requirements, and
 - sunscreen reform.

September 2025: DOJ comments on interstate commerce

- Addressed issues impacting interstate commerce, including:
 - Recyclability Claims and SB 343.
 - State-level regulations on impurities and contaminants.
 - State specific sunscreen bans.
 - State-level labeling and reporting requirements.

Legal & Regulatory Affairs

Packaging Task Force

Collaborated with Key Stakeholders

- Joined CAA Partner Trade Working Group to increase collaboration and communication with only PRO in U.S.
- Signed onto coalition letters with CBA, ACC, HCPA, CalChamber on various state-level EPR issues.

Refreshed Policies & Principles

- Updated packaging task force principles and policies to guide responses to future legislation and regulations.
- Ensured alignment with other internal PCPC committees, including Government Affairs, Sustainability, and Global Strategy.

Science



Science

- **PCPC Science Symposium**
- **INCI Development**
- **Ingredient Safety & Regulatory Support**
 - CIR concentration-of-use surveys
 - Quaternary Ammonium Compounds
 - UV Filters (human health & environmental)
 - Prop 65 (vinyl acetate, diethanolamine)

PCPC Science Symposium (Oct 2025)

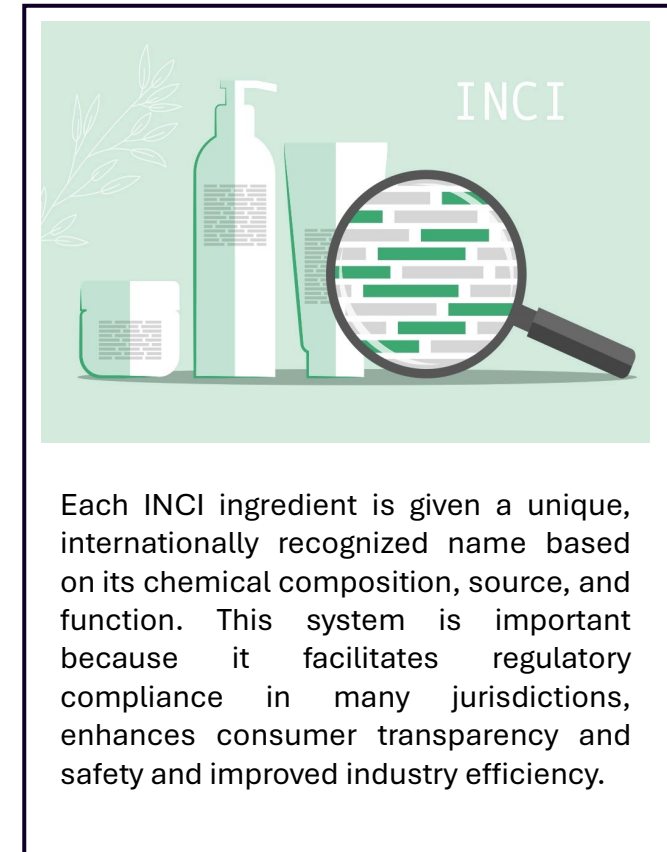
- Successful organization and execution of the PCPC Science Symposium and Expo
- Record-breaking attendance with highest number of in-person participants on record
- Successful EXPO showcasing sponsors and industry innovation
- Renowned scientists as speakers
- Exceptional networking opportunities
- Expanded media coverage



- reflecting growing interest and engagement in cosmetics science
- reinforcing PCPC's commitment to scientific excellence.
- significantly boosting PCPC's visibility and thought leadership

International Nomenclature of Cosmetic Ingredients (INCI)

- **Expanded database with ~1000 new INCI names in 2025**
 - >50% relate to biotech materials
- **Enhancements to improve the user experience:**
 - Publication date for INCI name
 - INCI name history field
 - Ability to search by former INCI name
 - New frequency of use data
 - Chinese translations for fragrance allergens
- **Updates to IRDB**
 - Reference to more than 200 new laws and more than 3000 new ingredient restrictions
 - New categories and multi-category search capability
- **Outreach about INCI program and INCI databases**
 - PCPC members and nonmembers, Science symposium
 - International regulators and industry associations (e.g. NIFDC, CAFFCI, CASIC, CAC)



Each INCI ingredient is given a unique, internationally recognized name based on its chemical composition, source, and function. This system is important because it facilitates regulatory compliance in many jurisdictions, enhances consumer transparency and safety and improved industry efficiency.

Focus on Ingredient Support



Supporting CIR Concentration of Use Surveys



FDA: Toxicological Assessment of UV Filters

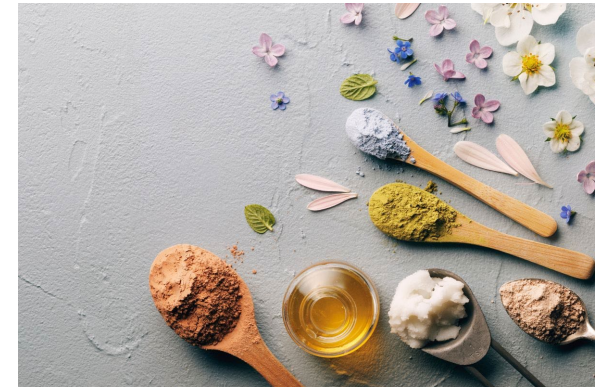


DTSC: Quaternary Ammonium Compounds (QACs)



OEHHA: Diethanolamine, Vinyl Acetate

Providing credible and defensible science to support the continued safe use of cosmetic ingredients is critical. Using robust scientific evidence ensures that risk assessments accurately weigh benefits against potential harms, helps prevent misinformation, and enables the adoption of safer formulations and transparent labeling.



Government Affairs & Strategic Initiatives



Federal Advocacy Highlights

Congressional Engagement:

- Congressional Cosmetic Caucus Kickoff in Capitol
- House Hearing: OTC Monograph reform
- Senate Education Event: "Sunscreen & Ice Cream"
- Lobby Day: 20+ companies participated, 50+ meetings & House Reception: 100+ staff

Legislative Wins:

- OMUFA Reauthorization through 2030
- Safe Sunscreen Standards Act language included
- MoCRA Funding: Additional \$2M appropriated w/ report to Congress due re: key PCPC priorities
- Humane Cosmetics Act: 100+ cosponsors

Advocacy Continues:

- **Get Involved!** May 5, 2026 Federal Lobby Day
- Educate policymakers; USMCA outreach, HCA, MoCRA

State Advocacy Highlights

State Engagement:

- Lobbied in 30+ states; 200 meetings with policymakers
- 3 Lobby Days- NY and CA
- Coalition Building to influence legislation: 35+ partners
- Participated in 5+ policy conferences- stakeholder development / amplify advocacy message

Legislative Wins:

- Defeated ingredient ban bills in NY and FL
- Amended CA microplastics bill to minimize impact
- Defeated CA age verification and antimicrobial bans
- Advanced PFAS language to harmonize legislation
- SUNucate Campaign: Law in 29 states + DC

Advocacy Continues:

- **Get involved!** NY Lobby Day (Feb 9 & 10) / CA Lobby Day (May 19)

Global Strategies



Trade

USMCA Review

Advocating to maintain a strong, trilateral USMCA; strengthen the cosmetics annex; maintain rules of origin and good regulatory practices chapters

Advocating to Eliminate Non-Tariff Barriers in U.S. Reciprocal Trade Negotiations

Continuing to push for the removal of key non-tariff barriers affecting the sector

Tariff Relief for Unavailable Inputs

Continuing to advocate for tariff relief on natural resources and other inputs not produced in the United States

Section 232 Steel & Aluminum: Seeking Compliance Relief

Focusing on securing compliance flexibility

China

- China's National Medical Products Administration (NMPA) published a 10-year CSAR roadmap

Reform Themes:

- Modernize oversight and improve regulatory efficiency
 - Support innovation
 - Align with international standards
 - Reduce reliance on animal testing
 - Enhance safety and quality management
-
- **PCPC focus:** increase support for innovation in the industry; increase efficiency in registration & record-filing process; harmonize with international standards

International Cooperation on Cosmetics Regulation (ICCR) & International Association Collaboration (IAC)

ICCR

- Only forum between global cosmetic regulators & industry working to protect consumers, promote regulatory convergence, and minimize trade barriers
- Preparations are ongoing for 20th meeting in Tokyo next year:



- PCPC and FDA are providing feedback on a stock taking review of 34 endorsed deliverables to ensure valuable precedent remains recognized & identify opportunities for improvements
- Anniversary declaration that is expected to explore ongoing challenges, recommit ICCR to its mission statement, & confirm future priorities

IAC

- Promoting global alignment and amplifying a unified industry voice
- 2026 Projects: AI, Traces, DSI, Fragrance Allergens
- 2025 Finalized Projects: E-labeling, DSI submission, UN Plastics and refillable principles

Public Affairs & Communications



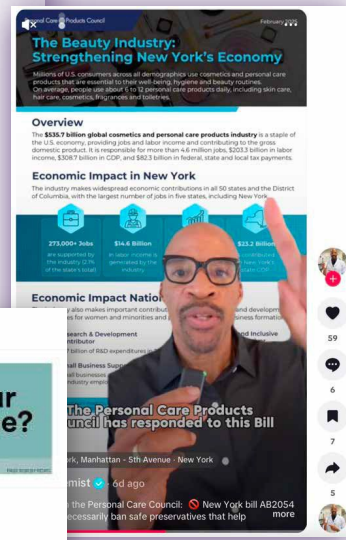
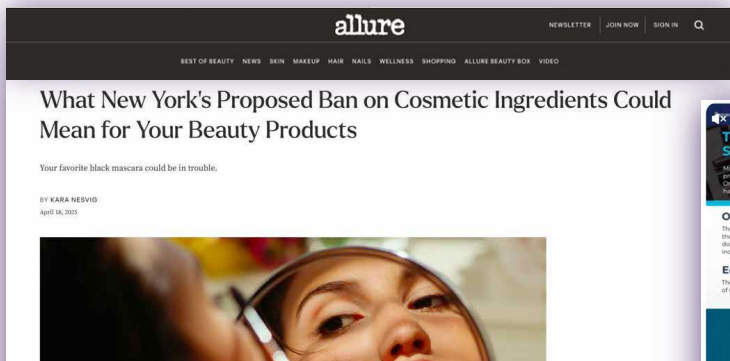
2025 PUBLIC AFFAIRS CAMPAIGNS OVERVIEW

NEW YORK BEAUTY JUSTICE ACT, AB 2054A/SB 2057A

OBJECTIVE: Increase public opposition in New York State to the amended bill by informing residents of the impact and mobilizing them to contact their legislators.

TIMELINE: March 10, 2025 - June 17, 2025

| Paid Media Approach | Impressions |
|--|---|
| Earned Media Coverage | ~5M |
| Influencer Outreach | Two influencers: 130K total followers engaged |
| Meta Ads | 534K+ |
| YouTube and Google Search Ads | 137K+ |
| Digital Publication Ads | ~3M |
| Total Quorum Actions (Form emails sent to legislators) | 115 |



2025 PUBLIC AFFAIRS CAMPAIGNS OVERVIEW

CALIFORNIA, AB 728 and AB 823

OBJECTIVE: Increase public opposition in California to bills AB 728 and AB 823 by informing residents and other stakeholders of the impact and mobilizing them to contact their legislators.

TIMELINE: April 23, 2025 - May 22, 2025

| Paid Media Approach | Impressions |
|-----------------------|----------------|
| Earned Media Coverage | 422K+ |
| Influencer Outreach | One influencer |
| Meta Ads | 161K+ |

The collage features three main elements: 1) A screenshot of a newspaper article from 'THE SACRAMENTO BEE' with a 'SUBSCRIBE NOW' button. 2) An Instagram post from 'pcpc.official' showing a woman's face with the text 'California will NOT be banning skincare for minors!' and a 'Vote No' call to action. 3) A social media advertisement with the headline 'We need to check your ID.' and a graphic of a California Driver License, stating 'AB 728 will require consumers to be carded to buy skin care products.' and 'Vote No to AB 728'.

EXECUTIVE COMMUNICATIONS & THOUGHT LEADERSHIP

The collage features five overlapping screenshots from industry news websites:

- Personal Care Insights:** Article titled "PCPC pushes for broader scope of US FDA animal testing phase-out" dated 21 Apr 2025, by Mieke Meintjes. The text mentions the FDA's plan to phase out animal testing in favor of human-relevant alternatives.
- CosmeticsDesign USA:** Article titled "Key takeaways from the PCPC Science Symposium & Expo 2025" dated 18-Nov-2025, by Cassandra Stern. Another article from the same site is titled "US beauty industry returns to Capitol Hill with focus on MoCRA, non-animal testing, tariffs, OTC reform" dated 15-Oct-2025, also by Cassandra Stern.
- CITELINE:** Article titled "Potential US Exit From USMCA Would Place \$10.1Bn Cosmetics Sector At Risk – PCPC" dated Dec 08 2025, by Eileen Francis. Another article is titled "New Reviews Support Safety Of UV Filters Avobenzone, Ensulizole; May Help Fill Data Gaps" dated Oct 08 2025.
- happi:** Article titled "Extended Producer Responsibility & The Cosmetics Industry" dated September 29, 2025, by Tom Branna, Chief Content Officer. It mentions a PCPC webinar on key issues for manufacturers.

SOCIAL MEDIA

In 2025, PCPC focused on growing LinkedIn and Instagram presences to **build industry and consumer trust.**

Instagram: 503 followers (+374%)

Post Metrics Breakdown A

| Date range | Impressions | Reach | Engagements | Engagement rate |
|-------------|-------------|-------|-------------|-----------------|
| 2025 | 25.7k | 17.6k | 958 | 3.59% |
| 2024 | 8.53k | 7.35k | 327 | 2.25% |

LinkedIn: 13.1K followers (+29%)

Post Metrics Breakdown B

| Date range | Impressions | Engagements | Engagement rate |
|-------------|-------------|-------------|-----------------|
| 2025 | 217k | 25.4k | 9.82% |
| 2024 | 231k | 25.4k | 8.62% |

Closing Remarks

