



PCPC Statement on PACK Act Introduction in U.S. House of Representatives

Why it matters: Environmental claims on packaging are under increasing scrutiny, and inconsistent state-level rules create compliance challenges for our industry.

What's happening: PCPC President and CEO Tom Myers issued [a statement](#) applauding Rep. Randy Weber (R-TX) for introducing the Packaging and Claims Knowledge Act of 2025 (PACK Act). If enacted, the bill would amend the Federal Trade Commission Act to regulate environmental claims on consumer product packaging and establish a national framework for recycling claims.

The big picture: Harmonizing definitions—particularly around recyclability—will help avoid a patchwork of state policies that fragment supply chains, burden compliance, and hinder program success. The PACK Act promotes truthful, transparent environmental claims and supports effective, sustainable solutions for packaging waste.

[Read our Statement](#)

PCPC Statement on FDA Proposal to Expand Sunscreen Ingredients

Why it matters: For the first time in over 20 years, the U.S. Food and Drug Administration (FDA) is considering the addition of bemotrizinol (BEMT) to the over-the-counter (OTC) sunscreen monograph as GRASE (Generally Recognized as Safe and Effective). This is a major step forward in aligning U.S. sun care with international safety and innovation standards.

What's happening: PCPC applauds FDA's proposal, highlighting BEMT's broad-spectrum UVA/UVB protection and strong global safety record.

Bottom line: This advancement marks a significant milestone for consumer access to effective sun protection. PCPC continues to advocate for an expedited approval pathway for additional modern UV filters to keep pace with scientific progress and consumer demand.

Read our Statement

Look Good Feel Better: 2025 Impact

Why it matters: [The Look Good Feel Better Foundation \(LGFB\)](#) provides essential support that helps people in cancer treatment feel empowered, more confident, and more like themselves. Demand for resources continues to grow, especially as patients seek both in-person and virtual options during their care. Accessible programs like LGFB ensure consistent service availability for diverse communities and care settings.

2025 Impact Highlights:

- Delivered 466 workshops, a 20% increase year over year, serving an estimated 4,050 cancer patients.
- Digital education expanded with 83,300 Feel Better Moments views and 279,000+ online resource visits.
- The LGFB Alliance now includes 99 hospital and community partner locations, including six new JCPenney salon sites and 12 new hospital/cancer center partners.
- DreamBall raised over \$1 million, drawing more than 350 industry leaders and generating 148.6 million media impressions nationwide.

Bottom line: LGFB's hybrid model—combining in-person workshops, virtual education, and community-based delivery—continues to meet patients where they are. Strong corporate partnerships provided more than 45,000 donated products for LGFB Confidence Kits, valued at over \$1.15 million. Growth across programs, digital platforms, and events reflects sustained momentum and rising patient engagement. LGFB's impact in 2025 underscores its essential role in helping people with cancer feel supported, confident, and beautiful during treatment.

PCPC Testifies Before U.S. International Trade Commission on USMCA

Why it matters: The United States-Mexico-Canada Agreement (USMCA) is critical to maintaining America's global competitiveness, supporting high-quality U.S. jobs, and sustaining integrated North American supply chains that enable innovation and efficient product distribution.

What's happening:

- On December 5, Natalie Obermann, PCPC Vice President of Global Strategies, testified before the U.S. International Trade Commission during its fact-finding investigation on the USMCA.
- Her remarks reaffirmed the industry's strong support for preserving and strengthening the agreement, which facilitated \$10.1 billion in cosmetics and personal care products trade in 2024, a 39% increase since 2020.
- Obermann highlighted the groundbreaking Cosmetics Annex, which promotes science-based regulation, eliminates duplicative testing, and advances commitments like innovation, transparency, and avoiding unnecessary animal testing.
- PCPC urged policymakers to maintain core provisions—such as Rules of Origin and regulatory cooperation—and build upon the Annex to safeguard economic growth and consumer trust.

Bottom line: With a U.S. Trade Representative report on extending the USMCA for another 16 years due in early January, PCPC will continue to engage to ensure the industry's priorities are understood.

What we are reading:

- Episode 421: We Put the *Most* Viral Beauty Products of 2025 ([Breaking Beauty Podcast](#))
 - Spotting Fake Beauty Products ([Local News Live](#))
 - PCPC President and CEO Breaks Down the Biggest Beauty Industry Shifts of 2025 ([Cosmetics Design](#))
 - Industry Associations Comment on FDA Proposal to Expand Sunscreen Active Ingredients ([Happi Magazine](#))
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Renew Your PCPC Membership by January 31

Why it matters: Your PCPC membership gives your company ongoing access to critical regulatory insights, best-in-class advocacy, and member-only tools that support compliance, innovation, and business growth. Renewing ensures you do not lose access to the expertise and resources you rely on throughout the year.

What's happening: PCPC membership renewals for 2026 are now open. All renewals are due by **January 31** to avoid any disruption in benefits.

Bottom line: Renew your membership by January 31 to maintain continuous access to PCPC's regulatory intelligence, industry leadership, and member services.

Contact PCPC's Membership Team to Get Started



Upcoming Events

January 27, 2026 12PM - 1PM, ET: State of the Media: What Cosmetics and Personal Care Products Brands Need to Know Webinar

The media landscape is evolving faster than ever—and cosmetics and personal care products brands need to understand what to anticipate in 2026 and how those developments may impact their coverage.

During this exclusive [State of the Media webinar](#) with top-tier reporters and media insiders, we will address current media dynamics impacting cosmetics and personal care products brands; industry trends in earned, owned and paid media; third-party voices to engage; and other key insights.

As your brand navigates the shifting media landscape, this session will equip you and your team with need-to-know insights and expert guidance.

Register Today

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

Registration is open for the [2026 Beauty Collective Summit](#), the premier gathering of cosmetics and personal care products industry leaders. This year's [program](#)

[features](#) expert-led sessions, regulatory and scientific insights and expanded opportunities for peer connection.

Register by March 2 to ensure your team is part of the year's most impactful industry conversation and to lock in Standard Rates!

Secure Your Spot Today



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

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