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## PCPC Advances Key Advocacy Priorities During New York Lobby Day

**What's happening:** On May 4–5, PCPC and member company representatives met with New York policymakers during our second Lobby Day in Albany, New York. The meetings included robust discussions on industry-priority bills. The top advocacy priority was voicing opposition to an ingredient ban bill that would set inconsistent levels for trace impurities. PCPC also advocated for legislation that would create a new Extended Producer Responsibility (EPR) scheme and a bill that would require companies to add a warning label to skincare products with anti-aging ingredients.

**Why it matters:** New York is a critical state for the cosmetics and personal care products industry. Many cosmetic and personal care product companies are headquartered there with extensive manufacturing and office operations. Consistency in state laws, where possible, is essential to ensuring regulatory certainty.

**Bottom line:** We will continue to work with New York State legislators to oppose the ingredient and trace impurities bill and advocate for amendments to harmonize the bill with existing state and federal laws.

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## New Report: The Economic Impact of the U.S. Personal Care Products Industry

**What's happening:** PCPC's 2026 economic impact report, "Beyond Beauty: Economic Impact of the U.S. Personal Care Products Industry," highlights the full scale of the industry's contributions beyond the products themselves.

**Key findings include:**

- **Total Economic Output.** Generated $495.6 billion in total economic output directly, through supply chains, and employee spending.

- **Employment.** Contributed more than 2.6 million total jobs, with approximately 1.2 million directly employed in the manufacturing, services, and distribution sectors.
- **Top Export Markets.** Canada, Mexico, and China accounted for 41.6% of total exports, with Canada and Mexico alone representing more than one-third of U.S. cosmetic exports.
- **Research and Development.** Invested more than $1.3 billion in domestic R&D in 2023 to bring new and improved products to consumers.
- **Workforce Diversity.** Employed 56.2% women and 25.2% Hispanic or Latino individuals in 2024, exceeding the U.S. national averages.
- **Consumer Spending Surge.** Rebounded after the COVID-19 pandemic. Consumer spending remained stable for about a decade through 2022 and surged by 2024, driven by an increase in spending by young and middle-aged consumers.
- **Youth Spending Soars.** The highest spending increase, both in absolute dollar value and percentage terms, was observed in the under-25 age group, challenging their previous position as the lowest spenders.

**Bottom line:** These findings reinforce the essential role our industry plays in consumers' lives and in driving economic growth, supporting jobs, and advancing innovation across the country.

Download the Report

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## PCPC Brings Industry Trade Priorities Directly to Washington Policymakers

**What's happening:** On May 6–7, PCPC convened a member fly-in in Washington, D.C. to highlight the strength and economic impact of the U.S. cosmetics and personal care products industry and reinforce its leadership in manufacturing, exports, trade, and economic competitiveness. Participating companies included L'Oréal, The Estée Lauder Companies, Procter & Gamble, Mary Kay Inc., Amway, Kenvue, Unilever, and LVMH.

**Why it matters:** PCPC and members held meetings with the U.S. Trade Representative, the U.S. Department of the Treasury, the U.S. Food and Drug Administration (FDA), the U.S. Department of Commerce, the EU Delegation, and the Embassy of Canada. Across all meetings, members reinforced the importance of reducing non-tariff barriers, maintaining strong North American trade integration, and avoiding policies that disrupt globally integrated supply chains. Members also shared real-world examples of how trade and regulatory policies are impacting operations, U.S. manufacturing, and exports.

**Our take:** The discussions were supported by new PCPC industry data showing the cosmetics and personal care products industry supports 2.6 million U.S. jobs and $15.8 billion in exports annually. PCPC also highlighted that analysis of nearly 969,000 FDA-listed cosmetic products found that at least 42.1% of ingredients cannot be sourced domestically at scale, reinforcing the industry's reliance on global supply chains.

**Bottom line:** If your company wants to get more involved, now is the time to advocate for the strength of our industry's impact on the U.S. economy, manufacturing base, and exports. Trade policy is moving fast, and if we are not at the table, our industry's voice is not being heard. To get involved, contact Natalie Obermann on the Global Strategies Team.

Get Involved

## 📝 Upcoming Events

### June 3–5, 2026: Legal & Regulatory Conference, Chicago

Standard registration rates have been **extended through May 28**. Join us for timely discussions on EPR, AI, trade enforcement, sustainability investigations, recalls, and more.

Register by May 28

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### June 30, 2026, 12–1 p.m. ET: China's Cosmetic Regulatory Reform: What Beauty Companies Need to Know Webinar

China's Cosmetic Supervision and Administration Regulation (CSAR) is undergoing its five-year review, with reforms aimed at improving registration efficiency, expanding animal testing exemptions, and aligning more closely with global standards.

Join John C. Balzano for insights on what CSAR reforms mean for the industry, where China's regulatory system is headed, and why engagement now matters.

Register Now

*Complimentary for PCPC members; $100 for nonmembers.*

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### July 13–15, 2026: Cosmoprof Las Vegas

Join the beauty industry's most influential event at the Mandalay Bay Convention Center. Cosmoprof Las Vegas brings together 30,000+ professionals, 1,000+ exhibitors, and the latest innovations in cosmetics, skincare, haircare, and wellness. Discover emerging brands, connect with global buyers, and experience exclusive programming including trend forecasts and educational sessions.

**Register with promo code 26LVPCPC! to save.**

Register Today

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### September 16–17, 2026: Science Symposium & Expo, Arlington, Virginia

Join leading experts in microbiology, environmental science, quality, and safety at PCPC's 2026 Science Symposium & Expo for two days of scientific insight and collaboration.

**Featured sessions include:** a forward-looking plenary on sun care innovation and regulation, and a deep dive into next-generation environmental risk assessment approaches, including the International Collaboration on Cosmetics Safety (ICCS) framework and its application to cosmetic ingredient safety.

**Register by June 30 before rates increase.**

Register by June 30

Group rates are available for organizations registering three (3) or more attendees from the same company. To request group registration, email events@personalcarecouncil.org.

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