

# MEMBER NEWSLETTER



## Humane Cosmetics Act Congressional Briefing Builds Momentum on Capitol Hill



**What happened:** On July 14, PCPC and the Congressional Cosmetics Caucus hosted a [Capitol Hill briefing on the Humane Cosmetics Act \(H.R. 1657\)](#), legislation aimed at eliminating cosmetic animal testing and advancing the use of modern, non-animal methods for assessing cosmetic safety.

The briefing brought together policymakers, industry experts, and advocacy partners, including Cruelty Free International and the Physicians Committee for Responsible Medicine, to discuss scientific, regulatory, and consumer perspectives.

**Why it matters:** The briefing highlighted the growing role of New Approach Methodologies (NAMs) in cosmetics safety assessment and reinforced the need for a modern, harmonized federal standard that reflects where science and the global beauty industry are already moving. PCPC's Dr. Kimberly Norman, Senior Director of Safety and Regulatory Toxicology, was featured as a speaker and underscored the industry's commitment to product safety, cruelty-free innovation, and regulatory modernization.

**Dig deeper:** The discussion featured Rep. Don Beyer, a Humane Cosmetics Act lead sponsor, and Rep. Nicole Malliotakis, Congressional Cosmetics Caucus co-chair. Since the briefing, 22 additional cosponsors have joined the bill, underscoring growing support for bringing the U.S. in line with more than 40 countries that have already enacted laws eliminating cosmetic animal testing.

**Bottom line:** The briefing was a high-impact opportunity to demonstrate PCPC's leadership in humane, science-based innovation and to build bipartisan momentum for federal policy that supports eliminating animal testing in cosmetics safety assessments.

[Download Briefing Materials](#)

## PCPC Secures Legal Victory on California Recycling Labeling Law

**What happened:** PCPC and 17 other trade associations [secured](#) a significant legal victory in their challenge to California Senate Bill (SB) 343, the state's "Truth in Recycling" law. On July 14, a federal court judge granted the plaintiffs' Motion for Preliminary Injunction, temporarily barring California from enforcing the law while the case proceeds.

SB 343, enacted in 2021, restricts the use of recyclability claims and the chasing arrows symbol on product packaging unless the product satisfies detailed recyclability criteria established by CalRecycle.

**Why it matters:** The court's ruling comes just months before the October 4, compliance deadline, when many companies are preparing for extensive packaging and labeling redesigns. Because California's market influence often drives national packaging practices, many companies viewed SB 343 as a potential de facto national standard for recyclability labeling.

Without the preliminary injunction, companies faced significant compliance uncertainty, potential litigation exposure, and substantial penalties for noncompliance. The ruling provides temporary regulatory certainty and relieves immediate pressure on companies that were considering removing recyclability claims from packaging to avoid enforcement risk.

**PCPC's position:** In March, PCPC joined a coalition of 18 trade associations in challenging SB 343, arguing that the law is unconstitutional because it is vague and restricts protected commercial speech. PCPC maintained that companies lacked clear guidance on which claims are permitted and that the law would unnecessarily limit companies' ability to provide accurate and useful recycling information to consumers.

In the July decision, the court agreed that the plaintiffs are likely to succeed on several of their claims, finding that portions of the law are likely to violate the First Amendment and fail to provide sufficient clarity to regulated businesses. The court also questioned whether California had demonstrated that the law would effectively achieve its stated goals of reducing consumer confusion and improving recycling outcomes.

**Bottom line:** The preliminary injunction is an important early victory that temporarily blocks enforcement of SB 343 and provides companies with greater certainty as the litigation proceeds. While the case is far from over, the ruling preserves companies' ability to continue using recyclability-related communications and highlights the value of PCPC's advocacy on behalf of the personal care products industry.

[Read More](#)

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## PCPC Responds to USTR Trade Actions Affecting the Industry

**What happened:** PCPC has actively engaged with the Administration by submitting formal comments on key trade actions, meeting with policymakers and agency officials, and issuing public statements on major trade developments, including the U.S. Trade Representative's (USTR) final [Section 301 action on Brazil](#) and the proposed [Section 338 tariffs on Canada](#). PCPC is engaging policymakers to help

ensure trade decisions recognize the industry's highly integrated global supply chains and the need for open markets to support U.S.-based manufacturing, expand U.S. exports, and ensure consumers continue to have access to safe, innovative, and affordable personal care products.

**Why it matters:** Global supply chains help manufacturers source essential ingredients, support U.S. jobs, drive innovation, and deliver safe, affordable products to consumers. These trade actions, including a 25% tariff on imports from Brazil and the proposed 50% tariff on imports from Canada, may increase costs, disrupt supply chains, create uncertainty for businesses of all sizes, and undermine the industry's ability to compete in the global marketplace and expand U.S. exports.

**Dig deeper:** PCPC has urged policymakers to pursue trade policies that strengthen PCPC members' competitiveness while avoiding unintended consequences for manufacturers, workers, and consumers. The association continues to advocate for a predictable trade environment that supports U.S.-based manufacturing, investment, growth, and resilient supply chains.

**Bottom line:** As trade policy discussions continue to evolve, PCPC will remain engaged with policymakers and stakeholders to promote solutions that support U.S.-based manufacturing, consumer choice, and the long-term success of the cosmetics and personal care products industry.

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## PCPC Secures Key Exemptions in Section 301 Forced Labor Action

**What happened:** USTR recently finalized a Section 301 action addressing imports produced with forced labor. The final action replaces the expiring Section 122 tariffs with new Section 301 tariffs ranging from 10% to 12.5%, depending on the trading partner, while providing a limited number of product-specific exemptions. Throughout the process, PCPC actively engaged with USTR by submitting comments, meeting with policymakers, and advocating for exemptions for cosmetic ingredients, packaging, and other critical inputs that are not available domestically or at commercial scale.

**Why it matters:** PCPC's advocacy resulted in the addition of 21 cosmetic ingredients and inputs and six cosmetic packaging Harmonized Tariff Schedule lines to the final exemption list, including several products that members identified as critical, such as palm oil. Based on member data, approximately 18% of the cosmetic ingredients that cannot currently be sourced domestically or at commercial scale (42% of ingredients identified by members) are now exempt from these additional tariffs. The final exemption list includes both blanket and country-specific exemptions, providing relief for some, but not all, critical supply chain inputs.

**Dig deeper:** PCPC is conducting a comprehensive assessment of the final determination, including the impact of both blanket and country-specific exemptions, and will share additional analysis with members in the coming weeks.

**Bottom line:** PCPC extends its appreciation to members who provided input throughout the process. Members are encouraged to continue asking questions and sharing observations as the analysis progresses. PCPC will continue to advocate for mitigation of potential supply chain disruptions and cost impacts for the industry.

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## PCPC Urges USTR to Include Cosmetics and Personal Care Products in U.S.-China Board of Trade

**What happened:** PCPC submitted [comments](#) to USTR's Federal Register notice on the proposed U.S.-China Board of Trade mechanism and issued a supporting [statement](#) highlighting the importance of maintaining market access and regulatory cooperation between the world's two largest economies. PCPC urged USTR to make cosmetics and personal care products an early priority under the Board of Trade to expand U.S. exports, strengthen U.S.-based manufacturing, and remove longstanding market access barriers. PCPC also recommended seeking zero tariffs on U.S.-manufactured cosmetic exports to China, ensuring cosmetics are excluded from future retaliatory tariffs, providing targeted temporary tariff relief for essential manufacturing inputs not commercially available in the U.S., and eliminating unnecessary regulatory barriers to trade.

**Why it matters:** China remains an important growth market for the cosmetics and personal care products industry and a key destination for U.S. exports. Continued U.S. government engagement and enhanced regulatory dialogue with China can help remove barriers that limit market access for U.S.-based manufacturers. The submission includes an economic analysis showing that removing the three most significant Chinese regulatory barriers could increase U.S. cosmetics exports to China by approximately 27%, underscoring the significant opportunity to expand U.S. exports through targeted regulatory cooperation.

**Bottom line:** PCPC will continue advocating for the inclusion of cosmetics in the U.S.-China Board of Trade discussions and for targeted tariff relief on essential cosmetic ingredients and other key inputs imported from China. These efforts will help ensure U.S.-based cosmetics manufacturers have access to the materials they need to remain competitive, strengthen domestic manufacturing, and support U.S. exports.

[View our Comments](#)

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## Look Good Feel Better Month Expands Awareness and Confidence-Building Support

**What happened:** Look Good Feel Better (LGFB) Month brought our community together to raise awareness, share practical resources, and remind people facing cancer that they do not have to navigate treatment-related changes in appearance alone. Throughout May, LGFB shared 10 “Feel Better Moments” videos created with nine collaborators, including beauty experts, survivors, influencers, volunteers, and community partners. The campaign featured practical resources on beauty, wellness, styling, movement, and self-care, generating more than 106,000 views and 1,500 interactions across social media.

**Why it matters:** Look Good Feel Better Month raises awareness of the emotional and appearance-related effects of cancer treatment and the confidence-building support available through the LGFB program. It also highlights the meaningful role the beauty and personal care community can play in helping people feel more like themselves during treatment.

**Bottom line:** The strong response to this year's campaign demonstrates the value of accessible, supportive content and the impact of collective industry participation. PCPC members can [continue to support](#) the LGFB community by sharing educational resources, promoting free workshops, and helping more people facing cancer discover confidence-building support.



## Upcoming Events

### August 13, 2026, at 12:00PM–1:00PM ET: See the Signal: A Practical Framework for Cosmetic Adverse Event Investigation Webinar\*

Join Anna VerMeer, PharmD, Senior Clinical Toxicologist and Pharmacovigilance Officer at SafetyCall International, for a practical discussion on investigating cosmetic adverse events, identifying emerging safety signals, and strengthening your post-market surveillance program to support compliance with the Modernization of Cosmetics Regulation Act (MoCRA).

Register Today

*\* This sponsored webinar is presented by SafetyCall International. The content reflects the views of the presenter and does not necessarily represent the views of PCPC. Sponsorship does not imply endorsement by PCPC.*

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

#### Standard rates for [PCPC's 2026 Science Symposium & Expo](#) end August 25!

Join us for two days of the latest scientific and regulatory insights shaping the future of cosmetics and personal care products.

Featured Keynote Sessions:

- Steven Kozlowski, MD, Chief Scientist at FDA, is expected to address the future of cosmetics regulation, product safety, and MoCRA implementation.\*
- EPA Assistant Administrator Douglas Troutman will deliver a keynote on modernizing new chemicals review and advancing the use of new approach methodologies (NAMs) to reduce animal testing.

Register and [book your hotel](#) by August 25 to save with standard registration rates and secure the discounted room rate.

Register by August 25

*\* Subject to change.*



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

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