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California SB 54 Moves Toward Implementation as Legal Challenge Expands

What's happening: Circular Action Alliance submitted its final SB 54 program plan to CalRecycle on October 13. The plan provides additional detail on program costs, fee setting, source reduction, responsible end markets, and program investments. It also maintains flexibility for qualifying recycling technologies and expands the materials addressed through unique-challenge exemptions. Separately, plaintiffs in the successful challenge to California's SB 343 recyclability-labeling law, including PCPC, are seeking permission to expand the lawsuit to challenge SB 54's provisions related to recyclability, packaging design requirements, producer obligations, and the communication of fees to consumers.

Why it matters: California's SB 54 packaging program is moving from planning toward implementation. The final program plan will help shape producer fees, source-reduction requirements, recycling investments, and compliance options, including issues that are particularly relevant to personal care packaging. At the same time, pending litigation could affect key provisions of the law as companies prepare for implementation.

Bottom line: The litigation does not currently pause SB 54 or its implementation. Members should continue evaluating the program plan, preparing for anticipated costs and operational requirements, and monitoring the lawsuit for developments that could affect the scope or implementation of their obligations. PCPC will continue tracking both the regulatory and litigation developments as the program advances.

Oregon Toxic Free Cosmetics Act Nears Implementation as Key Requirements Remain Pending

What's happening: The Oregon Health Authority (OHA) is in the final stage of implementing the state's Toxic Free Cosmetics Act, which was passed in 2023 and takes effect on January 1, 2027.

Why it matters: This law centers on two significant requirements for the cosmetics industry. First, the law bans a list of chemicals and chemical classes from use in cosmetics. The list mirrors that of the Toxic Free Cosmetics Act in neighboring Washington state, except that the Oregon law does not include Washington's highly controversial change to the federal limit on trace contaminant lead levels.

Dig deeper: The other key component of the Oregon law is a bit more complex. The law required OHA to establish a list of chemicals of concern used in cosmetics, which will then trigger a notice requirement on any manufacturer's website selling products that contain these chemicals. The final list of chemicals, safe harbor levels, and specific language required for the notice have not yet been released by OHA.

Our advocacy: PCPC continues to engage with OHA throughout the implementation process, advocating for clear, workable requirements that provide manufacturers sufficient certainty and time to comply. As OHA finalizes the chemicals-of-concern list, safe harbor levels, and required consumer-notice language, PCPC is focused on ensuring the final rule reflects sound science and provides industry with a practical path to compliance.

Bottom line: OHA has stated that the final draft of their proposed rule, containing all of this information, will be released in early November and will be open for public comment until mid-November. A final version is expected to be published just weeks before it takes effect on January 1.

Spain-U.S. Shipping Dispute Could Put Cosmetics and Critical Inputs at Risk

What's happening: Cosmetics and personal care products could face new U.S. import restrictions stemming from a shipping dispute with Spain. Proposed remedies could affect finished cosmetics and critical ingredients imported from Spain.

Why it matters: Spain supplied approximately **$936 million in cosmetics to the U.S. in 2025** and is an important source of specialty ingredients, some of which members report cannot currently be sourced domestically at commercial scale.

PCPC advocacy: PCPC is evaluating comments to the Federal Maritime Commission about the potential economic and supply chain impacts of targeting cosmetics in a dispute unrelated to our industry.

We are also:

- Identifying critical ingredients with limited sourcing alternatives.
- Coordinating with STANPA, Cosmetics Europe, and the Spanish Embassy's Economic and Commercial Office.
- Reinforcing the importance of global ingredient sourcing to a strong U.S. cosmetics sector.

Bottom line: Comments are due in mid-December. PCPC will continue to advocate against measures that could unnecessarily disrupt ingredient sourcing, U.S. manufacturing, and trade in cosmetics.

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Almost Time to Renew 2027 PCPC Membership for Your Company

What's happening: Renewal information will be sent mid-November to your company's **Primary Contact** and **Dues Contact**.

Why it matters: Keeping your membership current ensures continued access to PCPC's member benefits throughout 2027.

Bottom line: Make sure your company's **Primary Contact** and **Dues Contact** are up to date and be on the lookout for the upcoming renewal notice.

Questions? Contact PCPC's Membership Team

🗓️ Upcoming Events

November 12, 2026, at 12:00PM - 1:00PM ET: Post-Election Recap: What the Results Mean for Our Industry Webinar

Join the PCPC Government Affairs team for a look at the 2026 election results and what they could mean for the legislative and regulatory landscape affecting the cosmetics and personal care industry.

Register Today

December 3, 2026, at 1:00PM - 2:00PM ET: Packaging EPR: 2026 Year-End Update and 2027 Outlook Webinar

Get up to speed on the latest packaging extended producer responsibility (EPR) developments and what's ahead in 2027. Join PCPC for a timely year-end update on the evolving regulatory landscape and what companies should be watching.

Register Today

May 17–19, 2027: Legal & Regulatory Conference, Atlanta, Georgia

Save the date for PCPC's 2027 Legal & Regulatory Conference, bringing together industry experts and leaders for timely insights on the issues shaping cosmetics and personal care.

Registration will open in early December, and sponsorship opportunities are available now.

Learn More

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

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