UK COSMETICS

LAUNCH CHECKLIST

24 checks before a single unit ships

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A working checklist for brand owners, buyers and project teams preparing a cosmetic prod for the Great Britain market. It is deliberately practical: each line has a named owner and a piece of evidence, not just a tick box.

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Use it as an agenda for the pre-launch review. Where a document belongs to a partner site, a laboratory or the Responsible Person, ask for their signed copy rather than a summary.

01 RESPONSIBLE PERSON AND NOTIFICATION

- [ ] **01.1 UK Responsible Person appointed in writing**
  Name the GB-based legal person and keep the appointment letter in the PIF.

- [ ] **01.2 SCPN prepared for every formulation**
  One notification per formulation, including variants and fragrance versions.

- [ ] **01.3 GB address and contact details on pack**
  Check the Responsible Person address and the country of origin on artwork.

- [ ] **01.4 Importer and manufacturer roles documented**
  State who places the product on the GB market and who makes it.

02 PRODUCT INFORMATION FILE

- [ ] **02.1 PIF index agreed and version-controlled**
  A named owner, a revision number and a document list agreed before drafting.

- [ ] **02.2 Qualitative and quantitative formula locked**
  Percentages, INCI names and supplier codes match the batch record.

- [ ] **02.3 Manufacturing method and GMP evidence on file**
  ISO 22716 evidence from the site that will make the first batch.

- [ ] **02.4 Proof of effect held for every claim**
  Test reports or published evidence that support the exact wording used.

03 SAFETY ASSESSMENT

- [ ] **03.1 CPSR signed by a qualified safety assessor**
  The signed report must match the final formula, not an earlier sample.

- [ ] **03.2 Impurities, traces and pack interaction reviewed**
  Raw material purity, prohibited substances and migration considered.

- [ ] **03.3 Stability and compatibility testing complete**
  Real-time or supported accelerated data for the chosen pack.

- [ ] **03.4 Microbiology and challenge test results on file**
  Preservative efficacy and limits appropriate to the product type.

04 INGREDIENTS AND RESTRICTED SUBSTANCES

- [ ] **04.1 INCI list checked against current GB annexes**
  Re-check 2026 GB ingredient changes immediately before artwork lock.

- [ ] **04.2 CMRs, nanomaterials and allergens identified**
  Document the decision and the source for each flagged material.

- [ ] **04.3 Fragrance allergen declarations confirmed**
  Obtain the latest IFRA / allergen statement from the fragrance house.

- [ ] **04.4 Supplier specifications and CoAs held**
  Each raw material has a current spec and a batch certificate of analysis.

05 LABELLING, CLAIMS AND PACKAGING

- [ ] **05.1 Artwork checked against GB labelling rules**
  Function, warnings, nominal content, durability and batch coding.

- [ ] **05.2 Claims substantiated and legally reviewed**
  No medical claims, no unevidenced environmental claims.

- [ ] **05.3 Pack compatibility and fill weight verified**
  Confirm the production fill, headspace and closure torque.

- [ ] **05.4 PAO, durability and batch marks placed**
  Legible, indelible and consistent with the stability data.

06 RELEASE AND TRACEABILITY

- [ ] **06.1 Batch record and release signed**
  A named person releases the batch against agreed specifications.

- [ ] **06.2 Sample retention and traceability live**
  Retained samples and a route from a complaint back to a batch.

- [ ] **06.3 Undesirable effects reporting route agreed**
  Who receives a report, who notifies, and within what timescale.

- [ ] **06.4 Recall and complaint procedure documented**
  A rehearsed contact tree, not a policy nobody has read.

Before you sign off the launch

Named owners

Write a person against each of the 24 checks. 'The supplier' is not an owner; a name is.

Evidence, not assurances

Tick a box only when the underlying document exists, is the current version and has been read.

One formula, one file

The PIF, CPSR, SCPN, artwork and batch record must all describe the same formula and the same pack.

Re-check the annexes

GB ingredient rules change. Repeat the restricted-substance check immediately before artwork lock.

REVIEW SIGN-OFF

Brand owner _____ Date _____

Responsible Person _____ Date _____

Project lead _____ Date _____

Need a second pair of eyes on a launch pack? Request a feasibility review at vervylincosmetics.com. This checklist is general information and is not legal advice.