

Top 10 Cosmetic Compliance Mistakes (and How TVT helps)

Discover the most common missteps in today's shifting regulatory landscape and understand the root causes to stay ahead of compliance risks.

1. Incorrect ingredient listings

Mistake:

How and what ingredients to list on labeling are closely regulated, as is the order of ingredients. Marketing nomenclature doesn't belong here (e.g., "magic herbal blend"). You must follow standardized nomenclature, such as the International Nomenclature of Cosmetic Ingredients (INCI).

How it happens:

Generally, the error occurs in pre-approved draft labeling because expertise in standardized nomenclature and listing requirements are lacking.

How TVT helps:

TVT will compare ingredients lists against a source document. By customizing the dictionary and creating a critical words list in TVT for your products, you can capture deviations downstream. It will also pick up other deviations, such as any careless typos.

2. Unsubstantiated claims

Mistake:

Making claims like "reduces wrinkles by 50%" or "anti-aging miracle" without scientific evidence.

How it happens:

You have deviated from your glossary of approved claims.

How TVT helps:

TVT verifies claim language across documents to ensure consistency with approved claims, preventing unsubstantiated or non-compliant language that deviates from your approved labeling document for the product.

3. Omitting or changing required warnings

Mistake:

Not including or changing mandatory warnings, such as "For external use only" or "Avoid contact with eyes," which are required by regulatory bodies, with specific wording.

How it happens:

Upstream due to knowledge deficits (i.e., in the approved original document), downstream due to simple omission or unapproved changes.

How TVT helps:

Your warnings must follow approved wording and be consistent with regulatory requirements. TVT will identify missing or altered warnings. For labeling with revisions that should only affect areas unrelated to warnings, you can compare earlier and proposed versions. When TVT shows the warnings deviate, raise questions.

4. Incorrect country of origin on labeling

Mistake:

Mislabeling the country of manufacture or omitting this information.

How it happens:

Information deviates from the brief. A lapse has generally occurred (change, knowledge deficit, human error, workflow glitches) causing the error between brief and draft labeling version.

How TVT helps:

TVT verifies that labels include the correct country of origin as required for different markets based on the information presented in the brief.

5. Non-compliant font size or non-compliant label placement

✘ Mistake:

Text that is too small or placed where it is difficult to read, such as under tamper-proof seals.

❓ How it happens:

Knowledge deficits in workflow (e.g. The correct font was used by the Artworker but with incorrect x-height, or the correct point size for a font which is then switched to another one displaying a different x-height for the same point size following a Marketing or Design change request for aesthetic reasons.

✔ How TVT helps:

TVT ensures critical text adheres to minimum font size (point) or x-height.

6. Missing information on expiration dates

✘ Mistake:

Failing to include “best before” or “use by” for products with a limited shelf life.

❓ How it happens:

Root cause is generally upstream in the approved document as all cosmetics require this information.

✔ How TVT helps:

TVT ensures “best before” and “use by” are present.

7. Failure to translate labels for global markets

✘ Mistake:

Not providing translations of required information, such as ingredients and warnings, for international markets.

❓ How it happens:

Global market workflows are not working efficiently.

✔ How TVT helps:

TVT detects missing or inconsistent words in any language.

8. Inaccurate claims of “Natural” or “Organic”

✘ Mistake:

Misleading use of terms like “100% natural” without meeting certification standards.

❓ How it happens:

Source content contains errors (knowledge deficits, human error, changes in certifications or workflow approval deficits), or text has been changed during turnarounds.

✔ How TVT helps:

TVT verifies label claims against source content to ensure compliance with organic and natural certification requirements.

9. Omitting manufacturer or distributor information

✘ Mistake:

Missing contact information for the company responsible for the product.

❓ How it happens:

Generally, a workflow deficit, but other causes may be possible.

✔ How TVT helps:

TVT ensures manufacturer or distributor details are consistently present across all label versions by capturing any deviations.

10. Incorrect barcode information

✘ Mistake:

Using barcodes that don't match the product, lead to the wrong website or are unreadable.

❓ How it happens:

You have not verified the readability and information contained in your barcode. Possibly you lack the technical capabilities to do this.

✔ How TVT helps:

TVT reviews barcode data (Linear, or 2D) to ensure it matches product specifications and technical printing requirements, reducing supply chain errors

