

YEAR IN REVIEW 2022



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A MESSAGE FROM THE

PRESIDENT & CEO

After more than two years of shifting much of our work and personal lives to virtual platforms, 2022 saw a welcome return to in-person gatherings and events. While the year was not without its challenges, PCPC and the beauty industry remained steadfast in our commitment to the well-being of our employees, our consumers and our communities.

I am so proud of everything we've accomplished together, not just this year but over my 14 years leading this incredible association. One of the last bills passed by the 117th Congress included long-awaited legislation that advances product safety and innovation for our science-driven industry and reinforces consumer confidence. This historic moment took more than a decade to come to fruition, bringing together a diverse group of stakeholders to support a contemporary approach to cosmetics oversight and further strengthen consumer trust in the products they use every day. This landmark legislation would not have been possible without our members' leadership and commitment. We remain firmly committed to supporting the U.S. Food and Drug Administration (FDA) in its public health mission as the Agency works to implement this new law. We also advocated modernizing laws and harmonizing initiatives at the state and global levels.

We believe protecting people and the planet is an urgent responsibility, and sound science is the foundation for everything we do. PCPC's second industry sustainability report, published in September, showcases our industry's ongoing commitment to the responsible management of environmental, economic and social impacts and highlights the innovative ways our member companies integrate sustainability into their business practices.

I admire the countless ways our member companies deepen and broaden collaborative efforts to benefit society, including standing united with the international community to support the Ukrainian people. Many member companies fund relief efforts in Ukraine by donating to NGOs on the ground, supporting U.S.-based and international organizations focused on helping refugees displaced by the violence, and donating essential care and hygiene supplies.

The last few years have shown us that we have more work to do. I know we will continue to strive for a more beautiful and sustainable world. Thank you to all our employees, members, sister associations and partners who share this goal. At PCPC, we are proud of our accomplishments over the past year and look forward to making more inroads into some of society's biggest challenges.

I hope you find this report useful, and as always, we welcome your feedback.

LEZLEE WESTINE

PRESIDENT & CEO

PERSONAL CARE PRODUCTS COUNCIL

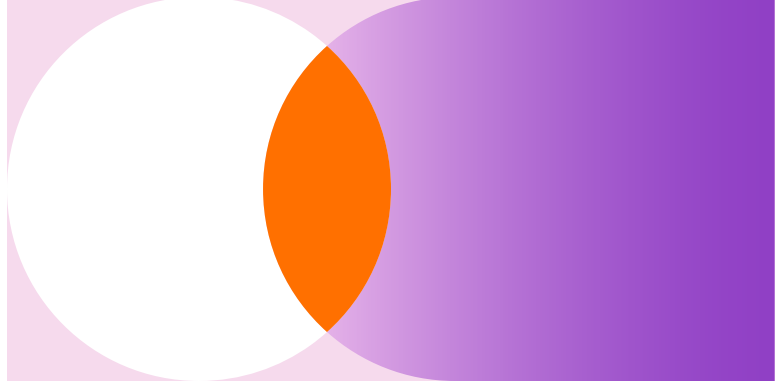
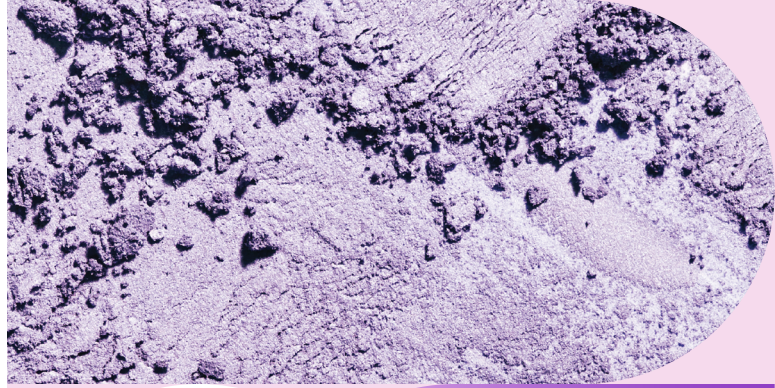
ASSOCIATION AT A GLANCE

Since 1894, PCPC has served as the leading national trade association representing the most trusted and beloved brands in beauty and personal care.

Headquartered in Washington, D.C., PCPC advocates on behalf of 600 member companies to promote an effective and pragmatic regulatory environment that enables companies to manufacture, distribute and supply safe, innovative products to families worldwide who trust and enjoy them every day.

PCPC works with key audiences — policymakers, regulators, nongovernmental organizations (NGOs), retail partners, consumers and the news media — about the complexity and scientific sophistication of cosmetics and personal care products and the importance of harmonizing global regulations for the beauty industry.

PCPC stands united and resolute with its members in their commitment to consumer and product safety, quality and innovation.



BOARD OF DIRECTORS & SENIOR LEADERSHIP

*AS OF DECEMBER 2022

BOARD OF DIRECTORS

KEECH COMBE SHETTY
PCPC BOARD CHAIR
COMBE INCORPORATED

GREG ADAMSON
GIVAUDAN

THOMAS BAUDRY
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SCOTT BEATTIE
REVLON, INC.

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LUCIANA CASTRO
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ROB EDMONDS
KOLMAR LABS GROUP

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DEBBIE ERICKSON
COTY

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THE ESTÉE LAUDER COMPANIES

**CHARLES-FRANÇOIS
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DAVID HOLL
MARY KAY INC.

MARIA "DUDA" KERTÉSZ
JOHNSON & JOHNSON
CONSUMER HEALTH

SERGIO LEITE
COLGATE-PALMOLIVE

MARK LOOMIS
THE ESTÉE LAUDER COMPANIES

BARBARA MENARGUEZ
CHANEL

HELEN NETHERCUTT
MERLE NORMAN COSMETICS

CHRIS PAYNE
JANE IREDALE

STACY RAMSTEDT
CHURCH & DWIGHT

YANNIS RODOCANACHI
WELLA COMPANY

ANOUCHAH SANEI
AMWAY

CHRIS SAYNER
CRODA

GEORGE SCHAEFFER
ALOXI INTERNATIONAL
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HARMAN SINGH
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DALIA STODDARD
RODAN + FIELDS

RICK TOLIN
LUBRIZOL PERSONAL CARE

ESPE TROYANO
PROCTER & GAMBLE

LIONEL UZAN
CLARINS

MAURICIO VALDES
BEIERSDORF

KATIE WILLIAMS
HALEON

EX OFFICIO DIRECTORS

PAOLA BEVCAR
INTERNATIONAL STEERING
COMMITTEE CHAIR
THE EDGEWELL
PERSONAL CARE COMPANY

ENRICO GILBERTI
SCIENCE AND REGULATORY STEERING
COMMITTEE CHAIR
L'ORÉAL

BRIAN HEINDL
STATE GOVERNMENT
AFFAIRS & LEGISLATIVE STEERING
COMMITTEE CHAIR
HENKEL

ANNA KLEIN
COMMUNICATIONS STEERING
COMMITTEE CHAIR
THE ESTÉE LAUDER COMPANIES

KELLY MOLINARI
FEDERAL GOVERNMENT AFFAIRS
& LEGISLATIVE STEERING
COMMITTEE CHAIR
L'ORÉAL

ANTHONY SANTINI
LEGAL STEERING COMMITTEE CHAIR
COMBE INCORPORATED

SENIOR LEADERSHIP

LEZLEE WESTINE
PRESIDENT & CEO

ALEXANDRA KOWCZ
CHIEF SCIENTIST & EVP, SCIENCE

FRANCINE LAMORIELLO
EVP, GLOBAL STRATEGIES

TOM MYERS
EVP, LEGAL & REGULATORY AFFAIRS,
AND GENERAL COUNSEL

MARK POLLAK
CHIEF OPERATING OFFICER

LISA POWERS
EVP, PUBLIC AFFAIRS
& COMMUNICATIONS

LOUANNE ROARK
EXECUTIVE DIRECTOR,
LOOK GOOD FEEL BETTER
FOUNDATION

KARIN ROSS
EVP, GOVERNMENT AFFAIRS

MEGAN SMITH, CPA
CHIEF FINANCIAL OFFICER



“Our products literally touch the lives of nearly every American household every day, and our constant pursuit of healthy people and a healthy planet is both good business and good stewardship.

PCPC member companies are committed to working together to make positive and meaningful progress, celebrating different perspectives and backgrounds, and operating responsibly. We believe integrating sustainability into our business practices is a responsibility, not a choice.”



KEECH COMBE SHETTY
CHAIR, BOARD OF DIRECTORS
PERSONAL CARE PRODUCTS COUNCIL
EXECUTIVE CHAIR, COMBE INCORPORATED

THE PERSONAL CARE PRODUCTS COUNCIL'S 2022 IMPACT

823

INTERNATIONAL NOMENCLATURE COSMETIC INGREDIENT (INCI) NAMES CREATED

The International Nomenclature Committee created 823 new INCI names in 2022, reflecting the beauty industry's continued efforts to drive innovation. Novel biotechnological manufacturing processes demand new approaches for designating globally standardized INCI names. This system is key to ingredient labeling and seamless global communication about ingredients among medical professionals and regulators.

163

COSMETICS INGREDIENTS REVIEWED

The Expert Panel for Cosmetic Ingredient Safety — an independent, nonprofit scientific body established in 1976 to assess the safety of cosmetics ingredients used in the U.S. — reviewed 163 ingredients through the Cosmetic Ingredient Review (CIR) program.

1,985

CERTIFICATES OF FREE SALE (CFS) ISSUED

Many foreign governments require companies to ensure products imported from the United States to their countries are the same as products sold in the U.S., presumably meeting all state and federal laws and regulations. A valid CFS accompanying exports to these countries allows them to admit the product. PCPC has issued CFS for its member companies for more than 20 years.

17

WEBINARS AND MEETINGS

PCPC hosted numerous continuing education and networking events, including a Leadership Summit, its annual Science Symposium, and webinars on global affairs, regulatory efforts and sustainability initiatives. After more than two years of virtual meetings and following PCPC's Annual Meeting tradition, PCPC brought together industry executives and thought leaders for its first-ever Leadership Summit in Washington, D.C. The Summit featured prominent experts who provided key insights, led panel discussions and challenged current thinking. PCPC also presented the second Madam C.J. Walker Award for Excellence in Diversity, Equity and Inclusion (DEI).

3.7 MILLION

PEOPLE REACHED THROUGH DIGITAL ENGAGEMENT

The beauty industry saw continued demand for reliable and accurate information about cosmetics and personal care products via PCPC's and CosmeticsInfo's science-based websites and social media content.

15,000

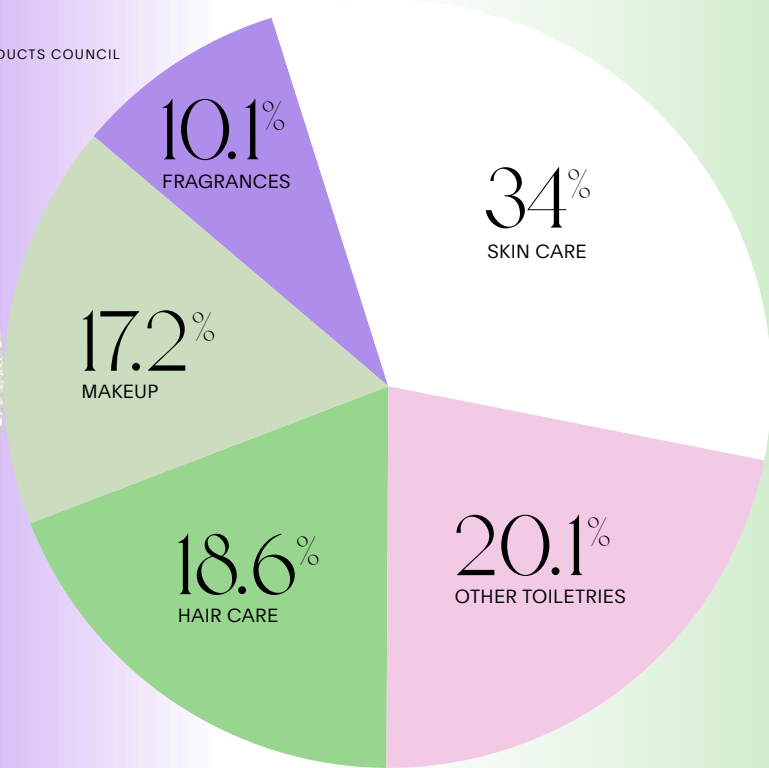
CANCER PATIENTS, SURVIVORS AND SUPPORTERS SERVED

While in-person workshops remain suspended, the Look Good Feel Better (LGFB) Foundation provided its services through virtual and online platforms, serving nearly 2,500 patients through 222 live-streamed workshops, and 12,500 patients and survivors participated in LGFB Feel Better Sessions on LGFB social media platforms. Patients accessed LGFB online support and resources 243,500 times.

95%

RECOMMEND LGFB PROGRAM

LGFB continues to deliver a positive experience to cancer patients. Participant survey results indicate 95% of participants would recommend the program, and 92% are satisfied or highly satisfied with what they learned in *Look Good Feel Better Live! Virtual Workshops*.



RETAIL SALES

OF THE U.S. COSMETICS & TOILETRIES MARKET BY PRODUCT CLASS, 2021

SOURCE: Kline Cosmetics & Toiletries USA 2021



INDUSTRY PARTICIPANTS
REDUCED GLOBAL
GREENHOUSE
GAS EMISSIONS BY
3.9%

SOURCE: PCPC Economic & Social Contributions Report 2020

3.9
MILLION
DOMESTIC JOBS

SOURCE: PCPC Economic & Social Contributions Report 2020

DONATED
\$144
MILLION
TO CHARITABLE CAUSES

SOURCE: PCPC Economic & Social Contributions Report 2020



WOMEN COMPRISE
78.7%
OF THE TOTAL INDUSTRY
WORKFORCE

SOURCE: Bureau of Labor Statistics 2021

\$267.3
BILLION
CONTRIBUTION TO U.S. GDP

SOURCE: PCPC Economic & Social
Contributions Report 2020



EMPLOYS MORE THAN

7,200

SCIENTIFIC, TECHNICAL,
ENGINEERING & MATH
PROFESSIONALS

SOURCE: PCPC Economic & Social Contributions Report 2020

\$529.3
BILLION
GLOBAL SALES IN 2021

SOURCE: Euromonitor International 2023

\$85.4
BILLION
U.S. SALES IN 2021

SOURCE: Kline Cosmetics & Toiletries USA 2021

\$170.5
BILLION
IN LABOR INCOME

SOURCE: PCPC Economic & Social
Contributions Report 2020

35%
TRADE
SURPLUS

SOURCE: PCPC Economic & Social
Contributions Report 2020



NEARLY
70%
OF TOTAL EMPLOYMENT
IS IN SMALL BUSINESSES
(< 50 EMPLOYEES)

SOURCE: PCPC Economic & Social
Contributions Report 2020

PEOPLE OF COLOR
MAKE UP

40.6%
OF THE INDUSTRY'S
WORKFORCE

SOURCE: Bureau of Labor Statistics 2021

6.7%
PROJECTED U.S. CAGR
(COMPOUND ANNUAL GROWTH RATE)
THROUGH 2026

SOURCE: Kline Cosmetics & Toiletries USA 2021



PROMOTING SOUND SCIENCE

PCPC's science team consists of a diverse group of highly respected and experienced professionals in chemistry, microbiology, toxicology and environmental science. They provide product and ingredient safety expertise, promote best practices in quality, safety and microbiology, and strengthen PCPC's influence in scientific and regulatory forums.

SCIENTIFIC RESEARCH AND RESOURCES

In support of the FDA's safety data request on sunscreen ingredients, PCPC continued working with the Sunscreen Consortium's technical teams to develop formulations, test methods and proposed approaches. The Team presented highlights of this work at the American Academy of Dermatology (AAD) Annual Meeting and the Photodermatology Society conference, as well as to the Skin Cancer Foundation and PASS (Public Access to Sunscreens) Coalition.

The Team also presented human and environmental safety research at several highly regarded conferences, including the Society of Environmental Toxicology and Chemistry's (SETAC) European and North American meetings. Additionally, PCPC reported on the essential elements of cosmetics regulation, safety assessment, and quality assurance at the New York Society of Cosmetic Chemists (NYSCC) conference and presented on the newest approaches to evaluating cosmetics ingredient safety.

PCPC held its annual Science Symposium in October, the first in-person symposium since 2019. Over the course of two days, featured programs addressed microbiology, environmental science, quality and safety topics. Several key FDA

regulators participated in the conference, including keynote speaker Linda Katz, M.D., director of the Office of Cosmetics and Colors, highlighting Agency priorities for cosmetics and addressing industry challenges. Alonza Cruse, director of the Office of Pharmaceutical Quality Operations, discussed the Agency's inspection and compliance activities in the cosmetics and drug sectors.

PCPC launched INCIpedia, a new platform detailing critical technical and regulatory information for more than 30,000 cosmetics ingredients. The user-friendly platform now seamlessly combines access to several subscription databases, including wINCI, InfoBase and the International Regulatory Database (IRDB). Updates to INCIpedia are continuous and in real time, providing vital content to subscribers worldwide.

The Team published several important industry resources, including updated and expanded Microbiology Guidelines and Quality Guidelines, as well as a three-part series in HAPPI magazine on the crucial role of manufacturing hygiene in marketing safe, quality cosmetics products. A newly formed PCPC task force will lead additional technical work and outreach on manufacturing hygiene.

ENVIRONMENTAL SCIENCE PARTNERSHIPS

PCPC strengthened its partnerships with academic institutions and organizations specializing in environmental science, including the University of Maryland Center for Environmental Science (UMCES) and Nova Southeastern University (NSU) Guy Harvey Oceanographic Center. PCPC continues to expand scientific partnerships to help build world-renowned national and global environmental safety programs and to ensure cosmetics and OTC ingredient safety in freshwater and marine environments.

Environmental Toxicology and Chemistry — a journal focused on original experimental or theoretical work that advances understanding in environmental toxicology, environmental chemistry and hazard/risk assessment — published PCPC's research on freshwater environmental risk assessment of octinoxate.

As part of the Global Environmental Science Safety Project (GESSP) — a collaboration with Cosmetics Europe, Cosmetics Alliance Canada and experts representing member companies — PCPC worked to identify cosmetics and OTC ingredients requiring additional environmental safety assessment. The GESSP's work will refine safety assessments and identify potential environmental studies.

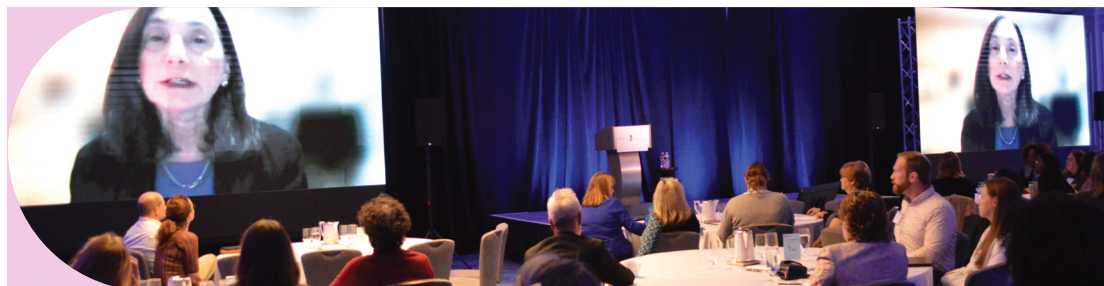
INTERNATIONAL ORGANIZATION FOR STANDARDIZATION (ISO)

Representing the U.S. in ISO, PCPC promoted cosmetics manufacturing and technical standards. Global standards are critical to the harmonization of the beauty industry. ISO is an independent, nongovernmental international organization working to support innovation and provide solutions to global challenges with voluntary, consensus-based international standards. In 2022, working closely with ISO committee members, PCPC helped develop new international standards in analytical, microbiological and sunscreen methods. Importantly, current Good Cosmetic Manufacturing standards were reviewed and endorsed by 162 national members.

EXPERT PANEL FOR COSMETIC INGREDIENT SAFETY

The Expert Panel consists of world-renowned scientists and physicians publicly nominated by consumer, scientific and medical groups; government agencies; and the beauty industry. In 1976, PCPC initiated the CIR program and associated Expert Panel at the suggestion of and with support from the FDA and the Consumer Federation of America (CFA). Representatives from the FDA, CFA and PCPC serve as non-voting liaisons to the Expert Panel and are actively involved in the comment and discussion processes. Expert Panel members must meet similar conflict of interest requirements regarding financial interests as special non-government advisory experts to the FDA.

The Expert Panel conducts safety assessments of cosmetics ingredients in an open and unbiased manner, publishing monographs in the peer-reviewed International Journal of Toxicology and issuing an annual comprehensive collection of all CIR reports. In 2022, the Expert Panel finalized reviews of 19 reports on a total of 163 ingredients. Since its inception, the combined efforts of the Expert Panel and CIR program have resulted in safety assessments of more than 6,000 ingredients used in cosmetics.



KEYNOTE SPEAKER LINDA KATZ, M.D., PROVIDED AN OVERVIEW OF RECENT ACTIVITIES AT THE OFFICE OF COSMETICS AND COLORS AND SHARED INSIGHTS ON THE AGENCY'S PRIORITIES.

ADVOCATING FOR IMPACT

PCPC represents the industry on global, federal, state and local issues important to cosmetics and personal care products companies. State and local governments increasingly make policy decisions that have a global impact affecting a wide range of industries, including the personal care and beauty sectors. PCPC forms strategic partnerships and advocates for policies based on the best available science.



FEDERAL LEGISLATIVE INITIATIVES

PCPC's advocacy efforts resulted in Congress passing long-awaited legislation modernizing federal regulatory oversight of cosmetics and personal care products and creating a comprehensive, uniform national framework for cosmetics regulation. The legislation — Modernization of Cosmetics Regulation Act of 2022 — advances product safety and innovation for the science-driven beauty and personal care industry and reinforces consumer confidence.

PCPC also supported passage of the Integrity, Notification, and Fairness in Online Retail Marketplaces for Consumers (INFORM Consumers) Act, which protects consumers by verifying the identities of high-volume sellers to address the critical and growing risk posed by online sales of stolen and counterfeit consumer products.

PCPC worked closely with the Humane Society of the United States (HSUS) to advocate for legislation to ban animal testing for cosmetics and personal care products with the reintroduction of the bipartisan Humane Cosmetics Act. PCPC advocated for federal policymakers to align legislation with PCPC PFAS Principles, which indicate a common, understandable definition; legislative restrictions or prohibitions should be on the use of a PFAS as an intentionally added ingredient and allow sufficient time for reformulation; and a strong, national standard is important to assure consistent implementation of any restrictions or prohibitions across states.

In response to citizen petitions to the FDA, PCPC worked with member companies to submit comments identifying shortcomings with the test methodologies that were used to detect benzene in certain consumer products. PCPC also partnered with the Professional Beauty Association (PBA) to support economic tax relief for the salon industry and is working to guide policy positions in response to the Federal Trade Commission's pending "Green Guides" revisions, which help member companies avoid making misleading environmental claims.

STATE LEGISLATIVE INITIATIVES

This year, 45 states introduced legislation focusing on various industry topics, including ingredient bans or restrictions, fragrance disclosures or bans, animal testing and packaging. PCPC successfully advocated to align legislation with PCPC's PFAS Principles in California and Colorado and negotiated amendments to a bill in Washington that ultimately did not advance but would have forced mass reformulation. PCPC also led industry efforts to delay a microplastics bill in California and advocated against policies further restricting sunscreen ingredients in Hawaii.

Building on last year's success, PCPC and Cruelty Free International (CFI) successfully advocated for legislation banning cosmetics animal testing in New York.

INCREASED REGULATORY FLEXIBILITY

PCPC advocated for federal and state agencies to increase flexibility on several regulatory matters, including confirming reporting requirements for essential oils in fragrance for the California Safe Cosmetics Program (SCP). Additionally, PCPC successfully advocated for California's Department of Toxic Substances Control to adopt a favorable threshold for toluene in nail products and to amend its hemp program to exempt products made with hemp seed derivatives.

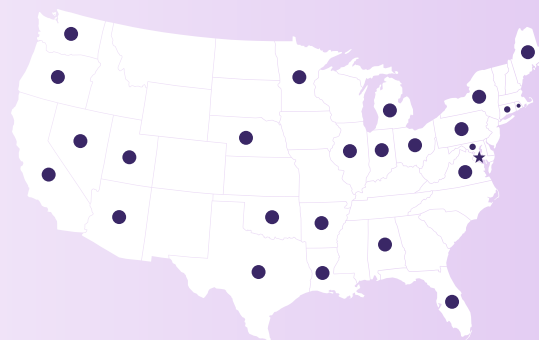
Other regulatory matters included PCPC working with the Washington Department of Ecology to exempt over-the-counter (OTC) drug products from the state's packaging reporting law that would have resulted in onerous and costly reporting obligations. PCPC obtained extensions for dozens of member companies to Maine's PFAS reporting requirements.

CROWN ACT

PCPC supported federal and state anti-discrimination legislation as a CROWN (Creating a Respectful and Open World for Natural Hair) Coalition member and an active advocate for the CROWN Act. The CROWN Act is law in 19 states and 40 localities and was introduced this year in more than 25 others. PCPC will continue to work with the Coalition to support the passage of a federal bill.

SUNUCATE

PCPC worked with the American Society for Dermatologic Surgery Association (ASDSA), AAD and more than 60 health, education and parent groups in three states this year to support and introduce legislation allowing sunscreens in schools without a prescription. To date, 26 states have passed the "SUNucate" model legislation.





FRANCINE LAMORIELLO, PCPC, ALONG WITH HIDEAKI FUJISAWA, RODRIGO GODINHO AND ANDREW JORY FROM THE EMBASSIES OF JAPAN, BRAZIL AND AUSTRALIA RESPECTIVELY, HIGHLIGHTED NEW INITIATIVES TO ADDRESS GLOBAL CHALLENGES AND EXPAND MARKET ACCESS FOR U.S. COMPANIES.



THE IAC AIMS TO ENHANCE CONSUMER AND STAKEHOLDER TRUST IN GLOBAL COSMETICS PRODUCTS, INCREASE INDUSTRY'S ABILITY TO OFFER INNOVATIVE PRODUCTS AND DRIVE COMPATIBLE REGULATORY REQUIREMENTS AROUND THE WORLD.

DRIVING GLOBAL ACCESS

PCPC's Global Strategies team advocates for trade and regulatory policies that allow member companies to offer safe and effective cosmetics products to consumers around the world.

The Team engages government officials in the U.S. and abroad to address trade barriers and to promote global harmonization and international best practices of cosmetics regulations. The Team also works closely with trade associations worldwide to promote industry alignment and maintains the International Regulatory Database (IRDB), which includes up-to-date information on ingredient restrictions and use requirements for more than 60 countries.

EUROPEAN UNION (EU) "GREEN DEAL"

Introduced in 2019, the EU Green Deal aims to make the EU climate neutral and create a circular EU economy by 2050. The Team advocated for reasonable changes to Green Deal proposals impacting cosmetics products and ingredients, as well as the industry's ability to innovate. This included advocating against certain proposed changes to the EU's chemicals management program, REACH; the Classification, Labeling and Packaging Regulation; and aspects of the Cosmetics Products Regulation. The Team also continued to advocate for a proportionate approach to the EU's proposed microplastics restrictions, including a reasonable transition period for companies to adjust to the new requirements. PCPC hosted a two-part webinar series to keep members updated on the EU Green Deal and other national level environmental regulatory developments.

CHINA

China's cosmetics regulatory reform remained a top priority for PCPC and member companies in 2022. The Global Strategies team continued robust advocacy efforts to seek improvements to China's New Cosmetics Regulation (CSAR), focusing on issues related to product and ingredient information requirements, labeling and claims validation rules, government-issued GMP certificates and implementation delays due to China's COVID-19 lockdowns. PCPC filed more than a dozen formal comments with China's cosmetics regulatory agency and the World Trade Organization, worked to align positions and advocacy strategies with industry associations in Europe and Asia, and gained U.S. government support to address industry concerns. The Team developed programs to help PCPC members navigate the complex new regulatory requirements, including hosting a popular three-part webinar series focused on critical aspects of the new system.

LATIN AMERICA

PCPC continued close cooperation with the Latin American industry association CASIC to encourage regulatory authorities to fulfill commitments to recognize the U.S. — in addition to the EU — regulatory frameworks in national and regional regulations of cosmetics ingredients.

AFRICA

PCPC supported member access to the rapidly growing — with an annual growth rate of 13% over the next five years — cosmetics and personal care products market in Africa. The Team worked with regional authorities to adopt international best practices for cosmetics regulations. PCPC held a six-part webinar series for regional regulatory and standards organizations to introduce U.S. and international regulatory approaches, with presentations from the FDA, other international regulatory bodies and global industry experts. Authorities in a number of African countries have now taken steps to align ingredient lists with international requirements and to consider tools to facilitate online notification of products, which would reduce the cost of placing products on the market.

CANADA

PCPC advocated for the Canadian government to revise policies related to the Canadian Environmental Protection Act (CEPA) in order to provide more legal certainty for ingredients with safe historical uses in cosmetics. The Team also advocated for harmonization of Canada's proposed federal plastics registry and recycling labeling requirements with its trading partners domestically, as well as in North America and Europe.

INDONESIA

PCPC continued efforts to ease the burden of Indonesia's halal law for the cosmetics industry, including successfully advocating for U.S.-based halal certification companies to be allowed to certify U.S. cosmetics products to Indonesian standards. This will result in significant cost and time savings for PCPC member companies exporting to Indonesia.

UNITED NATIONS (U.N.) TREATY ON PLASTICS

PCPC led a working group of international trade associations to develop global industry negotiating objectives for the U.N. Treaty on Plastics Pollution. PCPC coordinated with other sectors to successfully advocate these global positions with the U.S. Departments of State and Commerce, resulting in the treaty's negotiating mandate reflecting industry's position.

INTERNATIONAL ASSOCIATION COLLABORATION (IAC) MEETING

In September, PCPC hosted the first in-person meeting since March 2020. Thirteen international trade associations met in Washington, D.C., to discuss ongoing joint projects and advocacy strategies. The IAC network, which now includes more than 40 international associations, fosters strong industry cooperation to enable a global voice and proactively address global challenges.

INTERNATIONAL COOPERATION ON COSMETICS REGULATION (ICCR)

PCPC highlighted the importance of INCI as the global standardized naming system for cosmetics ingredients, along with its process and principles, at this year's ICCR meeting. The 16th annual meeting was hosted by South Korea, as represented by the Republic of Korea Ministry of Food and Drug Safety (MFDS) and the Korea Cosmetic Association (KCA). ICCR-16 welcomed Israel as a permanent member and included several observer countries: Argentina, Chile, Egypt, the People's Republic of China, Saudi Arabia, Thailand and the United Kingdom. ICCR is the only global forum where cosmetics regulators and industry work together on policies and guidance to promote regulatory alignment.



STRENGTHENING PUBLIC TRUST

PCPC remains a trusted, respected voice and advocate for the cosmetics and personal care products industry.

The Public Affairs and Communications team engages and serves as an information source and resource for key stakeholders, including consumers, regulators, policymakers, media and NGOs. PCPC continued to make significant strides in educating about the industry's commitment to safe and innovative products and its contributions to the nation's economic and social well-being.

SUSTAINABILITY

PCPC published the second edition of its [sustainability report](#), which is unique to beauty and personal care. The information in the report was based on a stakeholder materiality survey, sustainability assessment survey of member companies, benchmarking survey of other trade associations and publicly available data from member company initiatives. The Team hosted a sustainability webinar to discuss the future of extended producer responsibility (EPR) and actively participated in the Sustainability Leadership Forum (SLF), an invitation-only membership group of sustainability leaders from Washington's top trade associations.

PCPC's sustainability program reflects the beauty industry's and PCPC's commitment to a more inclusive society. PCPC proudly announced the second annual Madam C.J. Walker Award for Excellence in DEI. The Award recognizes individuals in the beauty industry who demonstrate an outstanding commitment to DEI through strong leadership and sustained efforts focusing on workplace culture, programs and policies, or through external engagement with consumers and communities. Along with A'Lelia Bundles, Madam C.J. Walker's great-great-granddaughter and family historian, PCPC presented the second award to Esi Eggleston Bracey, president Unilever USA & CEO North America Personal Care, during PCPC's Leadership Summit.



KEECH COMBE SHETTY, ESI EGGLESTON BRACEY, LEZLEE WESTINE AND A'LELIA BUNDLES AT THE SECOND ANNUAL MADAM C.J. WALKER AWARD PRESENTATION.

MEDIA ENGAGEMENT

PCPC continued to work with the Board-appointed DEI Advisory Group to provide strategic direction and guidance for industry DEI initiatives and to work with its internal, employee-led task force to help foster a respectful and supportive workplace that enables the Association to attract and retain a diverse, talented workforce that is representative of the industry's customers and community.

PCPC is viewed as a credible source and resource focused on educating the public about the beauty industry's commitment to safety, quality and innovation. The Team managed numerous complex media inquiries and regularly engaged with international, national and local news outlets and beauty and trade press. The Team placed an op-ed by Lezlee Westine in The Opinion Pages, urging Congress to pass legislation modernizing cosmetics regulatory oversight.

DIGITAL ENGAGEMENT

Consumers rely on PCPC's organizational website and its science and safety resource, CosmeticsInfo.org, for accurate and credible information about the industry's innovation and the thousands of ingredients used in cosmetics and personal care products. More than 655,000 users visited the websites 823,000 times to seek answers to complex questions with the help of blogs, infographics and video content. Using original and third-party content addressing key industry issues and promoting proactive initiatives, PCPC's and CosmeticsInfo's organic and paid social media content have earned more than 3 million impressions, 72,000 engagements and 351,000 video views.

Lezlee Westine and Lisa Powers, EVP, Public Affairs & Communications, participated in a live LinkedIn "ReCast" episode with Edelman U.S. to discuss the 2022 Edelman Trust Barometer and the critical role trust plays in managing corporate reputations. Westine also participated in an episode of CHPA Chat, a podcast hosted by the Consumer Healthcare Products Association, to discuss the personal care products industry's commitment to people and the planet. PCPC presented at the annual Sustainable Cosmetics Summit, The Eco Well's Sunscreens E-Summit and Sustainable Beauty E-Summit.



PCPC PUBLISHED THE SECOND EDITION OF ITS SUSTAINABILITY REPORT, WHICH IS UNIQUE TO BEAUTY AND PERSONAL CARE.

LOOK GOOD FEEL BETTER FOUNDATION

Since its introduction in the U.S. in 1989, Look Good Feel Better (LGFB) has served more than 2.22 million people with cancer through free patient programs across the U.S. and in 26 countries worldwide. It is the only international cancer support charity that helps boost the physical and emotional well-being of people undergoing cancer treatment.



In 2019, LGFB modernized its program with the launch of the Look Good Feel Better Alliance to empower people in cancer treatment through education, support and free access to the LGFB program. The Alliance includes hospital partners across the country, Walgreens as a community delivery/education partner, thousands of volunteers, hundreds of LGFB corporate partners, and other supporters and friends.

LOOK GOOD FEEL BETTER PROGRAMS

Since the pandemic prevented in-person, hospital-based workshops, *Look Good Feel Better Live! Virtual Workshops*, launched in January 2019, have been the primary delivery mechanism for LGFB programs. The virtual workshops offer a unique and convenient way for cancer patients to experience professional beauty instruction tailored to their needs during treatment and the benefits of a group environment from the comfort and safety of their home, office or other settings. Since 2020, LGFB has increased its virtual workshop delivery by 25% and served more cancer patients in 2022 through these workshops than ever before. It also increased participation in the two newest virtual workshop classes by 70% and in Spanish-language workshops by 8%.

In May, the Foundation successfully executed the second annual Look Good Feel Better Month, delivering eight wellness-oriented Feel Better Sessions for cancer patients, survivors, health professionals and the public on social media live-streaming platforms and reaching more than 81,000 participants. The program includes complimentary wellness content to support patients' quality of life and features beauty, stress reduction, inspiration, fitness, and nutrition experts to teach and inspire people everywhere.

This year, 15,000 patients, survivors and supporters participated in the *LGFB Live! Virtual Workshops* and *Feel Better Sessions* and LGFB online resources were accessed more than 243,000 times. LGFB grew its overall engagement among social media followers and the LGFB community, reaching more than 586,000 users through 12 campaigns, as well as weekly workshop and testimonial-focused posts.

In addition to its virtual program options, LGFB initiated the re-opening of in-person hospital workshops, and refreshed volunteer and host site training to reflect new COVID-19 safety guidelines and protocols for cancer patients.

BEAUTYCARES DREAMBALL

On September 21, more than 360 guests attended the 2022 BeautyCares DreamBall in New York. Hosted by Broadway veteran Kara Lindsay, the event honored JuE Wong and Tracey Cunningham, OLAPLEX; Lily Garfield, Cos Bar; Maria "Duda" Kertész, Johnson & Johnson Consumer Health; and Arie Kopelman, former president of CHANEL. Singer-songwriter and three-time cancer survivor Bianca Muñoz gave a special guest performance. The BeautyCares DreamBall, along with the DreamBall After Dark, is the most important fundraising event for the Foundation, demonstrating the collective support of the cosmetics and personal care industry. The in-person event — the first since 2019 — raised more than \$1.1 million to support the LGFB program.



BEAUTYCARES DREAMBALL 2022 HONOREES:
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