

What is the selective distribution of cosmetics?

A **PROTECTED SECTOR** by EU regulation n°330/2010 « exemption regulation » >> the retailers are chosen by the suppliers depending on specific requirements

LIMITED TO SPECIFIC PRODUCTS: "high-quality articles based on specific research, which is reflected in the originality of their creation, the sophistication of the ranges marketed and the qualitative level of the materials used, including their packaging." (European Commission)

GS1 in Europe working group for selective distribution of cosmetics

- ▶ Standard alignment for the sector in Europe;
- ▶ Cooperation and sharing good practices;
- ▶ Including brands in cooperation to create a European momentum;
- ▶ Ensure European coordination for all the logistical processes implemented in the sector.

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The Global Language of Business

GS1 Standards For The Selective Distribution of Cosmetics

BETTER SAFE THAN SORRY,
AT A LESSER COST



European regulation on cosmetics

1223/2009



Into force since July 2013
in the 28 Members States
for cosmetics suppliers and retailers



New requirements	GS1 standards
Art. 7: Traceability all along the supply chain	▶ GS1 traceability system
Art. 25: harmonized recall & withdrawal procedures	▶ GS1 identifiers for sales units, location, tracking numbers + logistic label
	▶ Despatch advise
	▶ Radio-frequency identification
Art. 19: Information for consumers, controlled by the retailers	▶ Product records + images for data synchronisation
Art 15 & 19: Labelling rules	▶ Extended packaging B2B2C GS1 approaches.

KEY BENEFITS

OPTIMAL & GLOBAL TRACEABILITY

+

PAPER-FREE SUPPLY CHAIN:

giving up Excel® sheets to send orders, despatch advises, product-records, invoices, ...

+

DATA QUALITY & GLOBAL TRUST:

reliable information ready to exchange with business partners and consumers.

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CONSUMER SAFETY

