



WE ASK FOR A  
**DEDICATED STRATEGY**  
FOR THE COSMETICS AND  
PERSONAL CARE INDUSTRY



## OVERARCHING KEY ASK

To-date, the cosmetics, personal care and beauty industry has not had a holistic, Government-supported strategy dedicated to the sector. CTPA is calling for such a strategy to be developed, based on, and maintaining, the strict legislative framework already in place.

CTPA would like to work with the next Government together, as a trusted partner, on the dedicated strategy to secure the continued sustainable growth of this indispensable industry for the next five years.

## 5 PILLARS

This Manifesto sets out the main asks of this approach based on the key pillars of:



ESSENTIALITY



REGULATION



SCIENCE



SUSTAINABILITY



BUSINESS

READ THE FULL MANIFESTO  
AND OUR KEY ASKS ON  
[CTPA.ORG.UK/CTPAMANIFESTO2024](https://CTPA.ORG.UK/CTPAMANIFESTO2024)



# CTPA REQUESTS THAT THE NEXT UK GOVERNMENT IN THE NEXT PARLIAMENTARY TERM DEVELOPS A DEDICATED STRATEGY FOR THE COSMETICS, PERSONAL CARE AND BEAUTY INDUSTRY

TO →



Promote the  
essentiality of the  
industry's products  
and services



Maintain strict  
risk-based  
safety legislation



Protect science-led  
decision-making



Provide a framework  
for growth with  
sustainability at its core



Enhance the  
competitiveness of the  
UK industry for both  
import and export



Champion the UK  
industry as a leader in  
product manufacture,  
design and innovation

## ABOUT US

CTPA (the Cosmetic, Toiletry and Perfumery Association) is the UK trade association for the cosmetics and personal care industry: <https://www.ctpa.org.uk/about-us>

Our industry is a highly innovative, creative, skilled and successful UK industry - entirely grounded in science. Companies are based across the nation, and, impressively, the UK cosmetics and personal care industry has the largest number of SMEs in Europe, at 1,413<sup>1</sup>.

The industry offers employment opportunities for a range of backgrounds, including scientific and technical expertise and highly skilled manufacturing roles.

The UK cosmetics industry is acutely aware of the need to reduce the environmental impact of cosmetics and personal care products wherever possible. As an Association, CTPA has had an ambitious sustainability strategy in place since 2018, aiming to drive towards being net positive in its impact on people and planet, focusing on ingredient sourcing, product manufacture, waste and end-of-life fate and wellbeing.

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225+  
MEMBERS

85%  
UK INDUSTRY  
COVERAGE

£8.9BN  
2022  
RETAIL SALES<sup>4</sup>

5.4%  
INDUSTRY  
GROWTH  
2021 - 2022

1,413  
UK SMEs

550K  
INDUSTRY  
EMPLOYEES

£24.5BN  
INDUSTRY  
CONTRIBUTION  
TO GDP<sup>5</sup>

CTPA also has an active diversity and inclusivity strategy which aims to identify and address issues related to the promotion of diversity, equity and inclusivity to ensure that everyone feels represented within and by the industry.

### A Safe Industry

Strict safety laws, the UK Cosmetics Regulation (UKCR)<sup>2</sup>, cover all cosmetic products<sup>3</sup> placed on the UK market. The UKCR has the safety of cosmetic products, and so the consumer, at its core. The UKCR not only ensures human safety but also protects consumers by ensuring all claims made with regard to the effectiveness and product characteristics are adequately substantiated.

- 1 Market Performance Report 2022. (2023). Cosmetics Europe, the European personal care association
- 2 'UKCR' - Assimilated Regulation (EC) No. 1223/2009 on cosmetic products, as amended.  
<https://www.legislation.gov.uk/eur/2009/1223/contents>
- 3 Article 2: (a) of the UKCR states: 'cosmetic product' means any substance or mixture intended to be placed in contact with the external parts of the human body (epidermis, hair system, nails, lips and external genital organs) or with the teeth and the mucous membranes of the oral cavity with a view exclusively or mainly to cleaning them, perfuming them, changing their appearance, protecting them, keeping them in good condition or correcting body odours.
- 4 CTPA 2022 Annual Report. (2023). Data provided by Kantar and Circana
- 5 Value of Beauty Report. (March 2023). Oxford Economics for the British Beauty Council