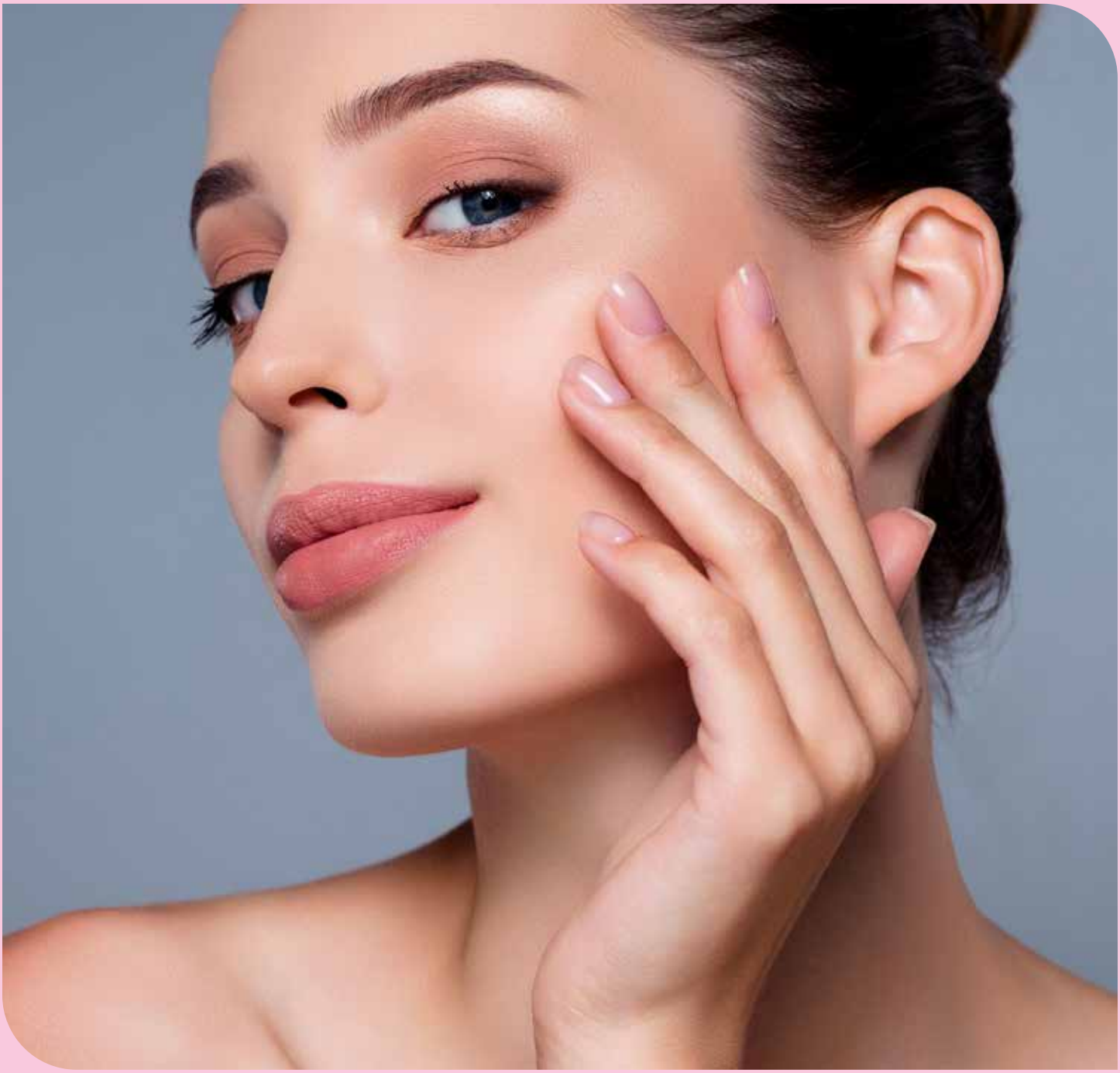
BEAUTY

RESOURCE GUIDE

SUMMER 2026/SPRING 2027



IBA's Annual Guide to Association Activities, Industry Events, and Service Providers

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- USA · Canada
- UAE · KSA
- China
- Türkiye
- Australia

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Welcome to IBA

Founded in 1974, the **Independent Beauty Association (IBA**) is the 501(c)(6) nonprofit trade association committed to educating, connecting, empowering, and amplifying the voice of small and mid-sized businesses across the U.S. cosmetics and personal care industry.

Today, the association represents over 600 companies across the beauty and personal care industry network. Roughly half of the Members are brands, with the balance comprised of ingredient and packaging suppliers, contract manufacturers, independent formulators, product developers, testing labs, consultants, law firms, and other value chain partners.

IBA's Members are among the most innovative and entrepreneurial businesses operating in the U.S. indie beauty market, which is now estimated at more than $40 billion in revenue and supports millions of jobs around the world. IBA exists to help these vital indie businesses comply, compete, and grow.

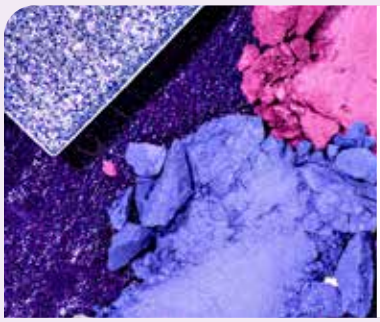
At the same time, these businesses face increasing regulatory, operational, and market complexity that is straining budgets, stretching resources, and raising barriers for the next generation of independent brands. IBA provides education, regulatory guidance resources, and expert-led programming to help businesses stay informed, understand their obligations, and navigate compliance with greater clarity and confidence. IBA also provides Member-only resources to help emerging brands adopt industry best practices and make valuable B2B connections to grow and scale their businesses in the U.S. and abroad.

Just as importantly, IBA works to help policymakers better understand the operational and financial pressures that independent businesses face. IBA emphasizes the need for proportionate requirements, harmonization, and science-based policy. This facilitation supports practical compliance solutions allowing innovation, entrepreneurship, and responsible product development to thrive.

Shaping Tomorrow's Industry

IBA's Members are building brands, developing technologies, and solving challenges that will shape beauty's future. Together, our community is advancing a more informed, connected, and resilient independent beauty industry.

Join us at www.independentbeauty.org



Vision

IBA is the premier nonprofit trade association dedicated to representing, informing, and empowering the growth, connection, and freedom to operate of independent companies across the U.S. cosmetics and personal care industry.

Mission

IBA advances the beauty and personal care industry's creation of safe, innovative, and responsible products through education, networking, and advocacy geared toward small and mid-sized enterprises operating in the U.S. beauty industry.

Dear IBA Members,

Thank you.

In another year marked by disruption, uncertainty, and mounting regulatory and operational complexity, your support of IBA – and your continued trust in our team and mission – means more than ever.

Tariffs, shifting sourcing dynamics, growing compliance expectations, and broader geopolitical pressures are reshaping how businesses operate day to day. For independent companies in particular, absorbing this pace of change while continuing to innovate and grow is no small task. What continues to stand out is the resilience, ingenuity, and collaborative spirit of this community. It is a privilege to serve an industry that not only adapts, but continues to lead.

At IBA, we are evolving alongside you.

This year marked our return to in-person conference education with Cosmetics Convergence Spring 2026: Meet the Regulators, providing beauty and personal care companies with a rare level of access, meaningful dialogue, and firsthand guidance from the federal and state regulators shaping today's compliance landscape.

This summer, we will launch a Members-only Resource Center featuring prior issues of IBA newsletters, informational guides and alerts, new "Indie Beauty Bootcamp" educational videos developed in collaboration with our Committees, and a growing suite of Toolkits covering Extended Producer Responsibility (EPR), Supply Chain, Sustainability, and other critical topics.

We are expanding how we deliver education and connection through a new webinar series, along with continued enhancements to tools such as our U.S. Legislative & Regulatory Policy Map and additional opportunities for in-person engagement across the industry.

In addition to the resources IBA delivers to support best practices and day-to-day operations, we also advocate on behalf of the many entrepreneurial brands and businesses that make up the membership. We engage in constructive and collaborative dialogue with policymakers and regulators and seek to achieve workable compliance pathways built on principles of proportionality, sound science, and practical harmonization.

Together with our longstanding Export Certificate Program and the personalized support we provide through our Concierge Service, these efforts reflect a clear priority: ensuring that independent beauty businesses have the advocacy, education, community, and practical resources needed to navigate today's challenges and build for the future with confidence.

For returning IBA Members, thank you for your support and continued investment. You are what makes this association and community so exceptional. For those exploring how IBA can support your business, we invite you to connect with us, attend an upcoming event, and experience the community firsthand. We would love to welcome you.

With gratitude and appreciation,

Dr. Akemi Ooka

CEO
Independent Beauty Association

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Dear IBA Members,

It is an honor to assume the Board Chair position of the Independent Beauty Association. I'm really looking forward to working alongside our Members, Board of Directors, Committees, and staff to advance the interests of independent, emerging, and established beauty and personal care companies. I strongly encourage you and your companies to become engaged and work with us, particularly given the new and evolving challenges facing our industry.

As we look ahead, I am optimistic about the future of our industry. Independent beauty companies continue to drive innovation, respond to evolving consumer needs, and bring new ideas, products, and perspectives to market, demonstrating the adaptability and forward-thinking mindset that have long fueled this industry's success.

At the same time, the U.S. regulatory landscape is changing at an extraordinary pace. New federal and state requirements continue to emerge, enforcement activity is intensifying, legal exposure is growing, and expectations around safety, transparency, substantiation, and sustainability continue to rise.

In addition to MoCRA rollout and ongoing ingredient restrictions on a state-by-state basis, companies are navigating a rapidly expanding patchwork of Extended Producer Responsibility (EPR) laws and other sustainability-related requirements that carry meaningful operational, financial, and compliance implications. As implementation timelines advance, many businesses are still working to understand the long-term impact of reporting obligations, fee structures, supply chain demands, and potential litigation and enforcement risks associated with these evolving frameworks.

As a litigator and regulatory counselor, I see firsthand how challenging and unpredictable this environment has become, particularly for small and mid-sized companies. Keeping pace with the volume and complexity of change is a struggle for businesses with lean teams and stretched budgets, and the consequences of missteps – regulatory, legal, financial, or reputational – can be severe.

Strong, science-based regulation is essential. It protects consumers, strengthens trust, and supports the long-term credibility of our industry. But regulation must also be practical, proportionate, and grounded in sound risk analysis. It must account for how products are developed, manufactured, marketed, and brought to consumers while recognizing the realities facing independent businesses.

This is where IBA plays a critical role. Through advocacy, regulatory engagement, education, and industry collaboration, IBA works to ensure that the voice of independent beauty is represented in the policy conversations shaping the future of our industry.

You can play an active role in these efforts by engaging with IBA, participating in our programs and committees, and sharing your perspectives with our team. We want to hear from you. Your experiences help inform our work and strengthen our ability to advocate on behalf of this community.

Thank you for your continued commitment to this industry. Together, we can help build a strong, innovative, and vibrant future for independent beauty and personal care companies.

Sincerely,

Ronie M Schmelz

Ronie Schmelz
IBA Board Chair

Welcoming our 2026-2027 Board of Directors to oversee the next chapter for IBA

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Partner
K& L Gates

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Dan Kolhoff
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DIRECTORS

Vicki Barboiu
Regional Head of Beauty & Care North America
DSM-Firmenich

Greg Chambers
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Cosway

Daniela Ciocan
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Access Beauty Insiders

Dee DeLuca-Mattos
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Megan Klingbeil
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Anchin, Block & Anchin LLP

Art Knox
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Inolex

Kelly Kovack
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Chief R&D and Innovation Officer
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Chris James
Vice President
Quadpack

Allison Moss
CEO, Founder
Allison Moss Consulting

IBA Staff: The People Behind the Mission

Behind IBA's programs and services is a team committed to Member success. With deep expertise across regulatory, technical, operational, and communications disciplines, IBA staff understand the realities of building and growing beauty companies. We're here to provide trusted guidance and responsive support to help Members navigate challenges and move forward with confidence.

Akemi Ooka

CEO

Dr. Akemi Ooka has a Ph.D. In Chemistry and over 25 years in the CPG industry, from Fortune 500 companies to small startups. Her experience ranges from product development to sourcing and supply chain transformation at companies including The Clorox Company, method, and J.R. Watkins. Akemi joined IBA in 2021 as Vice President of Global Supply Chain and Sustainability Resources and has served as CEO since 2025.

Meredith Petillo

VICE PRESIDENT OF TECHNICAL AND REGULATORY AFFAIRS

Meredith Petillo brings over 20 years of experience in cosmetic regulatory affairs, legal advertising claims, product testing and product development to support IBA Member companies with regulatory and technical solutions to grow and thrive. She holds a BS in Biochemistry & Molecular Biology and an MS in Regulatory Affairs for Drugs, Biologics & Medical Devices. Meredith leads IBA's Technical and Regulatory programming, education, and advocacy.

Reema Patel

DIRECTOR, EXPORT PROGRAM

Reema Patel has 10 years of experience in the cosmetics and personal care sector and human subjects research regulations. She brings expertise in regulatory documentation, global compliance, and product safety, informed by roles at Mary Kay Global and UT Southwestern Medical Center. Reema holds a Master's degree in Public Health and oversees IBA's Export Certificate Services that support Members in accessing international markets.

Ryan Nelson

DIRECTOR OF COMMUNICATIONS

Ryan Nelson directs communications strategy, content development, and brand positioning, elevating IBA's visibility and engagement across the beauty industry. He brings more than 20 years of trade media experience spanning cosmetics and broader life sciences, including leadership roles at Citeline as Editor-in-Chief of *HBW Insight* and *Medtech Insight*.

Neva Lindell

ASSOCIATE PROGRAM COORDINATOR

Neva Lindell supports IBA's Export Program and communications initiatives. She holds an MBA and a BS in Journalism and brings deep experience working with small businesses and nonprofit organizations, including service as a nonprofit board member.

Malia Hernandez

DOCUMENT SPECIALIST

Malia Hernandez executes the end-to-end processing of export documentation for IBA's Export Program. She brings a background in business administration and management, with experience spanning compliance, marketing, and sports entertainment.

Geetha Solheim

SPECIAL PROJECTS LEAD

Geetha Solheim is a product developer with 20 years of experience creating innovative formulations across personal care, home cleaning, and disinfection categories. Over her career, she has contributed to iconic product portfolios such as method and Clorox, blending technical expertise with a consumer-focused approach. Geetha serves as Special Projects Lead for IBA, where she builds new resources and benefits for members.

Shannon Hess

STRATEGIC INITIATIVES LEAD

Shannon Hess brings over 25 years of global leadership spanning beauty brands and suppliers, sustainable product design, responsible sourcing, and supply chain strategy. With degrees in biology and chemistry, her experience includes Aveda, Burt's Bees, The Estée Lauder Companies, The Clorox Company, and co-creating Areej Aromatherapy in Egypt. She leads committee governance, industry initiatives, and SME resources for IBA. Shannon serves as IBA's ICCR representative and is a U.S. delegate and ISO 16128 TR 23750 Project Leader within ISO TC 217 Cosmetics.

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Membership At a Glance

Indie beauty and personal care businesses are contending with evolving regulations, shifting market pressures, and critical growth decisions, often with limited internal resources and industry connections.

IBA membership provides access to a vibrant community of industry professionals, along with the tools, insights, and representation companies need to navigate complexity and capitalize on opportunity in today's dynamic beauty and personal care marketplace.

IBA designs programs and services around four core pillars to champion and support small and mid-sized beauty businesses:

Advocacy

IBA advocates for fair, science-based policies through a small business lens, helping to ensure that today's innovators and tomorrow's entrepreneurs can compete on a level playing field, innovate, and thrive.

Education

IBA delivers timely updates, insights, and practical guidance to help Members understand emerging issues and make informed business decisions.

Community

IBA connects Members with a collaborative network of peers, partners, and industry leaders, fostering relationships that support sustainable growth and long-term success.

Business Resources

IBA provides exclusive tools, expert guidance, and access to curated resources and specialized services through committee initiatives and Strategic Partners.

Why Join IBA?

- Education that keeps businesses ahead of the curve
- Collective voice helping to shape policy and regulation
- Vibrant network of peers and potential partners
- Practical tools and resources to support growth

MEMBERSHIP DUES (AS OF JULY 1, 2026)

Company Annual Global Net Revenue	Annual Dues
Less than $500,000	$545
$500,000 to $999,999	$985
$1 Million to $4,999,999	$2,195
$5 Million to $9,999,999	$3,020
$10 Million to $25 Million	$3,745
$25 Million to $100 Million	$4,835
$100 Million to $250 Million	$7,255
Greater than $250 Million	$12,095

IBA is a 501(c)(6) nonprofit, which means your membership dues may be tax-deductible as a business expense. It's one more way IBA membership can support your bottom line. Consult your tax advisor to see how this applies to your business.

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Who are IBA's Members?

IBA's 600+ Member companies span the beauty and personal care value chain, reflecting the diversity and entrepreneurial spirit of independent beauty.

IBA's membership includes brands at every stage of growth and their value chain partners, from ingredient and packaging suppliers to contract manufacturers, testing labs, software and logistics providers, distributors, consultants, and more.

Together, they form a dynamic community that is setting the pace for the global beauty industry – driving today's buzz, igniting tomorrow's trends, and redefining what is possible.

Thank you to our Loyal Members!

40+ YEARS

MANA

30+ YEARS

From indie beauty brands to sourcing partners and essential service providers, IBA Members represent the full spectrum of innovation in beauty. List current as of May 2026.

40-50 YEARS

Columbia Cosmetics Manufacturing, Inc

Imos/Wilson Beauty Innovations LLC

Mana Products, Inc.

Product Integrity Laboratory LLC

Solo Laboratories, Inc.

30-39 YEARS

Abbe Laboratories, Inc.

Allure Beauty Concepts

Brushes By Karen

C.O. Bigelow Apothecaries

Cosmetic Laboratories

Dermalogica, LLC
- *Dermalogica*
- *Clear Start*

GAR Laboratories, Inc.

Goodier Cosmetics

Jolen Creme Bleach Corp.

Kolmar Laboratories, Inc

Murad, LLC

Owen Biosciences, Inc.

Parlux Fragrances, LLC

Sun Deep, Inc.

Temptu, Inc.

The Hain-Celestial Group, Inc.
- *Jason*
- *Avalon Organics*
- *Queen Helene*
- *Alba Botanica*
- *Live Clean*
- *Down Under Naturals*

20-29 YEARS

American International Industries (AII)

Animale Group S.A.

Bioelements, Inc.

Brush Off, Inc.

California Tan, Inc.
- *California Tan*
- *Australian Gold*
- *Designer Skin*
- *JWOWW*
- *Swedish Beauty*

Carl Geffken Consultants

Consumer Product Testing Company

Cosmetic Enterprises, Ltd.

Cosmetic Group USA

CoValence Laboratories

ECRU New York
- *ECRU NY*
- *Beauty Addicts*
- *Cures by Avancé*
- *Little Green*

French Transit Ltd.
- *Crystal Deodorant*
- *MyChelle Premium Naturals*

GDMI, Inc.

Graftobian Make-up Company
- *Graftobian Ltd.*
- *Disguise Stix*
- *Graftobian Theatrical Make-up*

H&Y Regulatory Graphics Consultants

Hair Systems, Inc.

International Cosmeceuticals, Inc.

Quintessence SkinScience
- *Q-SkinScience*
- *Q-Strixin*
- *Q-Sunshade*
- *Forti5*
- *Miami Peel*

International Cosmetics & Regulatory Specialists, LLC

K3 Enterprises, Inc.
- *South Beach Skin Solutions*

KA Consulting Corp.

kdc/one Chatsworth, Inc.

Malin & Goetz, Inc.

Mcilpack, Inc.

Montani Cosmetics
- *Dermisa*

Novapac Laboratories, Inc.

OFRA Cosmetics LLC

Parfums De Coeur Ltd
- *Body Fantasies*
- *Dr. Teal's*
- *Cantu*
- *bodycology*
- *BOD Man*
- *Eylure*

Precious Cosmetics P & C Corp.

Star Nail International

Steinberg & Associates

Tarte, Inc.
- *tarte*
- *Sugar Rush*
- *Awake*

Tu-K Industries, Inc.

10-19 YEARS

Absolute New York

Act Labs

After Inked, LLC

Aloe Vera of America, Inc.

Anastasia Beverly Hills

Arbonne International

Athena Cosmetics, Inc.

Bella Medical Products LLC

Bio Creative Labs
- *Manisation*
- *Pedisation*
- *Petal Fresh*

biogenesis, inc.

Biorius

BKT Solutions Inc.
- *Amazon Keratin*

Body Glide LLC
Carma Laboratories, Inc.

Clean Beauty Collective Inc.
- *Clean*
- *Clean Reserve*
- *Fusion Beauty*

Color Design Laboratory

COOLA
- *Coola Suncare*

Cosmetic Alchemy, LLC

Cosmetic Insurance Services

Cosway Company, Inc.

CP Skin Health Group, Inc.

Crown Laboratories, Inc.
- *StriVectin Operating Company, Inc.*
- *Crown Aesthetics*
- *PanOxyl*
- *Revance*

CURiO
- *Thymes*

D.S. & Durga

Dermaceutical Laboratories

Dr. Bronner's Magic Soaps

Erno Laszlo

Eva NYC / Bansk Beauty
- *Amika*
- *Eva NYC*
- *Bansk Beauty*
- *Falic Fashion Group*
- *Perry Ellis*
- *Original Penguin*
- *Eva Longoria*
- *Christian Lacroix*
- *Laundry by Shelli Segal*
- *Animale*

Fallene, Ltd.
- *LipCotz*
- *Total Block*
- *Solarprotection*
- *Qusamine ST*

Federal Package Network, Inc.

FillTech USA, LLC

First Aid Beauty

Focal Point Research

Fragrance Manufacturing, Inc.

Fraser Research Labs, Inc.

Garcoa Laboratories Inc.

Global Regulatory Associates, Inc.

Grande Cosmetics, LLC
- *GrandeLASH*
- *GrandeBROW*
- *GrandeMASCARA*

Happy Farm Botanicals Inc.

HCT Packaging, Inc.

House of Cheatham, Inc.
- *Aunt Jackie's*
- *Africa's Best*
- *Hollywood Beauty*
- *Texture My Way*
- *Kuza Products*

Intercos America

InterParfums, Inc.
- *Jean Philippe*
- *Jordache*
- *Royal Platinum*
- *Tristar*

Ithos Global, Inc.

It's a 10 Enterprises
- *It's A 10 Haircare*

J. Strickland & Co.
- *Blue Magic*
- *Sulfur 8*
- *Worlds of Curls*
- *Doo Gro*

Jafra Cosmetics International Inc

John Paul Mitchell Systems
- *Paul Mitchell*
- *Mitch*
- *Awapuhi Wild Ginger*
- *Tea Tree*

JPMS Manufacturing

Kevin Murphy USA, Inc.

Kevyn Aucoin Beauty

Key Brands International Ltd.

Knesko, LLC dba Knesko Skin

KvG Group, Inc.
- *Footlogix*

Lady Burd Exclusive Cosmetics

Lancer Skincare LLC

Lifetech Resources LLC

Maclaren Corlett LLP

MakingCosmetics Inc.

Malibu Wellness, Inc.
- *Malibu C*

Manic Panic NYC Inc
- *Tish and Snooky's Manic Panic*

Mario Badescu Skin Care, Inc.

Mariposa Labs, LLC

McKenna Labs, Inc.

Moroccanoil

Murrays Worldwide, Inc./JM Products, LLC

Nail Alliance-North America, INC
- *Gelish*
- *Morgan Taylor*

Naturich Labs Inc.

NOW Health Group

NSF International

Oribe Hair Care LLC

Osmosis Beauty

OUAI

Oxygen Development LLC

Palladio Beauty Group

Paris Presents Incorporated - PPI Beauty
- *Feeling Beautiful*
- *Psssst!*
- *Bare Foot*
- *C. Booth*
- *Beauty Infusion*
- *Freeman*
- *Real Techniques*
- *EcoTools*

Pfeiffer Consulting LLC

PhytogenX, Inc.

Prime Enterprises, LLC dba Prime Matter Labs

Prestige Testing, LLC

Quadpack

Rare Beauty Brands
- *Patchology*
- *Dr Dana*
- *Kate Somerville*

Rea.deeming Beauty, Inc. dba beautyblender

Rejuvenol Laboratories, Inc.

RMS Beauty

RSM US LLP

Sage Quality Service

SGS North America, Inc.

Stila Cosmetics

Strength of Nature Global LLC
- *Perfectiv*
- *Strong N' Healthy*
- *Renew Elasta*

TAKA USA, INC. dba Cosmetic Innovations

The Benchmarking Company

The Honest Company

theBalm

Topiderm, Inc.

TrueKeratin, Inc.

Valdata Systems

Voyant Beauty, LLC

Young Living Essential Oils, LLC

ZO Skin Health, Inc.
- *ZO Skin Health*
- *ZO Medical*

5-9 YEARS

18.21 Man Made, LLC

Access Beauty Insiders

Allergan Aesthetics An Abbvie Company
- *SkinMedica*
- *DiamondGlow*

Anchin, Block & Anchin LLP

AOBiome Therapeutics, Inc

Aramara Beauty LLC

Arco Swiss International
- *ARCO PP Total Skin Rejuvenation*

ASEA LLC

Beauty Lab, LLC

BEAUTY MARK Trademark Services

Beauty West Services Inc.

BeautyMatter

bioDYNE Labs Inc.
- *ARCO*
- *LifeFORCE*
- *Virilar*
- *Geneuvax*

Blistex, Inc.

Blossom Group LLC

BlueVision Solutions

C.B. Fleet Company, Inc., a Prestige Consumer Healthcare company
- *Summer's Eve*

Catalyst Technologies, Inc.

Celeb Luxury, LLC
- *Celeb Luxury*
- *CelebPro*

Circadia by Dr. Pugliese

Cohere Beauty
- *Marianna Beauty*
- *Arizona Natural Resources*
- *HealthSpecialty Inc.*
- *Contract Filling Inc.*

Cosmax USA

Cosmetic Solutions LLC

Cosmetix West, Inc.

Creative Beauty Group, LLC dba Nuvo Cosmetics Int'L.

Danessa Myricks Beauty, LLC

Dermatology Consulting Services, PLLC

Developlus, Inc
- *Splat*
- *Satin*
- *Go Gray*
- *Color Oops*
- *No Gray*

Dimensional Merchandising, Inc

Ds Healthcare Group Inc.
- *Revita*
- *Dandrene*
- *Radia*
- *Spectral*
- *Keramene*
- *Nia*
- *Oligo*
- *Nirena*

EcoMundo

Elevation Labs
- *Boomerang Laboratories*

Ellis Brooklyn

Envisage Consulting LLC

ES Cosmetic Laboratories, Inc.

Estyle Corp LLC

Face Reality Skincare

FASimion: Cosmetic Safety Assurance LLC

Federici Brands LLC
- *Color Wow*
- *Time Bomb*

First Impact New York

Fusion Accelerate, LLC

Hydrafacial LLC

Inahsi LLC
- *Inahsi Naturals*

Inspired Beauty Brands, Inc.
- *HASK*
- *Jhirmack*
- *Mane Club*
- *Gray Away*
- *HnP*

J Tedeschi & Associates LLC

K18 Inc
- *aquis*

Kora U.S. LLC

Ladies Biotech Corporation

LAK3 Consulting

Mediceuticals Laboratories

Milk Makeup

Mindy S. Goldstein, Ph.D. Consulting

mSEED group

Nanuvo Dermaceuticals

Neutraderm Manufacturing

Nicka K New York
- *Nicka K New York*
- *Now & Always*
- *nk Makeup*
- *Tyche*

Odacite, Inc
- *Odacite Skincare*

OKAY Pure Naturals

Olaplex, Inc.

Omaha Soap Company

Paclantic Naturals LLC

Peace Out Inc.

PFB Vanish Inc

Pharmaceutical Specialties, Inc.
- *Vanicream*

Pixi Beauty

Port Jervis Laboratories, Inc

Rare Beauty, LLC

REACH24H USA Inc.

Regi US Inc

Revision Skincare

Science of Skincare, LLC
- *Innovative Skincare*
- *iSClinical*

Sol de Janeiro

Summer Fridays LLC

Sun Bum LLC
- *Sun Bum*
- *Baby Bum*

SV Labs

Swiss American CDMO

Taithan Corp

Technical Art of Science, Inc.

The BEAU Skin LLC
- *DERMADoctor*

The Complete Package, LLC

The Eco Well Inc

The Village Company, LLC
- *Mr. Bubble*
- *Village Naturals Therapy*
- *Hallu*
- *Soft & Dri*
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Ultraderm Products, Inc.
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1-5 YEARS

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- *Wet Brush*
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- *Ouidad*
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BELAB SERVICES

Bell Flavors & Fragrances

Bespoke Beauty Brands
- *KimChi Chic Beauty*
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Beveridge & Diamond PC

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BioReNuva

Blackthorne Solutions

BridgeSource Consulting

Bubble Beauty

Burt's Bees

Butterfly Beauty

Cellese Inc.
- *AnteAGE*
- *Overnight*

Certified Group

Chéribé

Charles E. Green & Son, Inc.

Chembeau
- *Epres*
- *ePHd*

Chemical Source

CIDA CORP dba Crida Labs
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- *BLACK PANTHER STRONG*
- *LE BEAUTE*
- *LE GARCON*
- *RHINO FUERTE*
- *BEHANA*

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Classic Cosmetics LLC

Clean Beauty For All

Clinical Skin

Compliance Regulators

Confiance Cosmetic Group LLC

Contract Packaging Association

Crescel

Delfiini Merenneito Spa and Wellness Essentials, LLC

Denes Consulting

DEON LIBRA

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- *Dr. Squatch*
- *Jukebox*

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Forma Brands
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- *Born Dreamer*

GCC Aesthetics Inc.
- *NassifMD Skincare*

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- *GCRS Global*

Goddess Maintenance Co.

GPI Beauty

H&L Global Enterprise dba Enspri

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- *Karuna Skin*
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Kosas

KSJ Collective

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- *Dome Shaver*
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- *Alberto European*
- *Brut*
- *Lever 2000*
- *Monsavon*
- *Timotei*
- *Williams*
- *Bed Head by TIGI*
- *Caress*
- *Impulse*
- *Noxema*
- *Pond's*
- *St. Ives*
- *VO5*
- *Q-Tips*

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Tampa Bay Tan

Taobé Consulting

TERMINAL B

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The Equity and Wellness Collaborative

The Honey Pot Company

The Ingredientist

The Regulatory Company

The Steam Bar

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- *Nude by Nature*
- *Esmi*

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- *Vivant Skin Care*
- *Vivant FF3*

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Applied Risk and Toxicology

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AQURA Labs

Arminak Solutions, LLC

AWARE Hair

AyurDerm Technologies LLC

BDM

Before and After Lab

Bernstein Advisors

Biggs & Featherbelle

BKH Essentials LLC DBA Orabella

BlackMask

Bluegreen Payments

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CHEERMAX BEAUTY (Guangzhou) Co.,LTD.

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Clean Cosmeceuticals By Tiffany Andersen

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- *Aluram*
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- *Dolce Glow by Isabel Alysa*
- *SunneeBAE Skin*

Dossier Perfumes
- *Dossier*

dpHUE

DSM-Firmenich

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ecma/NYSCC

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EZDC 3PL

Fairglow

FemChem Beauty

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- *Rhett Stone*

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Harris Fragrances LLC

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INDIE INSIGHTS

Digital Commerce and the Indie Beauty Paradox

In today's digital-first market, viral discovery is accelerating indie brand growth – but staying power is far less certain. NielsenIQ's Anna Mayo unpacks this paradox, examining how shifting consumer behavior and evolving retail dynamics are redefining what it takes to build a lasting brand.

By IBA in Collaboration with NielsenIQ

Independent beauty brands are soaring, and digital commerce is both the engine behind that growth and the source of its complexity.

According to NielsenIQ (NIQ), indie beauty* now accounts for roughly one-third of total beauty and personal care sales, reaching $40 billion in 2025 and continuing to outpace conglomerates.

That momentum is particularly pronounced in high-interest segments such as fragrance, facial skincare, cosmetics, and nail. These gains reflect core strengths in storytelling, ingredient transparency, and indies' ability to respond quickly to cultural and aesthetic trends. They also point to a changing retail landscape. Online transactions now account for nearly half of all beauty sales, with Amazon emerging as the No. 1 channel and social selling rapidly gaining traction as a powerful driver of discovery and conversion.

NIQ notes that many of today's fastest-growing brands were launched first on TikTok Shop, underscoring how deeply digital platforms are shaping not just how products are sold, but also how brands are built and scaled.

While this digital-first environment has enabled indie beauty's rise, the same channels fueling its growth are also making it harder to sustain.

The Great Equalizer: Infinite Shelf Space

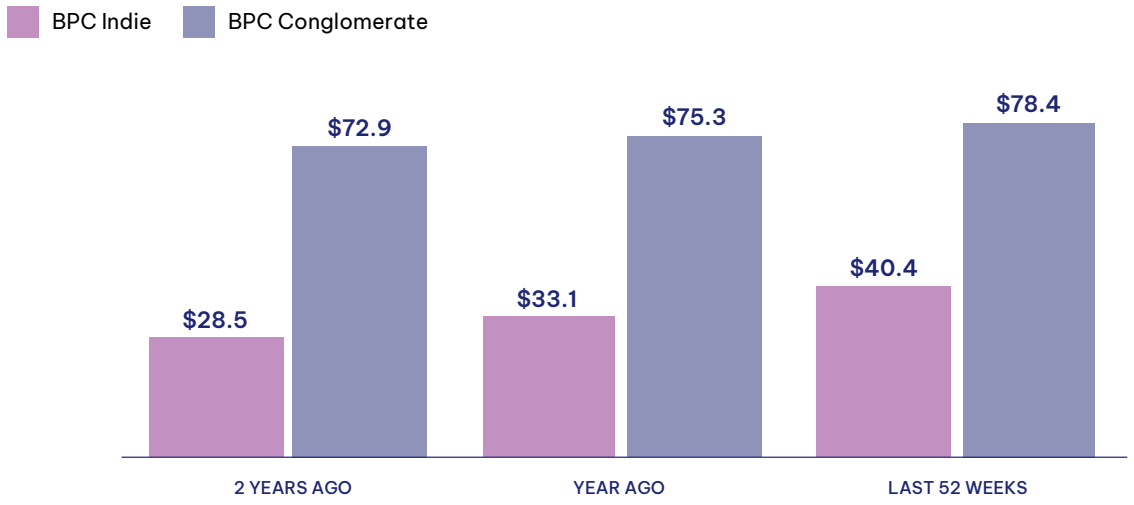
Digital commerce has transformed beauty from a shelf-constrained category into an attention-driven one.

Where traditional retail limited discovery, platforms like Amazon and TikTok Shop now offer effectively unlimited visibility.

For indie brands, this has been a powerful equalizer – lowering barriers to entry, accelerating time to market, and facilitating rapid scale without reliance on physical

Indie brands continue to outpace Conglomerates

Beauty and Personal Care Dollar Sales Performance ($B)



SEGMENT SALES GROWTH	2YA	YA	L52
Total Beauty & Personal Care	8.8%	6.9%	9.6%
Indies	14.1%	16.2%	22.3%
Conglomerates	6.8%	3.3%	4.1%

distribution. Nearly 70% of indie beauty sales now occur online.

In this environment, a single viral moment can propel a brand from obscurity to meaningful sales in weeks.

These dynamics have reshaped consumer behavior, making shoppers more willing than ever to experiment with new products – driven by social media, influencer content, and constant exposure to emerging brands.

This has made trial easier and faster than at any point in the past.

But ease of trial comes with a trade-off. As noted by NIQ's Beauty Vertical Vice President, Anna Mayo, the next "new shiny object" is always one scroll away. With novelty in seemingly endless supply, attention fragments and repeat purchase becomes harder to secure.

The result is a critical tension: digital commerce accelerates discovery but does not guarantee loyalty.

Beyond Virality: Building Staying Power

The volatility of this environment is most visible in the rise – and plateau – of viral brands.

A well-timed trend or influencer endorsement can generate rapid spikes in demand, but those spikes often bring in a broad audience that is not fully aligned with the brand's long-term positioning. Without deeper engagement, momentum can fade as quickly as it builds.

Sustaining growth requires a different set of capabilities than igniting it.

"Indies are really good at getting out there with something exciting and innovative that people want to try," Mayo observes. "But more established, conglomerate-owned brands tend to be better at managing their portfolios over time. All these category-management tactics – right availability, right variety of products, pricing, promotion – there's a reason that they've been around for so long and stay on shelf."

For indie brands, this gap creates a critical inflection point.

"There's a shift they have to make from focusing on what's viral and trending to asking, how do I sustain this business for the long run? And that's a very different skill set."

Mayo points to several factors that distinguish brands that endure:

- Expanding beyond a single hero product into a cohesive portfolio
- Creating pathways for repeat engagement, such as trial or value sets
- Aligning distribution with actual consumer demand
- Building the operational infrastructure to ensure consistent availability

Such disciplines – assortment strategy, supply chain management, pricing, and forecasting – become increasingly critical as brands scale, often requiring capabilities beyond a founder's initial strengths.

Just as important is the shift from product to brand.

"When I look at many indie brands launching today, a lot of them are more products than brands," Mayo says. "What's missing is a story that consumers can latch on to and really understand."

IBA Member Spotlight

Insights from NIQ's *"The Rise of Indie Beauty"*

NIQ's analysis highlights a number of IBA Member brands, among others, as standouts across growth, retail performance, and consumer engagement:

Sacheu, amika, Moroccanoil, Phlur, and **Anastasia Beverly Hills** cited among fastest-growing and top-performing indie brands

Tarte and **Sacheu** ranked among top beauty brands on TikTok Shop

Summer Fridays and **Tower 28** among top-indexing indie brands with Gen Z consumers

Brands that clearly define what they stand for – and execute against it consistently – are better positioned to convert initial interest into repeat engagement.

AI: The Compression of Choice

Even as digital has opened access, it is already evolving again – this time under the influence of AI.

Consumers are increasingly turning to AI to navigate a crowded marketplace of products, ingredients, and claims. "I see a lot of possibility for AI to help people create personalized routines at the price point they want, for their specific skin type, where they live, and the look they're going for," says Mayo.

At the same time, AI may narrow the field of discovery. Instead of presenting dozens of options, recommendation engines may surface just one or two, compressing choice at the very moment of decision.

For indie brands, that shift raises the stakes. Visibility will depend on how effectively a brand's value proposition is reflected in the signals AI systems prioritize, including reviews, structured product data, and broader digital credibility.

In that sense, the "infinite shelf" of digital commerce may give way to a more curated, algorithmically filtered landscape.

"I think the reality is that it is going to be like SEO – this will be pay-to-play," Mayo says. "And it's worth investigating, because you don't want to let the big players get ahead because they have the resources to invest in AI search visibility."

The Path Forward

Digital commerce has made it easier than ever to launch and scale, but far harder to sustain momentum.

In a market of endless discovery but narrowing choice, the brands that succeed will be those that can convert visibility into category leadership.

That leadership will hinge on clarity and consistency – knowing who the brand is for, being clear about what it stands for, and delivering against that promise over time. As discovery becomes increasingly shaped by algorithms, the brands that endure will be those that pair compelling storytelling with credible signals: strong reviews, clear product data, and consistent performance.

*NIQ defines indie beauty brands as independently owned companies generating under $300 million in annual revenue that are not part of a multi-brand conglomerate, including those backed by private equity or venture capital.

Note: This Indie Insights feature was developed in collaboration with NielsenIQ, drawing on its report "The Rise of Indie Beauty" and an interview with Anna Mayo. **For additional NIQ beauty and personal care analysis, scan below.**

Be Heard. Stay Informed. Get Connected.

IBA membership is designed to bolster small and mid-sized businesses as they discover, learn, and scale. IBA provides a broad range of resources and support for the independent beauty and personal care industry, including advocacy, education, community connections, export certificates, compliance best practice guidance, toolkits, industry programs, networking opportunities, and access to discounted business solutions and services.

Bringing Small Business to the Policy Table

As regulatory complexity grows across the U.S., IBA ensures that small and mid-sized beauty and personal care companies – many without in-house policy or legal teams – have a credible, informed voice in the policymaking process.

IBA engages directly with lawmakers and regulators, participates in industry coalitions, and submits public comments to provide business-grounded, real-world input during active rulemaking. We measure success by helping to advance policies that are science-based, proportionate, and achievable for independent beauty businesses.

Indie beauty has a powerful story to tell. Add your voice and help bring it to the policy table.

Representing Indie Beauty Across the Industry

IBA leaders regularly participate in industry forums, conferences, and expert panels, ensuring the voice and viewpoints of small business, founders, and entrepreneurs are represented where key conversations and decisions are taking place.

Over the past year, IBA has contributed to a range of speaking engagements across regulatory, scientific, and business platforms, addressing emerging issues and evolving priorities including compliance, ingredient safety, sustainability, Extended Producer Responsibility (EPR), the evolving U.S. policy landscape and small business impacts. Through its participation, IBA brings the unique perspective of its constituency into broader industry dialogue, helping to shape understanding, inform stakeholders, and elevate the issues that matter most to our Members.

Recent IBA appearances include:

- Cosmoprof North America Miami and Las Vegas
- LUXE PACK Los Angeles
- MakeUp in Los Angeles
- California SCC Suppliers' Day
- NYSCC Suppliers' Day
- SCC79
- FDA Watch Podcast
- American Conference Institute West Coast Legal, Regulatory & Compliance Forum on Cosmetics & Personal Care
- SGS Cosmetics and OTC Regulatory Workshop
- European Cosmetics Responsible Person Association 10th Annual Summit
- ISO / TC 217 Cosmetics
- International Cooperation on Cosmetics Regulation (ICCR)
- The Association for Contract Packagers and Manufacturers (CPA) ENGAGE
- Ecovia Intelligence Sustainable Cosmetics Summit
- BeautyMatter NEXT50
- BeautyMatter M.B.A.
- The Eco Well E-Summits
- The Eco Well Podcast

Meredith Petillo, IBA's VP of Technical & Regulatory Affairs

Advocating for Modern Standards

- IBA serves as the small business industry representative for the United States at the International Cooperation on Cosmetics Regulation (ICCR).
- IBA participates on joint committees and working groups for ISO and NSF.
- IBA serves as a founding member of the Advisory Council for the BBB National Programs' Center for Industry Self-Regulation Institute for Responsible Influence.
- IBA is a member of the Global Cosmetics Cluster, supporting international collaboration and engagement on emerging regulatory, sustainability, and industry priorities across the global beauty and personal care sector.

✨Flawless✨ influencer campaigns are all about *trust*.

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- Real-Life Scenarios
- Continuous Monitoring
- Certified Creator Seal

Institute for Responsible Influence

Some of Our Supporters:

BEAUTY

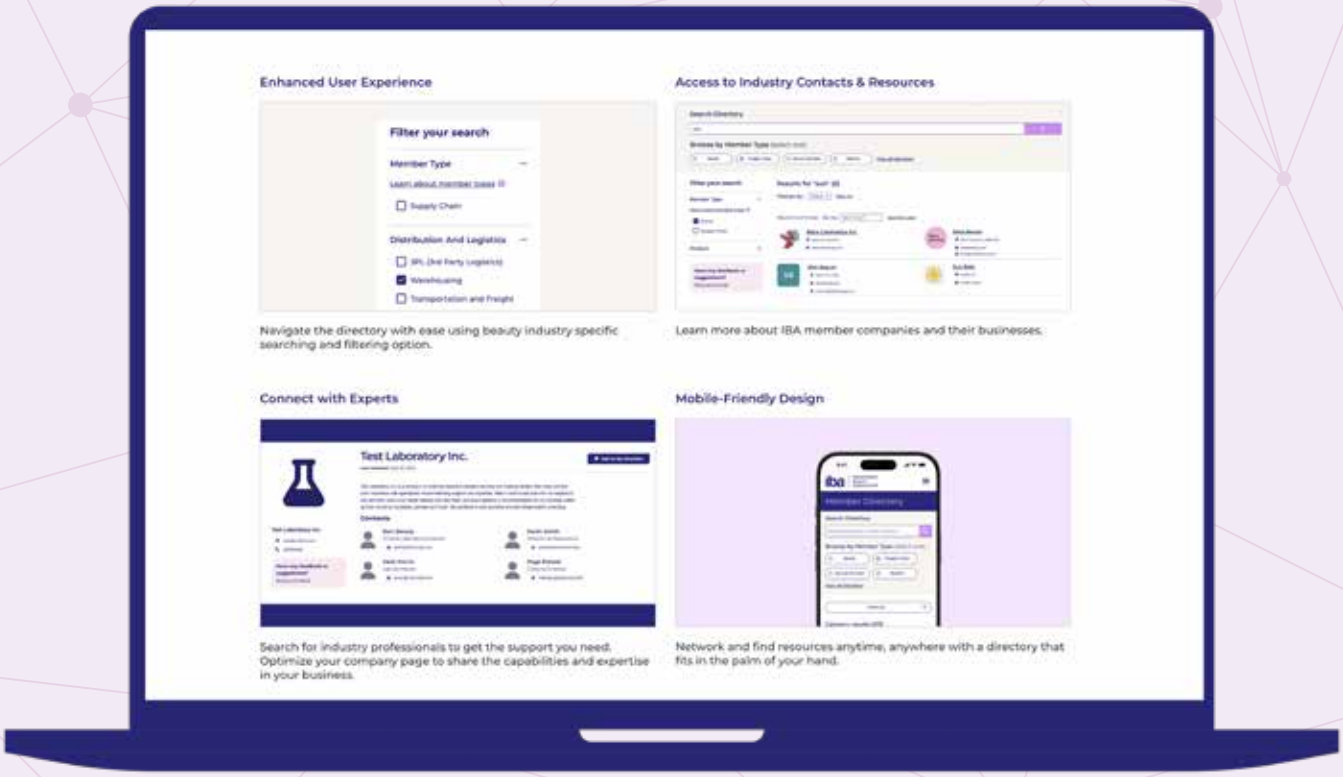
Connect with a vibrant community of industry professionals, build relationships, and extend your reach across the indie beauty network.

Get Plugged In

IBA Member Directory – Where Independent Beauty Connects

Find collaborative partners – and be found by them. IBA's Member Directory helps Members discover companies across the independent beauty industry while providing a platform to showcase expertise, differentiate offerings, and attract new business opportunities.

Whether Members are seeking a contract manufacturer, ingredient or packaging supplier, regulatory consultant, legal or financial advisor, software provider, logistics expert, or marketing partner, the IBA Member Directory is an exclusive, go-to resource for industry discovery and connection.



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Networking Receptions

Meet your next customer, partner, or collaborator

IBA's Networking Receptions bring together founders, brands, suppliers, manufacturers, and industry experts in an environment defined by approachability and shared purpose.

Held in conjunction with major industry events in key markets across the U.S., IBA Networking Receptions offer attendees a welcoming and inclusive setting to expand their professional circles, create new opportunities, and engage with peers who understand the realities of building and supporting indie beauty businesses.

Amplify Your Voice

IBAStudio: Where Industry Voices Take the Spotlight

IBAStudio is IBA's on-site interview platform at major industry events, capturing the insights, perspectives, and personalities shaping independent beauty in real time.

From founders and formulators to suppliers, consultants, and thought leaders, IBAStudio invites participants to share their expertise, experiences, and "brilliantly basic" industry truths through short-form video interviews conducted on the show floor.

IBA Socials: Extending the Conversation

The exchanges captured at IBAStudio don't end on the show floor. They're frequently shared across IBA's social media channels, extending the reach of these insights – and your voice – to a growing audience of beauty professionals, brands, suppliers, and solution providers.

Through a steady cadence of interviews, event coverage, and thought leadership content, IBA's social platforms highlight the people and ideas driving the industry forward while providing Members with additional visibility and opportunities to engage.

Education & Guidance

As regulations evolve, supply chain pressures intensify, sustainability expectations become more integrated into product design, and operations grow increasingly complex, IBA delivers timely updates and vetted expertise that translate complexity into clear, practical guidance. This helps Members navigate evolving consumer, retailer and regulatory expectations, stay ahead of compliance requirements, avoid surprises, and focus on developing safe, innovative products with confidence.

Newsletters & Member Alerts

IBA's newsletters and alerts keep Members informed of critical regulatory, supply chain, and sustainability issues impacting the beauty and personal care industry. Curated by IBA leaders with deep industry expertise, these updates cut through noise to identify implications, timelines, and next steps, helping Members assess risk and make informed business decisions.

IBA Newsletters

TECHNICAL & REGULATORY NEWS	A must-read update on key U.S. federal and state policy, regulatory, and legal developments affecting cosmetic formulas and advertising/claims substantiation, with links to source documents, trusted resources, and timely learning opportunities.
SUPPLY CHAIN & SUSTAINABILITY NEWS	A focused update on tariffs and trade, logistics, sustainability, and packaging-related policy developments, including EPR, with timely regulatory notices, supply chain insights, and practical resources to help beauty companies manage risk, costs, and compliance.
MEMBERS CIRCLE	A roundup of association updates, industry news, and Member highlights.

IBA leaders and regulators at Cosmetics Convergence

Cosmetics Convergence

IBA's Cosmetics Convergence conference series brings industry together twice annually through spring and fall editions featuring regulatory, legal, operational, and market experts for focused, forward-looking discussions on the most pressing issues in compliance, market access, supply chain, sustainability, and business operations.

IBA Invites Industry to Meet the Regulators

Under IBA's renewed strategic vision, the Cosmetics Convergence Spring 2026 Edition: Meet the Regulators brought a full slate of federal and state regulators together with industry stakeholders for direct dialogue on the policies and requirements shaping beauty and personal care compliance.

Held in New York City, the conference featured leaders from FDA's Office of Cosmetics and Colors, BBB National Programs, and agencies from California, New York, Colorado, and Vermont responsible for ingredient restrictions, Proposition 65, Extended Producer Responsibility (EPR), and more.

The event reflected IBA's commitment to fostering greater transparency, understanding, and collaboration between regulators and the businesses they oversee. Attendees received firsthand updates, insights, and implementation guidance to help navigate an increasingly complex and decentralized compliance landscape. At the same time, regulators gained visibility into the operational realities, resource constraints, and cumulative impact of evolving requirements on beauty and personal care companies.

Check IBA's Upcoming Events for future editions of Cosmetics Convergence.

Truth in Beauty Panel Series

Presented at major U.S. trade shows, IBA's Truth in Beauty panel series convenes industry leaders, science communicators, and regulatory experts to address misinformation in beauty and personal care, reinforcing the importance of evidence-based communication.

Expert Support, Tailored to You

Have a question? Looking for a referral?

IBA offers personalized support for Members seeking specialized expertise or connections with potential collaborators across the IBA network.

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IBA's Export Certificate Program

Cosmetic companies exporting products from the United States are often asked by foreign governments, regulatory bodies, overseas distributors, or customers to provide certain export certificates as a required part of the import and registration process to successfully bring a cosmetic or personal care product into that country.

IBA initiated its Export Certificate Program in 1992 in response to member requests for these certificates, which need to be properly authenticated and obtainable in a timely manner. IBA's team handles every request with accuracy, speed, and diligence. Last year, it processed **more than 2,000 Export Certificates** for IBA member companies.

The IBA Export Certificate Program is available only to current IBA member companies for cosmetic products manufactured in the United States.

IBA currently offers Export Certificates for over 140 countries:

In recent years, 55% of IBA Members utilized the IBA Export Certificate Program.

- A **Certificate of Free Sale** states that products to be exported from the United States are sold freely and without restriction in the US.
- A Good Manufacturing Practice or **GMP Certificate** states that the products are manufactured in accordance with all applicable laws and regulations as well as Good Manufacturing Practice guidelines issued by the FDA and that the products are not adulterated or misbranded.
- **Document Authentication** can be ordered for original documents that require legalization from the embassy or apostille from the Secretary of State such as Letters of Authorization (LOAs), Powers of Attorney (POAs), BSE/TSE Statements (Bovine Spongiform Encephalopathy, Transmissible Spongiform Encephalopathies).

“

While foreign government requirements for export certificates vary widely, distributors also play a pivotal role between manufacturers, retailers, and consumers. At IBA, we are committed to ensuring our members obtain the documents needed to navigate these complexities and successfully scale their products internationally.”

REEMA PATEL
DIRECTOR
IBA EXPORT PROGRAM

IBA Export Certificate Program Scope

Apostille Countries

Countries that are members of the 1961 Hague Convention accept an Apostille as a form of legal certification. An Apostille allows a document from one member country to be legally recognized in another.

- These countries are signatories to the 1961 Hague Convention.
- An Apostille certifies the document's authenticity for international use between member countries.
- For Apostille Countries, IBA processes documents through the appropriate U.S. Secretary of State.
- No further legalization is required.

Legalized or "Authority" Countries

- These countries are not yet members of The Hague Convention.
- Authority countries require documents to go through additional steps such as the embassy and/or the U.S. Department of State.

"IBA membership has been a game-changer for our business! Their team handles our export certificates with incredible speed, consistency, and truly outstanding availability – every interaction feels like a priority to them."

NATALY HERNANDEZ
COMPLIANCE MANAGER,
OXYGEN DEVELOPMENT

What sets IBA's Export Certificate Program apart from other providers?

CUSTOMIZED CERTIFICATES
Tailored support to reflect your organization's needs.

COMPETITIVE PRICING
Pricing is clear and competitive, without compromising service or results.

TRUST BUILT ON SERVICE
Our members stay with us because we consistently deliver results they can count on. Foreign governments accept and prefer IBA Export Certificates.

RELIABLE, RESPONSIVE TEAM
We provide 1:1 support/consultation. Our team is here to make the process simple for you.

“

IBA is an invaluable resource for our brand. We especially appreciate the Export Certificates program. On top of being wonderful to work with, the team is highly responsive, and the application process is efficient and affordable.

CASEY PALMER & SAIRA DIN
SPECIALISTS, GLOBAL REGULATORY AFFAIRS, SOL DE JANEIRO

Top 10 Countries for Export Certificates: 2025

1. Indonesia
2. Kuwait
3. India
4. UAE
5. Bahrain
6. Vietnam
7. Chile
8. South Korea
9. El Salvador
10. Costa Rica

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Tools to Strengthen Operations, Compliance, and Growth

From educational videos and how-to guides to in-depth toolkits and policy tracking tools, IBA translates emerging issues into actionable insights and provides Members with practical resources to drive confident, day-to-day business decisions.

Members-Only Toolkits

Build a strong foundation across supply chain, sustainability, and compliance.

IBA's Member-exclusive Toolkits equip beauty brands and their partners with essential knowledge and best practices to establish sound operations, meet key requirements, and grow with confidence.

EPR (Extended Producer Responsibility) Toolkit

Your roadmap to beauty packaging compliance and circular design

EXECUTIVE SUMMARY

Supply Chain Toolkit

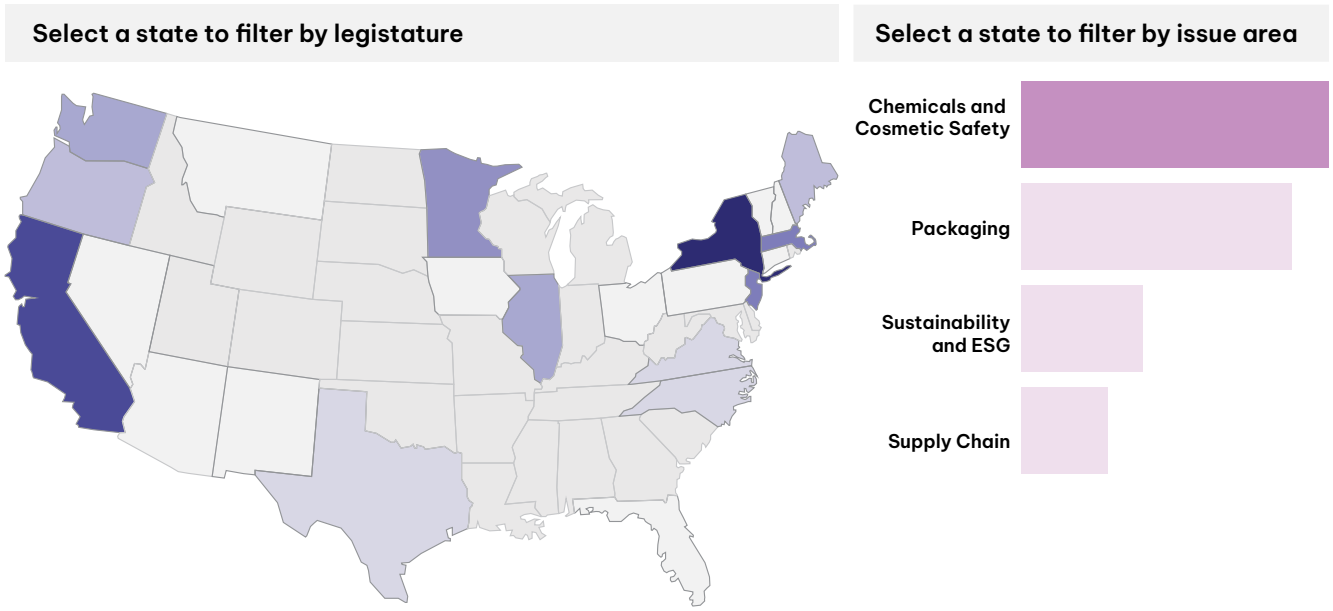
Your roadmap to resilient, compliant, and scalable beauty supply chains

EXECUTIVE SUMMARY

Sustainability Toolkit

Your roadmap to responsible, innovative and scalable sustainability in beauty

EXECUTIVE SUMMARY



U.S. Legislative & Regulatory Policy Map

See What's Coming. Prepare for What's Next.

Independent beauty companies are navigating an unprecedented volume of new laws and regulations at both the U.S. state and federal levels. In this environment, insight into legislative trends and compliance challenges that may lie ahead is a critical advantage.

IBA's interactive U.S. Legislative & Regulatory Policy Map provides real-time monitoring of proposed policies shaping the cosmetics and personal care landscape, enabling Members to anticipate change, prioritize risk, and engage strategically.

Key Features:

- Real-time tracking of active session federal and state legislation
- Direct access to bill summaries and full legislative text
- Custom filtering by state or topic
- Insight into bill status and likelihood of passage

IBA's Policy Map is made possible through the generous support of sponsor companies committed to making essential compliance information affordable and accessible to businesses of all sizes.

STRATEGIC PARTNERS

IBA works with its Strategic Partners to develop customized offerings that provide exceptional value for our membership.

TARIFF RECOVERY SERVICES

Pax AI helps beauty brands recover up to 99% of duties paid on exported products, returns, destroyed inventory, and international samples. Trusted by Rare Beauty, Kitsch, The Balm, and enterprise manufacturers, we combine AI automation with licensed customs brokers to maximize refunds while ensuring full compliance.

Member Benefit: Free duty drawback assessment and Beauty Import Duty Calculator to estimate your recoverable duties.

One of the best-kept secrets in beauty, duty drawback allows brands to recover up to 99% of tariff-imposed import duties and fees paid on imported materials that are later exported or destroyed. Whether you're an importer, exporter, or intermediate consignee (e.g., contract manufacturer), you can recover duties on imports up to five years old.

Member Benefit: CITTA Brokerage does all the heavy lifting to file drawback claims on your behalf. There are no upfront costs for IBA Members. CITTA only gets paid when you do, and the initial consultation is free.

REGULATORY COMPLIANCE

EU/UK Export Support
IBA offers members the opportunity to market their products in the European Union and the UK in cooperation with BIORIUS, IBA's partner for EU and UK registration and legal representation. Together we have developed a program that offers services as your Responsible Person, helps prepare your Product Information Files (PIFs), and submits product notifications, which can be some of the most challenging regulatory requirements for importing products into the EU and the UK.

Member Benefit: IBA members receive discounted rates on EU & UK RP services.

China Regulatory Compliance
REACH24H, a leading product regulatory compliance company in China, specializing in services to ease China's product registration process.

Member Benefit: 10% discount on product registration services for China. 10% discount on ChemLinked Cosmetic subscription service offering comprehensive APAC regulatory information and market intelligence. 10% discount on the Cosmetic Regulatory Monitoring Service.

Regulatory Compliance Software
IRI-Index from IRI-Sys is a comprehensive regulatory encyclopedia, offering a vast database of over 30,000 ingredients meticulously cross-referenced with regulations from 70+ countries and the requirements of 6 US retailer clean lists. Access the information you need to develop and market products worldwide. It's a one-stop solution with real-time updates, an A.I.-powered ingredient tool, and more.

Member Benefit: 20% off the first year. 10% on subsequent years.

U.S. FDA Regulatory Compliance
Registrar Corp makes regulatory compliance quick and easy for cosmetics companies. Whether you need assistance with FDA registration, navigating MoCRA requirements, label and ingredient review, or any additional compliance needs, we help cosmetics companies make better, safer, and more effective products.

Member Benefit: IBA members receive a 10% discount on our cosmetic registration and product listing services.

BUSINESS INSURANCE

Cosmetic Insurance Services (CIS) is the nation's leading provider of insurance products and services to the beauty industry and the largest Managing General Agent (MGA) program specializing in the unique needs of cosmetic and personal care firms of all sizes.

DISCOUNT SHIPPING

Discount Shipping Service
BridgeSource Consulting offers access to heavily discounted shipping programs not typically available to the general public with carriers like FedEx and DHL.

Member Benefit: IBA members receive discounted services on shipping.

The IBA Discount Shipping Program, managed by PartnerShip, is a comprehensive inbound and outbound shipping program that is customized to meet the needs of business members of all sizes in the cosmetic industry.

Freight Savings | IBA members save on shipments with TForce Freight, YRC, XPO, Saia, and many others. These competitive rates are made available through our endorsed shipping provider, PartnerShip®. With this free IBA member benefit, you'll reduce your freight costs, easily rate shop between carriers, and get dedicated support from shipping experts. Whether you're shipping a single pallet or a full truckload, PartnerShip will help you ship smarter. Get a quote.

FedEx Discounts | Rely on FedEx for all of your shipping needs and save through the IBA member discount program. Members receive 45% off FedEx Express and 25% off FedEx Ground. If you currently ship with FedEx, you'll be able to continue using it the same way you do today. After you enroll in the FedEx Advantage Program, the discounts will be added to your account and then automatically applied to your shipments.

BUSINESS SERVICES

Cloud-based Business Management Platform
NetSuite is a unified, cloud-based business management platform to automate core processes and provide real-time visibility into operational and financial performance. Organizations of all sizes run on NetSuite and its applications for finance, supply chain management, customer relationship management (CRM), human resources, professional services, ecommerce, and more.

Member Benefit: We offer IBA Members exclusive discounts on NetSuite ERP/ Financials.

Translation Services Discount
LingPerfect Translations provides professional translation, localization and multilingual content solutions to help beauty and cosmetics brands expand globally while maintaining brand voice and regulatory accuracy. Our dedicated team ensures IBA members can confidently communicate their brand stories in over 200 languages.

Member Benefit: IBA members receive a 10% discount on all services as part of our commitment to supporting independent beauty innovators.

NEWS & INTELLIGENCE

HBW Insight is the only one-stop source of regulatory, legislative, legal and commercial news and insight for the OTC drug, cosmetics and dietary supplement industries. Driven by its staff of experienced analysts and their extensive expert connections in industry, government and the legal sector, HBW Insight's daily news coverage and think pieces dissect the latest developments to keep stakeholders informed, strategically on target and ready for what lies ahead.

Member Benefit: 20% off the first year of subscription to HBW Insight for new subscribers.

If you are an IBA Member ready to get started with these programs, or a company interested in becoming an IBA Strategic Partner, please contact us at **info@independentbeauty.org.**

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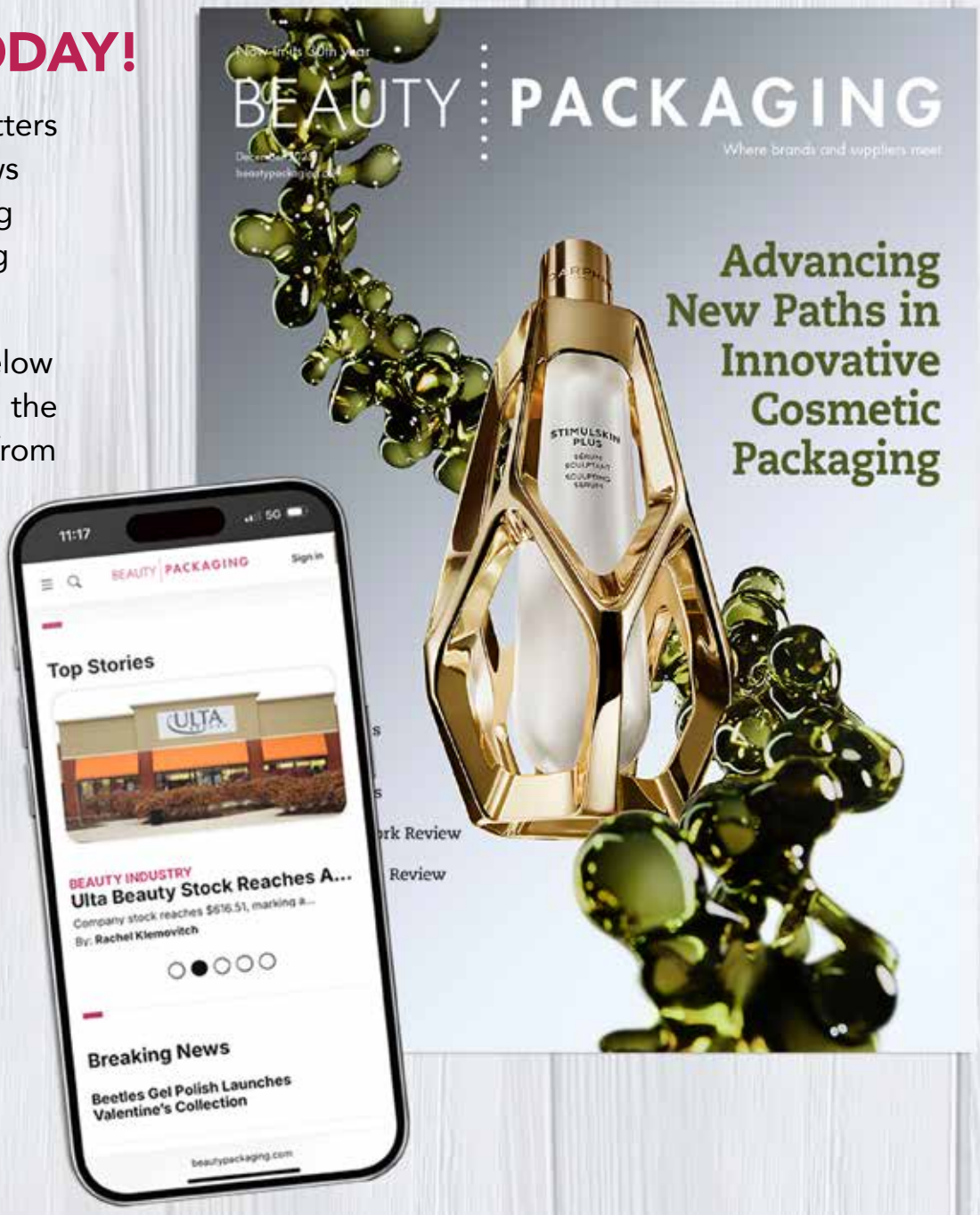

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IBA Committees

IBA's committees are comprised of volunteer experts from IBA's membership across the beauty and personal care value chain. These committees bring real-world perspective into IBA's work, helping to shape programming, inform advocacy priorities, and build practical resources that support Member businesses day to day. Their contributions ensure that IBA's initiatives are grounded in the operational realities of running a business, from early-stage brands to established suppliers and solution providers.

Ambassador Committee

This committee promotes and supports IBA membership growth and sponsor engagement by strengthening industry awareness of IBA and fostering connections with Members and sponsors through live events and digital channels throughout the year. Committee members partner with staff to exchange feedback about Member needs and optimal ways to communicate with new, existing and prospective Members.

Government & Public Relations Committee

This committee collaborates with staff to review, prioritize, and define legislative, regulatory, and public relations responses from IBA. Additionally, the committee develops and curates resources for Members to understand or respond to emerging legislative matters within their organization or at a governmental level.

Technical & Regulatory Advisory Committee

This committee provides technical and regulatory subject matter expertise to support IBA's mission, including advising staff on technical matters, compliance best practices, small business industry impact, and identification of subject matter experts as needed.

Supply Chain & Sustainability Advisory Committee

This committee provides supply chain and sustainability subject matter expertise to support IBA's mission, including advising staff on technical matters, compliance best practices, small business industry impact, and identification of subject matter experts as needed.

International Regulations Monitoring Committee

This committee is responsible for monitoring changes and trends in international regulations that may impact Members and reporting them back to the IBA staff to share with the membership. The committee also supports staff by identifying international expertise or resources for Members.

Executive Committee

This is a committee of the Board. Only Board members may participate on this committee.

The Executive Committee is led by the Board Chair. The committee meets between quarterly Board meetings to monitor progress towards strategic goals and address timely issues, and is empowered by the Bylaws to take limited actions on behalf of the Board.

Audit & Finance Committee

This is a committee of the Board. Only Board members may participate on this committee.

This committee is responsible for monitoring, advising, and planning for the financial health, sustainability, and growth of the organization.

Nominating Committee

This is a committee of the Board. Only Board members may participate on this committee.

This committee is responsible for overseeing the nomination process, succession planning, and analyzing the Board's and committees' leadership needs.

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Connect with Companies Shaping What's Next in Beauty

IBA's 600+ Members include many of the industry's buzziest, fastest-growing brands, alongside emerging startups navigating an increasingly competitive and complex landscape.

What unites them is shared demand for **trusted connections, credible guidance, and informed decision-making as they scale**.

Sponsoring IBA places your company at the center of that dynamic as a **recognized, go-to partner in the moments that matter most.**

Be Present When Decisions Are Made

IBA convenes the indie beauty industry at critical inflection points – when companies are evaluating partners, exploring solutions, and determining what comes next.

High-impact touchpoints include:

- **Events** – IBA Networking Receptions, webinars, and Cosmetics Convergence conference series connect sponsors with IBA Member and non-Member attendees, including high-growth indie brands, established beauty companies, and industry professionals engaged in innovation, regulatory, operational, and business decisions.
- **Beauty Resource Guide** – IBA's annual publication (print + digital), distributed at major trade shows across the U.S., provides year-round visibility among beauty industry operators actively seeking business solutions.
- **Members-only Newsletters** – Reach engaged Members through IBA's Technical & Regulatory, Supply Chain & Sustainability, and Members Circle newsletters.
- **Exclusive Toolkits & Resource Center** – Align your business with practical resources designed to help IBA Members navigate innovation, compliance, operations, sustainability, and growth.

Build Relationships That Scale With the Industry

Many of today's indie beauty brands are tomorrow's category leaders, retail success stories, and acquisition targets.

By supporting IBA, you're not only engaging the best and brightest in beauty and personal care – you're investing in a future where this community continues to thrive.

Why Sponsor IBA

- **Credibility in a volatile, fast-moving industry**

  Align with a trusted, independent voice championing indie beauty's ability to innovate, compete, and grow

- **Access to high-growth brands**

  Engage companies actively seeking partners and solutions

- **Meaningful engagement**

  Participate in curated environments designed for real connection

- **Long-term relationship building**

  Support the indie beauty sector your future business depends on

Who Sponsors IBA

IBA sponsorship is designed for companies that support the growth, compliance, and commercialization of beauty and personal care brands, including:

- Regulatory and compliance partners
- Testing labs and scientific service providers
- Ingredient, packaging, and contract manufacturing suppliers
- Legal, marketing, and consulting firms
- Technology, operations, logistics, and business service providers

Let's Build the Right Partnership

IBA sponsorships are intentionally curated to ensure alignment, impact, and long-term value.

Contact: sponsorship@independentbeauty.org

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- Ingredient safety information submission
- Testing monitoring for NCI registration/notification
- Ingredient safety assessment report
- Toxicological data gap analysis and ingredient application proposal

Cosmetic Compliance Services for EU, USA (MoCRA registration), and Asia-Pacific Region

USA

- Cosmetic Formula and Packaging Review
- INCI Name Application
- FDA Cosmetic Registration and Listing
- FDA OTC Registration and Listing
- U.S. Agent

EU & UK

- Cosmetic Formula and Packaging Review
- CPNP & SCNP Notification
- EU & UK Responsible Person
- CPSR Compilation
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