

How to sell cosmetics in Japan

You need to meet the following requirements to sell cosmetics in Japan.

1. Your company(or importer) has to be license holders

- License of Manufacturing and Sale for the Cosmetics
- License of Manufacturing for the Cosmetics

2. Ingredients/formulation conform with the Pharmaceutical Affairs Law (PAL).

Positive /negative lists of ingredients:

<http://www.mhlw.go.jp/file/06-Seisakujouhou-11120000-Iyakushokuhinkyoku/0000032704.pdf>

3. Required to submits following notifications to the authorities:

- Manufacturer and Sales of Cosmetics Notification
- Cosmetics Import Notification for Manufacture and Sales
- Overseas Manufacturer's Notification.

4. Label: Required to be labeled with specified item in Japanese

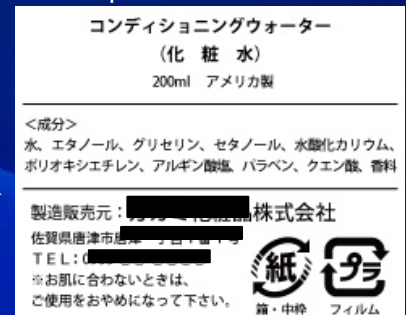
When selling cosmetics, the Pharmaceutical Affairs Act requires that the container, packaging, or package inserts of cosmetics be labeled with the specified items so as to ensure appropriate usage and handling, ensure quality, and clarify liability. All must be expressed in the Japanese language and must be clearly and explicitly listed.

<Specified item in label>

- Name and address of primary distributor
- Brand name • Manufacturing number or code
- List of ingredients (All ingredient names)
- Expiration date, for a cosmetic designated by the Minister of Health, Labour and Welfare.

etc

<Example of label>



Steps to export cosmetics to Japan

COSME TOKYO greatly simplifies export procedure.
Exhibit at COSME TOKYO and save your time & cost!

BY YOURSELF

- 1 • Choose which products to export
- 2 • Search for potential importers/distributors
- 3 • Get temporary shipping permission
- 4 • Visit Japan with your products to have meetings with potential importers/distributors
- 5 • Find Japanese importers/distributors*
- 6 • Prepare documents for ingredients check
- 7 • Get ingredient certificate from Japanese public institution
- 8 • Register products to Japanese government
- 9 • Get import permission from Japanese government
- 10 • Pass customs clearance
- 11 • Export products & start selling in Japan

Repeat several times



If exhibit COSME TOKYO

- 1 • Choose which products to export **and sign up for COSME TOKYO**

- COSME TOKYO Show Management and its cooperative companies support you proceed ②, ③, ④, ⑤, ⑥, ⑦.

- 2 • Register products to Japanese government
- 3 • Get import permission from Japanese government
- 4 • Pass customs clearance
- 5 • Export products & start selling in Japan

Will get much easier by exhibiting at COSME TOKYO