

Press Release

The Cosmetic, Toiletry and Perfumery Association pledges to help keep customers safe in-store, with support of the British Retail Consortium

Tuesday 9 June 2020 – The Cosmetic, Toiletry and Perfumery Association (CTPA) has today published a Charter, supported by the British Retail Consortium (BRC), to help customers get back to browsing beauty counters safely as department and retail stores in the UK prepare to re-open from 15 June.

CTPA, the trade association representing the UK cosmetics industry, has worked with manufacturers, distributors, retailers and the industry's scientific experts, with support from the British Retail Consortium, to tailor Government guidance and develop the new Charter – **Protecting Us All at the Beauty Counter** – to ensure that customers feel confident that every precaution is being taken to keep them and staff safe when choosing products in store during the COVID-19 health crisis.

The Charter covers a range of important factors for customers to be aware of at the present time; such as the availability of testers for self-use, enhanced hygiene measures, including regular and thorough disinfecting of surfaces, restricted access to open products, contactless payment methods and the suspension of staff performing demonstrations and make-overs on customers.

Alongside the Charter, the Association is also launching new guidance for the cosmetics industry ahead of retail stores re-opening, '**COVID-19 Guidance on In-Store Testers and Cosmetic Counters, Beauty – Safe in Store**'. Aimed at both retailers and companies, the guidance, based on Government advice and with industry input, addresses the future use of testers and how companies can prepare for customers coming back to store, particularly stores with beauty counter staff who frequently serve customers face-to-face.

Dr Emma Meredith, Director-General of the CTPA, commented: *"The re-opening of retail stores and beauty counters after months of closure is an exciting and encouraging step for customers and for the cosmetics and personal care industry. As an industry we take our responsibility for staff and customer safety seriously. The new BRC-backed CTPA Customer Charter has been created to help boost customer and returning staff confidence that every precaution, based on sound scientific evidence, is being taken and applied, to ensure their safety in store as we continue to navigate these unparalleled times."*

Helen Dickinson OBE, Chief Executive of the British Retail Consortium, commented: *"We fully support CTPA's new Customer Charter. This is another example of how the cosmetics industry has continued to transform in response to the pandemic and changing consumer shopping habits. Retailers across all sectors have faced unique challenges since the outbreak of COVID-19 in the UK and consumers are more cautious about health and safety and spending than ever. We hope that the public feel reassured when buying their favourite beauty and cosmetic products in-store thanks to this important update."*

This is the latest announcement from the Association, which created and launched the **CTPA Emergency Response Exchange (CERE)** in April to help improve the supply of essential products.

The Charter and guidance will be reviewed regularly and will evolve as the situation demands, based on the latest science and advice from the UK and devolved Governments. For more information go to [COVID-19: Advice for Consumers](#) and read more about the very strict safety rules that apply to cosmetic and personal care products in the UK and the EU at [Your Safety Matters to Us](#).

ENDS

For media enquiries please contact Alexandra Dewar at Teneo on 07824 901427/ ctpa@teneo.com on behalf of CTPA.

The Cosmetic Toiletry and Perfumery Association Limited