

PROTECTING US ALL AT THE BEAUTY COUNTER – OUR PLEDGE TO CUSTOMERS

When we think about our daily beauty routine, we know that the cosmetic products we use are safe because they are covered by very strict safety rules.

With the COVID-19 health crisis you may be wondering whether you can return to your normal way of browsing beauty counters; for example, smelling and trying testers of new cosmetics and skincare to experience them before you buy.

The Cosmetic, Toiletry and Perfumery Association (CTPA), the trade association representing the UK cosmetics industry, is working closely with manufacturers, distributors, retailers and beauty professionals to ensure safe practice in store and at beauty counters, so you can be confident that every precaution is being taken, based on sound scientific advice.

The British Retail Consortium (BRC) is also supporting this Charter.

OUR PLEDGE TO YOU - SAFETY IN-STORE

- Whilst open products, such as make-up, may be on display behind Perspex screens to showcase the product, testers will not be open for self-use.
- Some testers may be available when this is considered safe; for example, fragrances or products in sealed pump containers that can be easily sanitised. These testers will be provided in a controlled manner and under strict hygiene measures for the protection of you and those serving you.
- Staff will not be performing demonstrations and make-overs on customers at the current time. Each store will consider the best method of helping you choose the colours, fragrances and skincare to meet your needs; for example, shade charts or even smart new virtual technologies. These will help you to get a sense of how the products work, look and feel without direct contact. Where appropriate, you may be offered disposable applicators or single-use samples for trying small amounts of product.
- Staff in stores and at beauty counters will offer their expertise whilst respecting social distancing rules and using enhanced hygiene measures, to ensure their own and customer safety at all times.
- Each store will ensure that all surfaces are regularly cleaned and sanitised.
- You may find that the flow around the store changes to minimise the number of people in each location within the store at any given point, according to the space available. This will vary between stores and will be clearly signposted to ensure the safety of staff and customers.
- We are all encouraged to use contactless and card payments wherever possible. You may find that the till is behind a screen and that your receipt is placed in the bag with your products or sent to you by email.

This pledge will be reviewed regularly and will evolve as the situation demands, based on the latest science and advice from the UK and devolved Governments.

