

## **One-stop shop for regulatory and testing solutions for cosmetic products**

CE.way Regulatory Consultants is a European company that specializes in enabling cosmetics manufacturers and exporters to sell their products globally, by providing cosmetics regulatory and testing services. It works with cosmetics manufacturers from all over the world, including companies from the USA, Canada, Colombia, Germany, UK, Israel, India, Korea, Japan and Australia.

Since the company is based in the European Union, the primary focus of CE.way is to help cosmetics manufacturers ensure that their products are compliant with EU Cosmetic Regulation 1223/2009, enabling them to sell their products in the EU.

CE.way's aim is to make the regulatory process as easy and as fast as possible, and one of the ways in which it achieves this is through offering both regulatory consulting and testing services in the same place.

The regulatory services that CE.way offers for the EU market include product information file preparation, cosmetic product labelling review, safety assessment (CPSR) and CPNP notification. In addition, CE.way can also act as the EU responsible person for cosmetic products which are placed on the EU market.

The testing services provided in CE.way's ISO-certified laboratory, complement the regulatory services and include microbiological specifications testing, challenge testing, stability and compatibility testing, dermatological testing and undertaking various efficacy tests, to enable companies to prove the claims they make for their cosmetic products. Testing of claims such as anti-ageing, moisturizing, whitening, hair growth, anti-dandruff, anti-puffiness and cellulite reduction properties, together with many others, can all be undertaken by CE.way via in vivo laboratory testing and consumer perception tests.

CE.way can therefore lead cosmetics manufacturers from the beginning to the end of the process of becoming compliant with the EU cosmetics regulation. In this way, manufacturers do not need to deal with multiple companies and contact persons, making the process easier, faster and cheaper.

Because CE.way aims to be a true global one-stop shop for the regulatory and testing needs of cosmetics manufacturers, it has also started offering services that help companies become compliant with cosmetic legislation around the world, in countries such as the USA, Canada, Russia, China, the ASEAN region and South Korea.