

Steps to consider before you
commercialize your products in Mexico

Cosmetics



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The Mexican market presents a dynamic and lucrative opportunity for cosmetic brands, offering a vast consumer base eager for innovative and high-quality products. While cosmetic products in Mexico are not subject to mandatory registration, there are essential steps you must take to ensure compliance and successful commercialization:

1. Appoint a Mexican Distributor

Establish a partnership with a reliable Mexican distributor. This local entity will act as the responsible party for the commercialization of your cosmetic products within the country. They will handle aspects like product distribution, sales, and customer service.

2. Obtain COFEPRIS Classification Consultation

The Federal Commission for Protection against Sanitary Risks (COFEPRIS) plays a pivotal role in regulating cosmetics in Mexico. To ensure proper classification, we recommend you submit a consultation request to COFEPRIS. This process determines whether your product falls under the category of a cosmetic or not.

3. Register the Product with the Distributor's Notice of Operation

Once you have the COFEPRIS classification consultation, it's mandatory to register your cosmetic product under the distributor's notice of operation. This notice serves as a declaration of the distributor's responsibility for the product's commercialization and compliance with regulations.

4. Obtain Advertising Approval for Each Brand

For each brand of cosmetic products you intend to commercialize, you must obtain advertising approval from COFEPRIS. This approval ensures that your advertising claims and messaging are truthful, non-misleading, and adhere to established guidelines.

5. Comply with Labeling Requirements

Ensure your cosmetic product packaging complies with labeling requirements outlined by COFEPRIS. This includes clear and visible information on product ingredients, instructions for use, warnings, and batch or lot numbers.

6. Maintain Records and Documentation

Keep detailed records and documentation of all compliance-related activities, including COFEPRIS consultations, GMP, advertising approvals, and labeling practices. This documentation demonstrates your commitment to regulatory adherence.

7. Seek Expert Guidance

Navigating the regulatory landscape of Mexico's cosmetic industry can be complex. Consider partnering with experienced consultants specializing in cosmetics regulation to ensure smooth and compliant market entry. [Contact us here.](#)

By following these steps and adhering to the regulatory framework in Mexico, you can effectively commercialize your cosmetic products, tap into the Mexican market's potential, and achieve sustainable success.