



## Health and Beauty Products

In this highly competitive industry, consumer acceptance can make or break a successful product launch. UL works with manufacturers and suppliers to help develop full-cycle quality and safety programs and optimize HBC product performance to satisfy consumers’.

Health and beauty care (HBC) product manufacturers need to continually drive innovation, quality, and consistency into their products to gain and maintain consumer preference.

Correct brand positioning and concept validation are fundamental to successful new product development, consumer acceptance, and creating a competitive advantage.

Strategic review points within a product’s lifecycle make it easier to identify critical assessment stages within the supply chain to help ensure product consistency, increase consumer acceptance, and minimize the risk of costly recalls.

With over 50 years of quality assurance expertise in health and personal care products, UL assists clients in building and maintaining brand loyalty in this fiercely competitive category. Working with manufacturers and retailers, we help develop quality and safety programs that optimize product performance. UL’s expertise spans a wide range of product categories including cosmetics, hair and skin care, baby products, absorbents, personal hygiene, and dental care.

From testing the purity and stability of raw ingredients and finished goods, to helping ensure compliance with regulatory requirements, to measuring consumer acceptability, UL’s provides full-cycle supply chain quality assurance.

UL performs pre-market regulatory and product feature evaluations, product design qualification testing, and corrective action analysis to identify areas for improvement and minimize exposure to product failure and possible recalls.

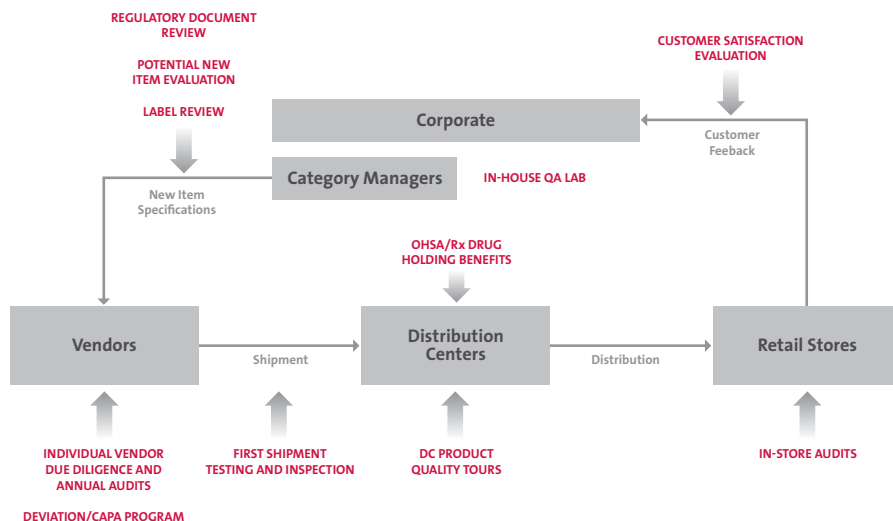


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## THE PROCESS



UL provides additional consumer product services including:

- Analytical, microbiological and physical testing
- Foreign matter identification
- Preservative effectiveness testing
- Ambient and accelerated shelf-life studies
- Comparative product evaluations
- Sensory evaluations and consumer testing
- Claims substantiation
- Product/package compatibility
- Label reviews
- Regulatory consultation
- Manufacturing audits



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