

THE ULTIMATE GUIDE FOR CHOOSING A COSMETIC LABELING MACHINE

Shelf appeal is one of the strongest drivers for consumers purchasing cosmetic products like nail polish, perfume, mascara, and lipstick. Product decoration that is specifically designed with your product package in mind goes a long way in capturing consumers' attention and conveying your brand message effectively. However, the proliferation of cosmetic products, container types and label materials has made it increasingly difficult to stand out in the marketplace.

Today, it's more important than ever to carefully consider your labeling requirements before vetting labeling machine suppliers.

To accomplish this, there are several questions you should answer:

- How can I remain compliant with the FDA and other administrations?
- What labeling technologies are compatible with my cosmetic product and package shape/type?
- How can I manage total cost of ownership (TCO) for my labeler effectively?
- What information do I need to gather before I can start vetting suppliers?

By the end of this guide, you will have the tools you need to answer each of these questions and more.



RESOURCES FOR COSMETIC LABELING COMPLIANCE

As you begin to label your cosmetics, it is important to understand how to remain compliant with the Food and Drug Administration (FDA) standards. All cosmetics marketed in the United States, whether they are manufactured in the U.S. or are imported from abroad, are monitored and regulated by the FDA under the authority of Federal Food, Drug and Cosmetic Act (FD&C), and the Fair Packaging and Labeling Act (FP&L). While we cannot provide specific legal advice, below is a simple checklist to help you comply with FDA regulations.

FDA COMPLIANCE CHECKLIST

1

IS THE INGREDIENT DECK ON YOUR PACKAGING CORRECT?

Is the ingredient list in full and in the correct order? Is it legible? There are specific guidelines regarding label typeface size, readability and prominence that must be followed.

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FDA COMPLIANCE CHECKLIST

2

ARE THE NET QUANTITY OF CONTENTS ON YOUR LABEL ACCURATE?

Do not overstate the amount of product in a package, err on the side of being conservative. The term "net" and "net contents" is optional for fluids but required for weight. Net is used for products that are more solid than liquid. Think powders, scrubs, very thick creams, balms, and deodorant sticks. The term "fluid" ("fl") is required to distinguish liquid ounces. Think oils, lotions, serums, and washes.

3

ARE YOU MAKING CLAIMS?

The FDA guideline is very clear: A product intended to be applied to the human body for cleansing, beautifying, promoting attractiveness or altering the appearance is a cosmetic. If a product claims to accomplish these deeds through physiological activity or by changing the structure of the skin, then it is also a drug and must follow the guidelines for a drug. A product can be both a drug and a cosmetic, therefore the drug guidelines apply.

4

ARE YOU USING DEFINED TERMS THAT PERHAPS YOU SHOULDN'T?

Promoting your product as 'organic' anything, without the official USDA Certified Organic seal and certification, is not allowed. "Made in the USA" is not a claim that can be leveraged unless every ingredient in your product is from the US. Cruelty-free logos or images – PETA's rabbit face icon, for instance, is regulated and you must be an approved member or certified organization to use it. If you do not have the correct credentials, you will need to leverage different images or words to imply your products were never tested on animals.

5

DO YOU HAVE THE CORRECT CONTACT INFORMATION ON THE BACK PANEL?

The FDA regulations say you must include a way for your customers to contact you. The words: "manufactured for" or "distributed by" (Brand Name). You must also provide your contact details including the full company name, city, state and website.

ADDITIONAL RESOURCES

There are many detailed FDA regulations for cosmetic labeling, including many not addressed above. We've addressed some of the most common watchouts in cosmetic labeling, however we recommend you work with FDA, FTC, and FP&L experienced attorneys to help you navigate the complexities of cosmetic compliance. Utilize these links to learn more about this legislation.

- [Federal Food, Drug, and Cosmetic \(FD&C\) Act](#)
- [Fair Packaging and Labeling \(FP&L\) Act](#)
- [FDA Cosmetics Labeling Guide](#)

If you plan on distributing your products internationally partnering with a qualified attorney who understands the regulations of the countries you are exporting to is critical to remaining compliant across your sales channel.



COSMETIC PRODUCT LABELING SOLUTIONS

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COMMON LABELING SOLUTIONS FOR COSMETIC PRODUCTS

With the diversity of products that we're seeing in today's market, there is no "one size fits all" labeling solution. Some brands prioritize shelf appeal and ease-of-use, while others prioritize the promotion of sustainable films and packaging materials. In any case, here are a handful of common label-container pairings that have proven successful for cosmetics brand owners.

TUBES

Hair Care, Lotions & Creams

Tubes are commonly used to package hair products, lotions and creams. The appropriate automatic labeling machine can quickly and accurately apply labels on either the front, back or around the circumference of the container.

JARS & TINS

Powders, Waxes, Face Creams

Tin cans, compacts and jars (whether acrylic or glass) are frequently used to hold powders, waxes, face creams, and other semi-liquid products. These containers often are designed with irregular, eye catching shapes that brand managers use to attract customer interest. Wrap around, top and bottom labels are typically used to decorate these kinds of products.

PEN STYLE CONTAINERS

Eyeliners, Mascara, Eyeshadow

Eyeliners, mascara, creamy eyeshadows, eyebrow brushes and lip colors are often packaged in pen style containers. Cosmetic pencil and pen containers require special care because there is a limited space on the label. Still, all the required information must be included on the packaging. Usually a wrap-around label and an end-dot label (indicating product color) are used to label and identify pen style containers. Automatic labeling machines with 'vertical fixture/roller' or 'fixtured' belts provide superior product handling to minimize label skew.

CYLINDRICAL BOTTLES

Perfume, Lotions & Creams

Cylindrical cosmetic bottles are used for a wide range of cosmetic products and a wrap-around bottle labeling machine is perfect for labeling cylindrical shapes. In the case of a larger diameter bottle, front and back labeling strategy may be preferred. A shrink sleeve label can be used for a full body decorating solution. Shrink sleeves allow you to decorate the entire container from top to bottom. Full-body sleeves are also used to seal and provide tamper evident protection while displaying product color.



5 WAYS TO MANAGE TCO
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5 WAYS TO MANAGE TOTAL COST OF OWNERSHIP (TCO)

Before you begin exploring labeling solutions, you should thoroughly evaluate your cosmetic product specifications, production goals, plant environment and any other factors that could impact the initial price of your investment.

In this section, we'll also share some operational considerations that are commonly overlooked during the buying process. Despite being overlooked, these factors are very important to consider because they will affect the TCO for your investment.

1

TAKE A PROACTIVE APPROACH TO MAINTENANCE

Maintaining your new labeler after it has been installed is critical. Similar to changing the oil in your car, your labeling machine will require regular maintenance to ensure that it runs smoothly, predictably, and without breakdowns. Tools such as preventative maintenance reminders, detailed user manuals, and smart human machine interfaces (HMIs) can simplify these tasks for your operators. Ask your labeling machine supplier what tools they offer to help you stay on schedule with maintenance.

2

KEEP SPARE & WEAR PARTS ON HAND

It is imperative that your labeling machine manufacturer maintains spare parts inventory and that they are readily available. When your labeling machine is down, your line output drops to zero and your ability to get product out the door is severely impacted. You may also want to consider stocking up on the essential spare parts to minimize the repair time. This is especially important if your plant operates over more than one shift. Make sure your labeling machine provider understands how important uptime is. They should be committed to aftermarket support of their installed base.

3

CONSIDER INVESTING IN A SERVICE CONTRACT

The key to keeping your production line running smoothly is to ensure that your labeling equipment is being maintained and serviced throughout its life. While spare parts lists and equipment training for your maintenance personnel is a start, your labeling machine supplier should also be able to deliver qualified service in a reasonable time frame. A service contract is a good idea to keep the labeler in top running order and to connect with your operators and maintenance personnel on a regular basis.

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5 WAYS TO MANAGE TCO

4

ASSESS YOUR NEED FOR MACHINE FLEXIBILITY

Choosing a labeling machine that is designed with functionality and flexibility in mind can help you process a broad range of container shapes and label materials on the same machine. Cosmetic companies and co-packers require labeling machines that can be set up and configured quickly with changeovers that are streamlined to save time and drive Overall Equipment Effectiveness (OEE). Quick-change parts or modules are critical when running a wide range of products and labels, offering repeatable setups.

5

DON'T FORGET ABOUT LABEL ORIENTATION

When selecting an automatic labeling machine, pay close attention to the product orienting and label placement accuracy. Product handling is 75% of the battle. When done well, it provides precise product orienting for label application. To complete the package, a fully synchronized label applicator with accurate label staging makes up the other 25% of the effort to achieve excellent label finish while running at maximum production speed. Additionally, your labeling machine should be designed to accommodate third party peripherals such as printers, vision systems, as well as label pick off and ejection devices.

GETTING STARTED

Choosing the right labeling system for your needs may seem daunting, but Accraply is here to make the process easy. We can offer advice at every stage of the process and will stand by you through integration and offer ongoing aftermarket support. We can help you select your label material, adhesive, and the best technology for your application. To get started, please contact us at info@accraply.com. We will get in touch shortly after to help provide suggestions on appropriate cosmetic labeling machines.