

2018



ANDI

*Cámara de la Industria
Cosmética y de Aseo*

INDEX

1. Beauty and personal care sector
2. Regulatory requirements
3. What to be aware and beware of



Location: Northern South America, bordering the Caribbean Sea, between Panama and Venezuela, and bordering the North Pacific Ocean, between Ecuador and Panama.

Area: 1,138,910 sq km

Population: 47,220,856

Capital: Bogotá D.C

GDP Real Growth: 2,3% (2016 est.)



BEAUTY AND PERSONAL CARE SECTOR



INSIGHTS



HOME CARE
AND
CLEANING
PRODUCTS

\$939,5 MN

19.68%

The share of the cosmetics and personal care, home care and absorbents sectors, reached by 2016, the 4,4% participation in the manufacturing industry, figure that represents the 0,5% in the total GDP of the country

ABSORBENTS

\$1002,1MN

21.67%

COSMETICS
AND
PERSONAL
CARE

\$2661,2MN

58.66%

Colombia is the fifth market of cosmetics and home care articles in Latin America.

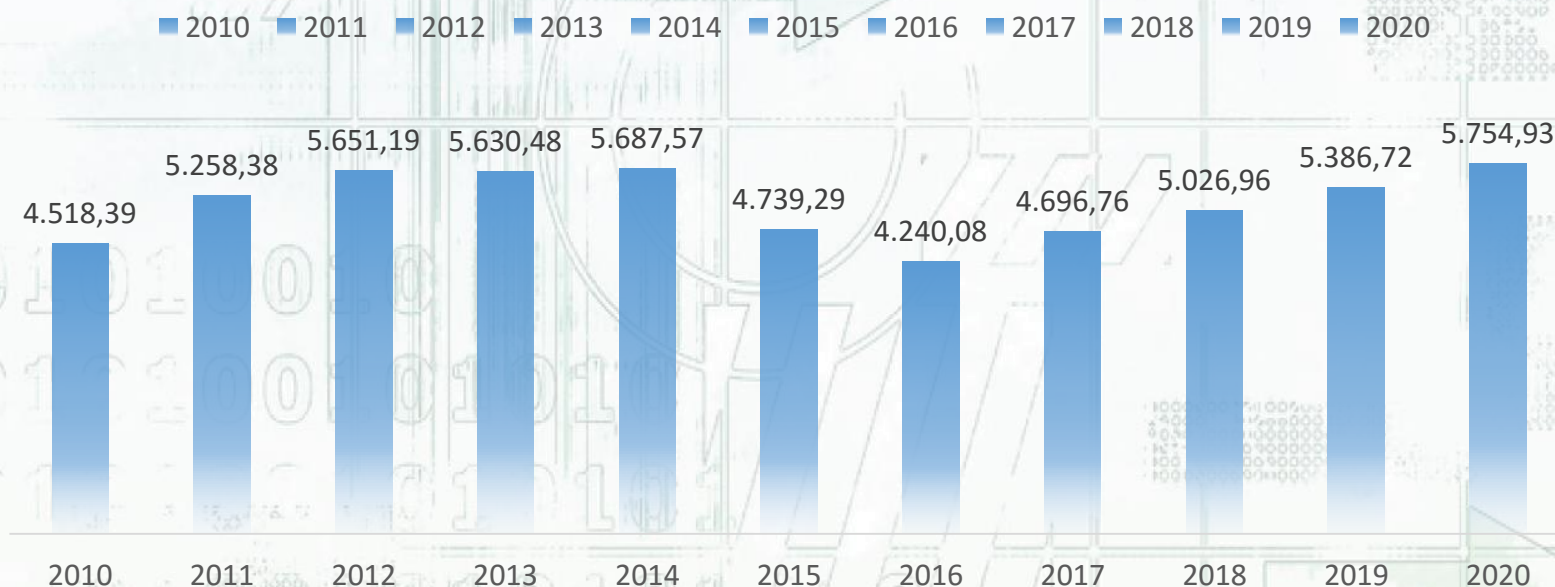
The consumption per capita of cosmetic and personal care products of the country reached US\$ 79,8, number that surpasses countries as Perú (US\$ 74,9), and represents the third part of the consumption of countries as France and the United States of America.

In the last 4 years the cosmetics exporting dynamic in Colombia has been increasing annually 6,9% in average.

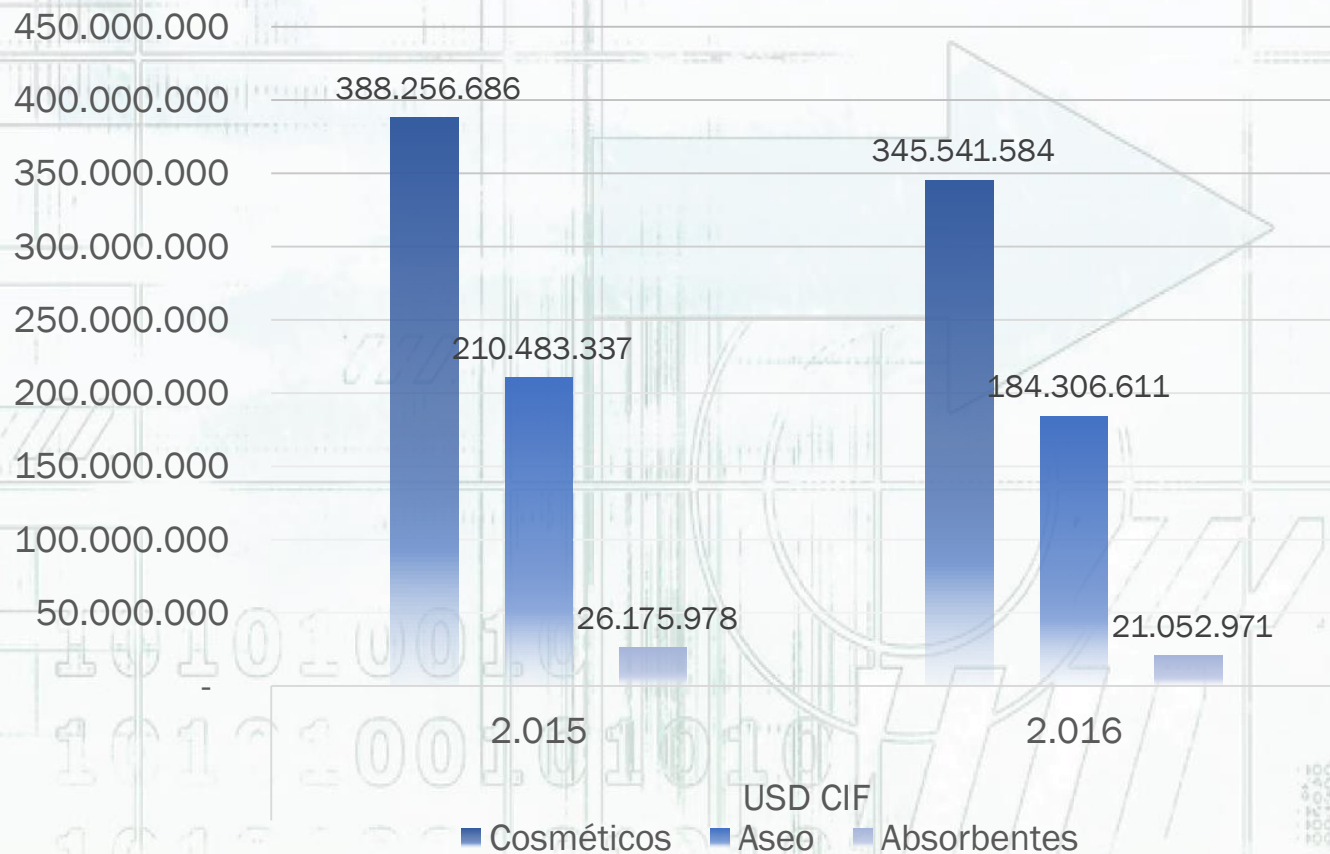
Colombia represents the 10,5% of all the exports in the industry in Latin America and the Caribbean.

**KEY
FACTS**

PROJECTION AND EVOLUTION OF THE MARKET PRODUCTION USD MN



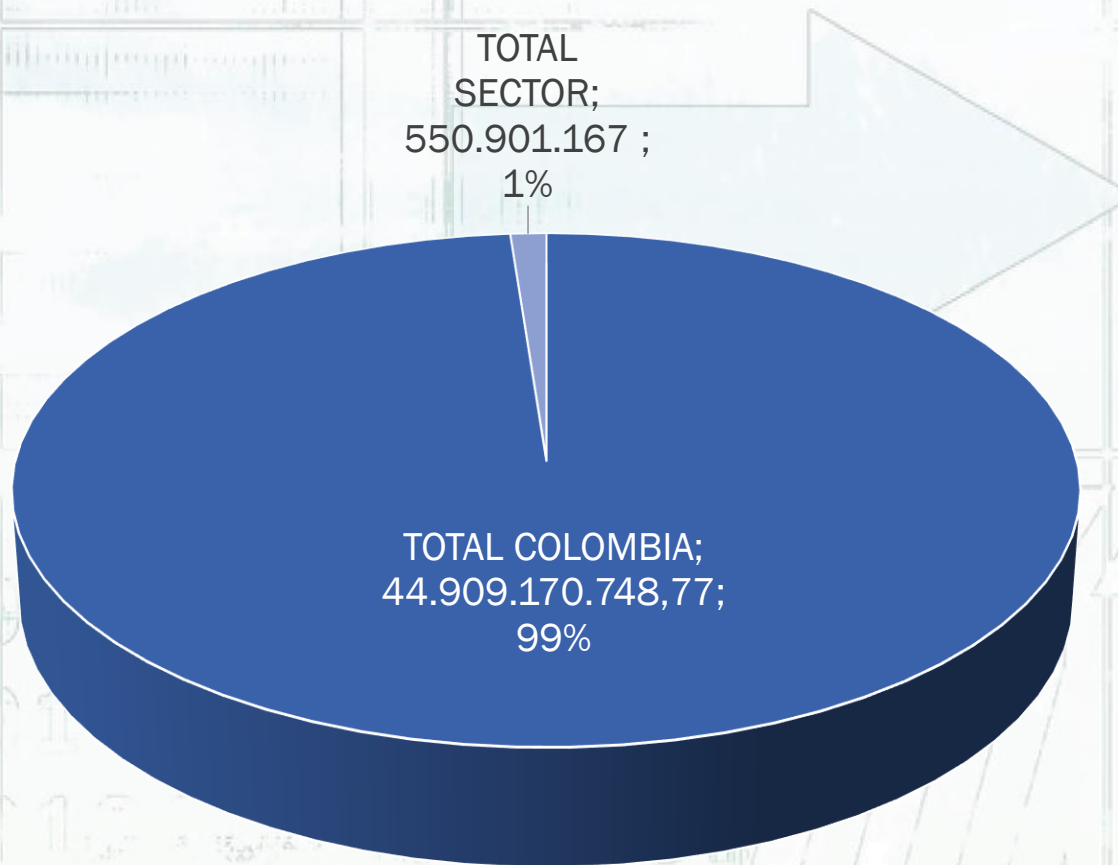
Historic growth :2010-2015 → 1,0%

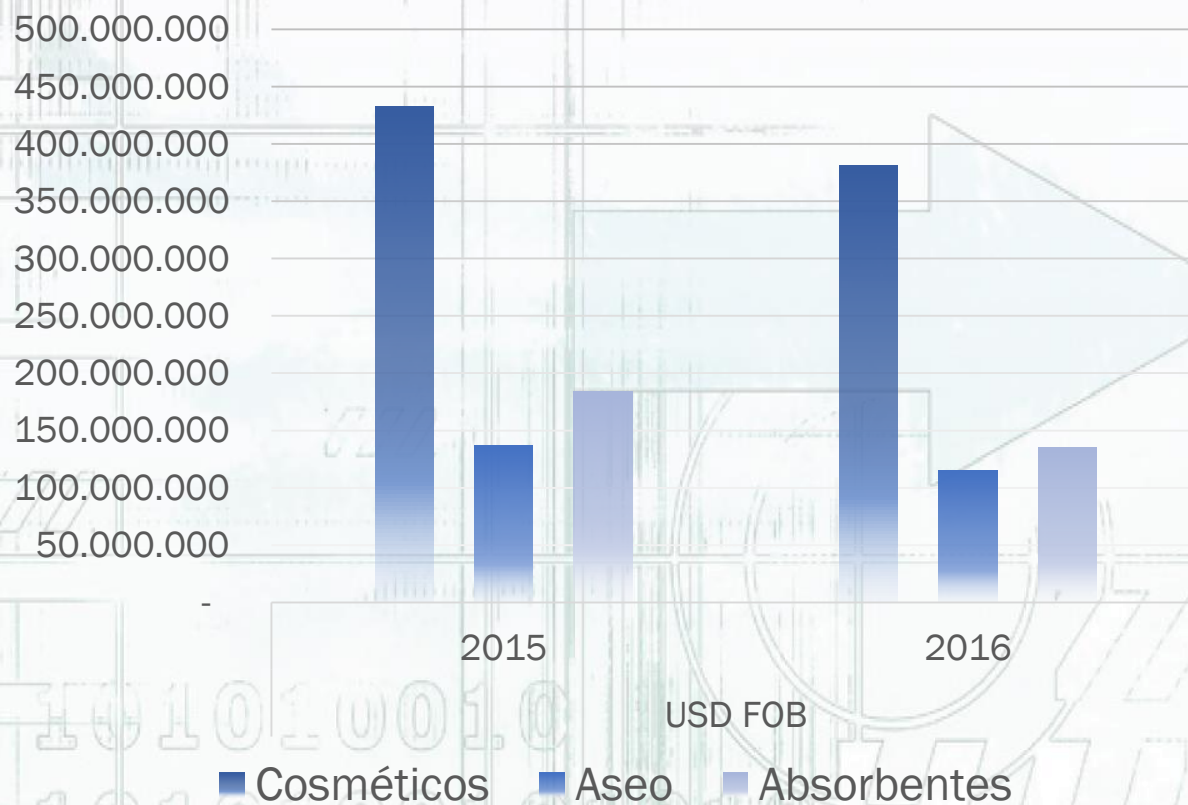


IMPORTS 2015- 2016

SUBSECTOR	variation %
Cosmetics	-12%
Home Care	-14%
Absorbents	-24%

TOTAL IMPORTS OF THE COUNTRY

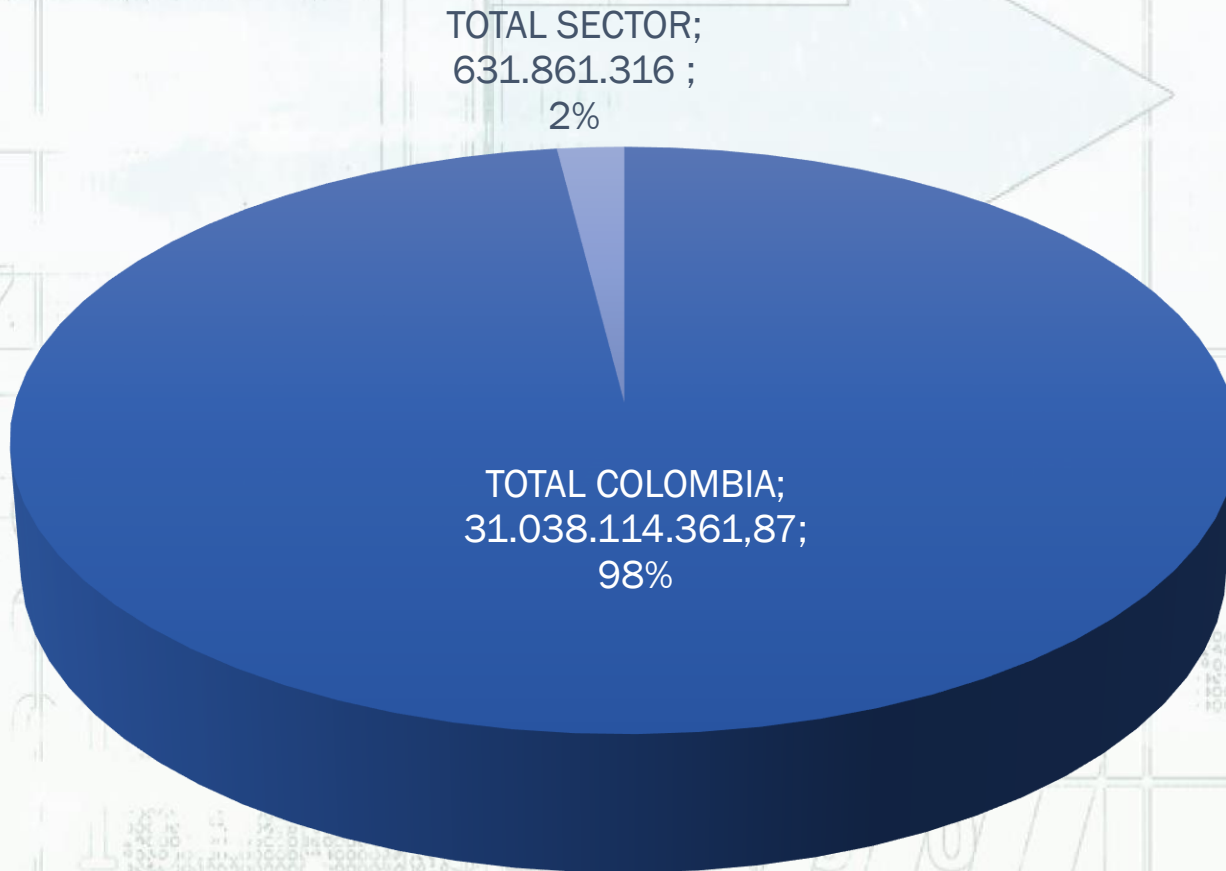




EXPORTS 2015- 2016

SUBSECTOR	variation %
Cosmetics	-13%
Home care	-19%
Absorbents	-36%

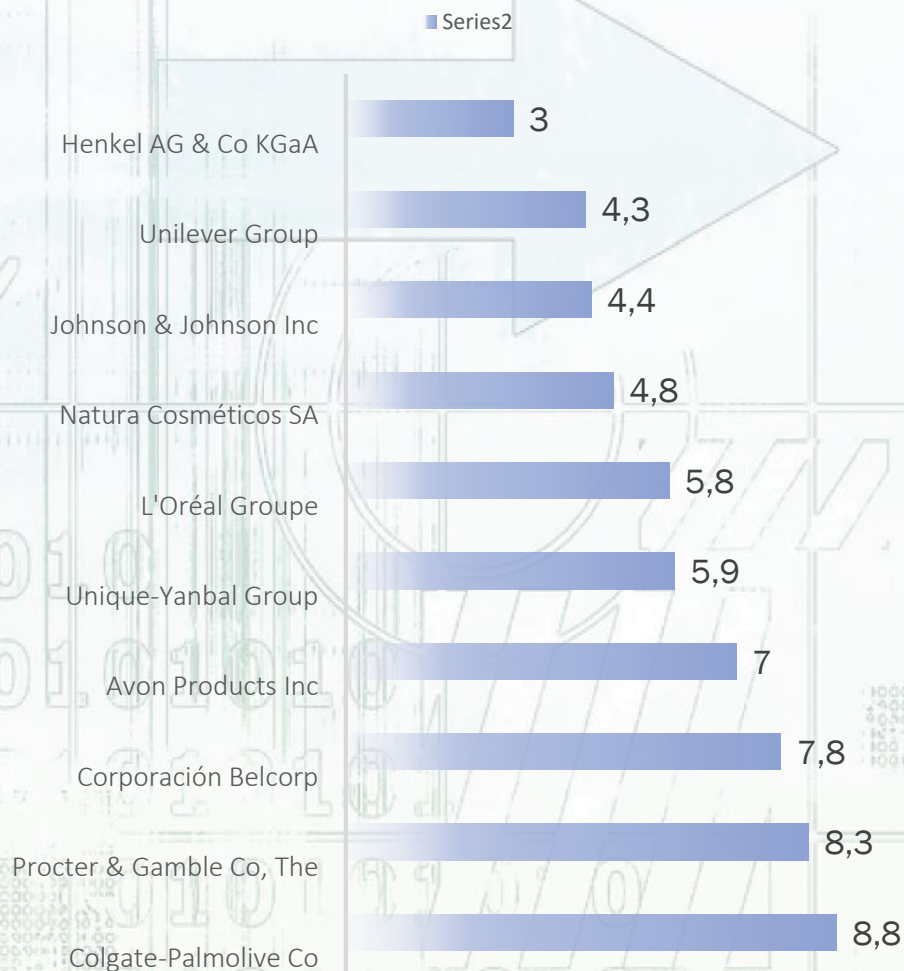
TOTAL EXPORTS OF THE COUNTRY



COSMETICS



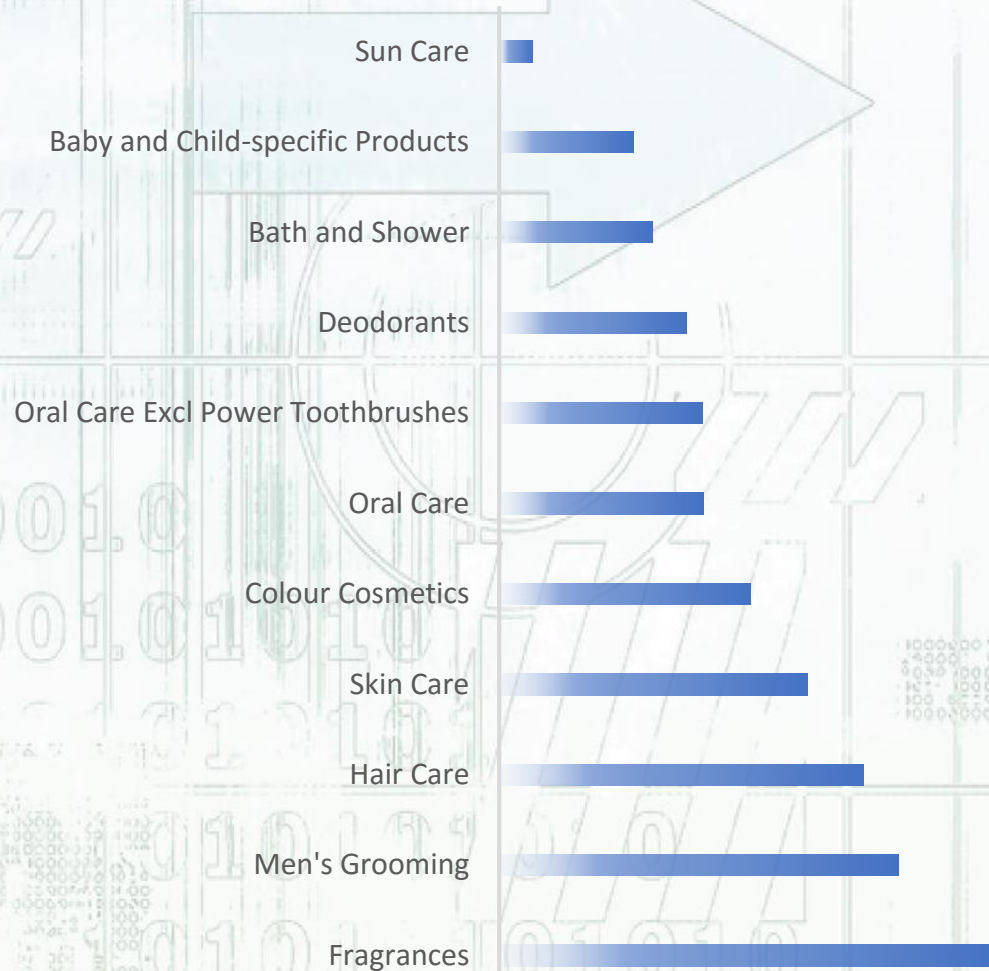
COMPANIES SHARE 2016



COSMETICS



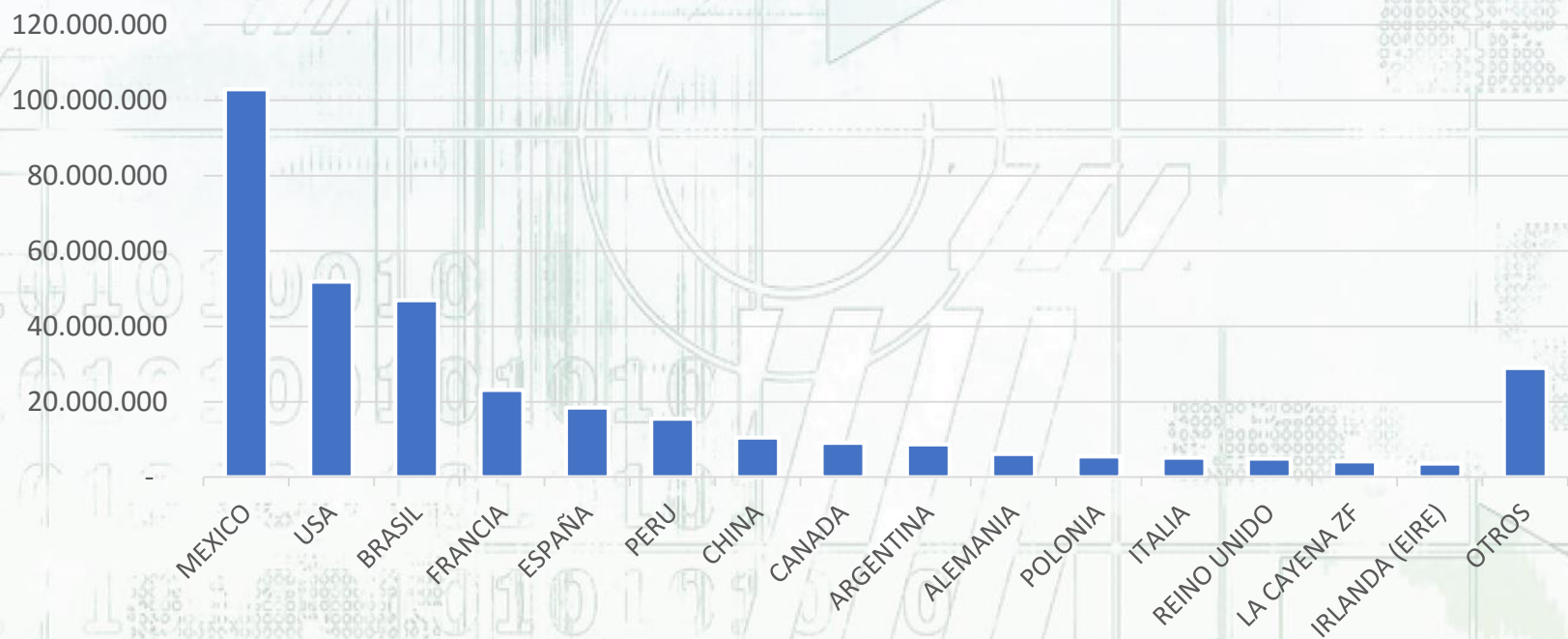
SHARE BY PRODUCT CATEGORY



COSMETICS



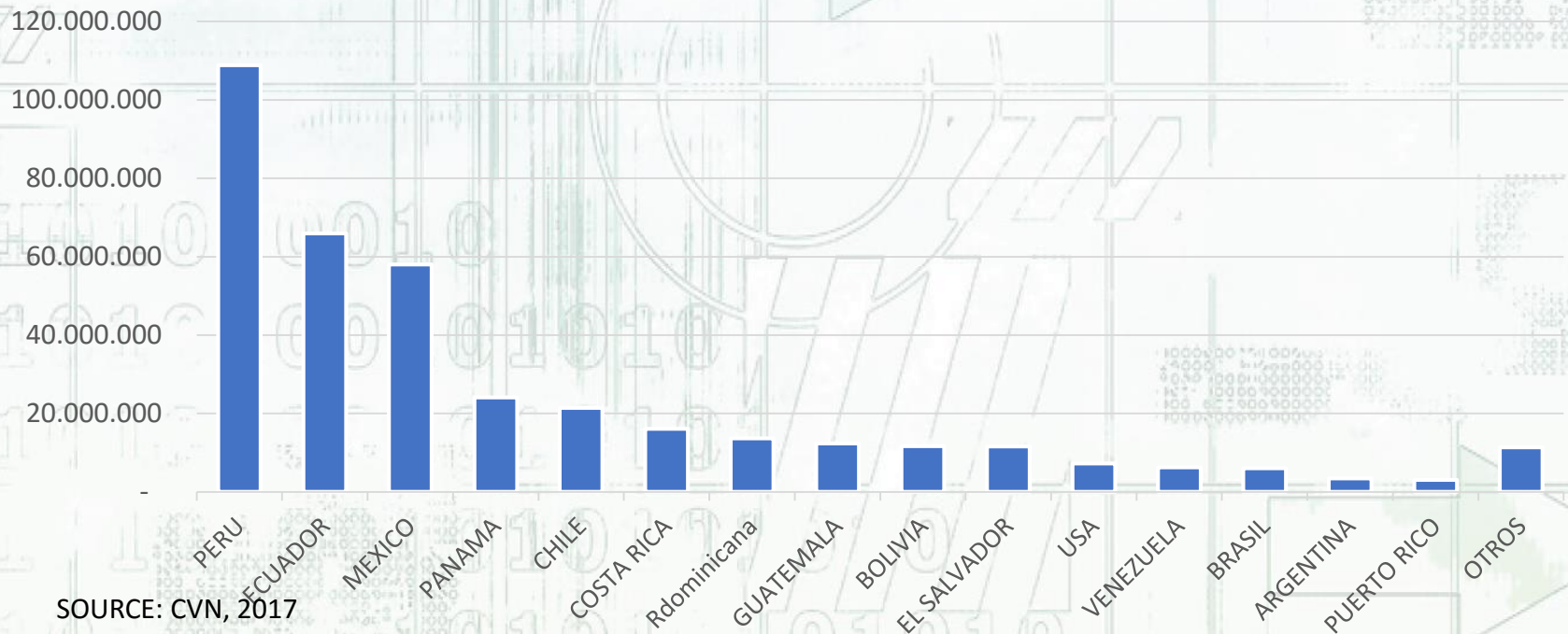
IMPORTS BY COUNTRY OF ORIGIN



COSMETICS



EXPORTS BY COUNTRY OF DESTINATION

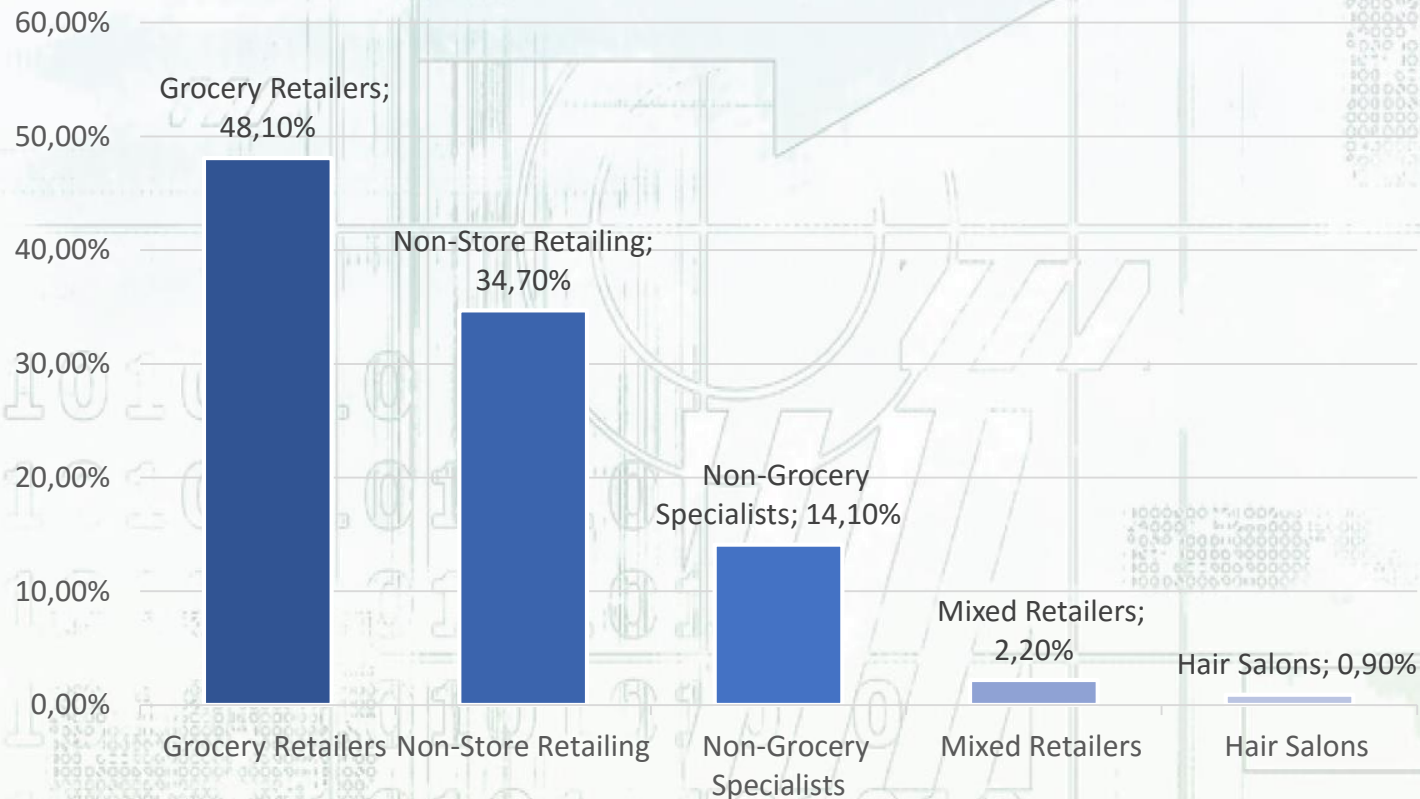


SOURCE: CVN, 2017

TOP DISTRIBUTION CHANNELS COSMETICS



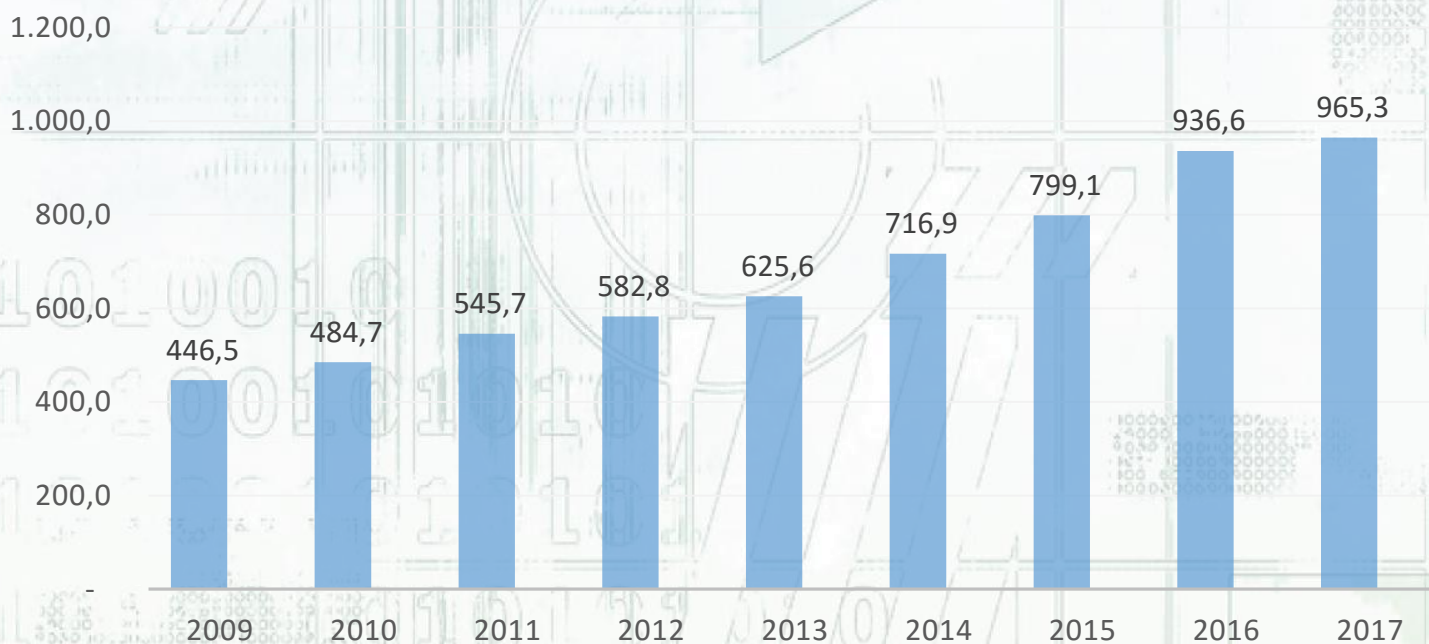
TOP DISTRIBUTION CHANNELS, BEAUTY AND PERSONAL CARE



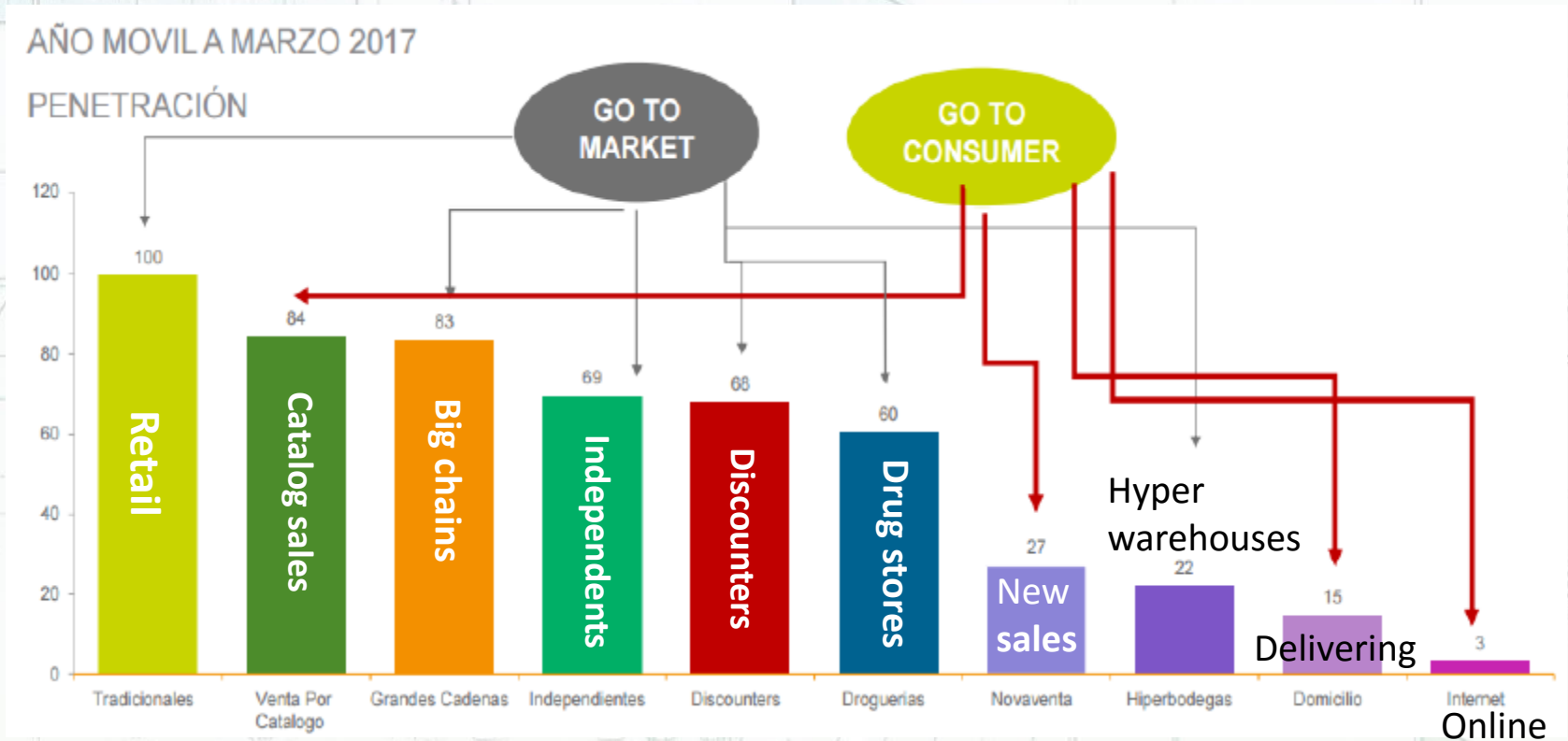
HOUSEHOLD EXPENDITURE FOR BEAUTY, PERSONAL CARE AND HOUSE CLEANING PRODUCTS

MARCH 2009-2017

MARKET SIZE ACCORDING TO MONTH OF RESEARCH
FROM MARCH 2009 TO 2017



HOW COLOMBIANS PURCHASED IN 2016 AND FIRST MONTHS OF 2017



IN AVERAGE A COLOMBIAN VISITS 15 DISTRIBUTION CHANNELS A YEAR

HEALTH REGULATIONS, APPLICABLE TO IMPORTED COSMETIC PRODUCTS



TO HAVE IN MIND...

Cosmetics definition

Process to follow in order to import and distribute these products.

Regulations regarding NSO

Requirements to solicit a NSO

Conditions to have in mind if you would like to manufacture in Colombia, IVC in the market.

COSMETIC PRODUCT AND ITS CLASSIFICATION

¿WHAT IS IT?

Every substance or formulation of local application

¿WHERE IS IT APPLIED?

SKIN

HAIR SYSTEM

NAILS

LIPS

EXTERNAL GENITAL ORGANS

TEETH AND MOUTH

¿WHAT FOR?

TO CLEAN

TO PERFUME

TO MODIFIY THE ASPECT

TO PROTECT AND MAINTAIN

TO PREVENT OR CORRECT CORPORAL ODOR



PROCESS TO FOLLOW IN ORDER TO IMPORT AND DISTRIBUTE COSMETICS.

MANDATORY HEALTH NOTIFICATION

- ✓ It is the communication in which the Competent National Authorities are informed, by sworn statement, that a product will be distributed as of the date determined by the interested party.
- ✓ Once the notification is submitted and without further processing, validating that the requirements are met, the code is assigned immediately. Its validity lasts 7 years and renewable for equal periods
- ✓ As part of the recognition, INVIMA validates the NSO code issued by another Sanitary Authority of any Andean Community country member.



REQUIREMENTS FOR ASSIGNING OR RENEWING AN NSO TO AN IMPORTED PRODUCT



LEGAL DOCUMENTATION

RECEIPT OF FEE PAYMENT

NSO APPLICATION FORM

SPECIAL POWER TO A LAWYER

CERTIFICATE OF FREE TRADE

MANUFACTURE'S STATEMENT

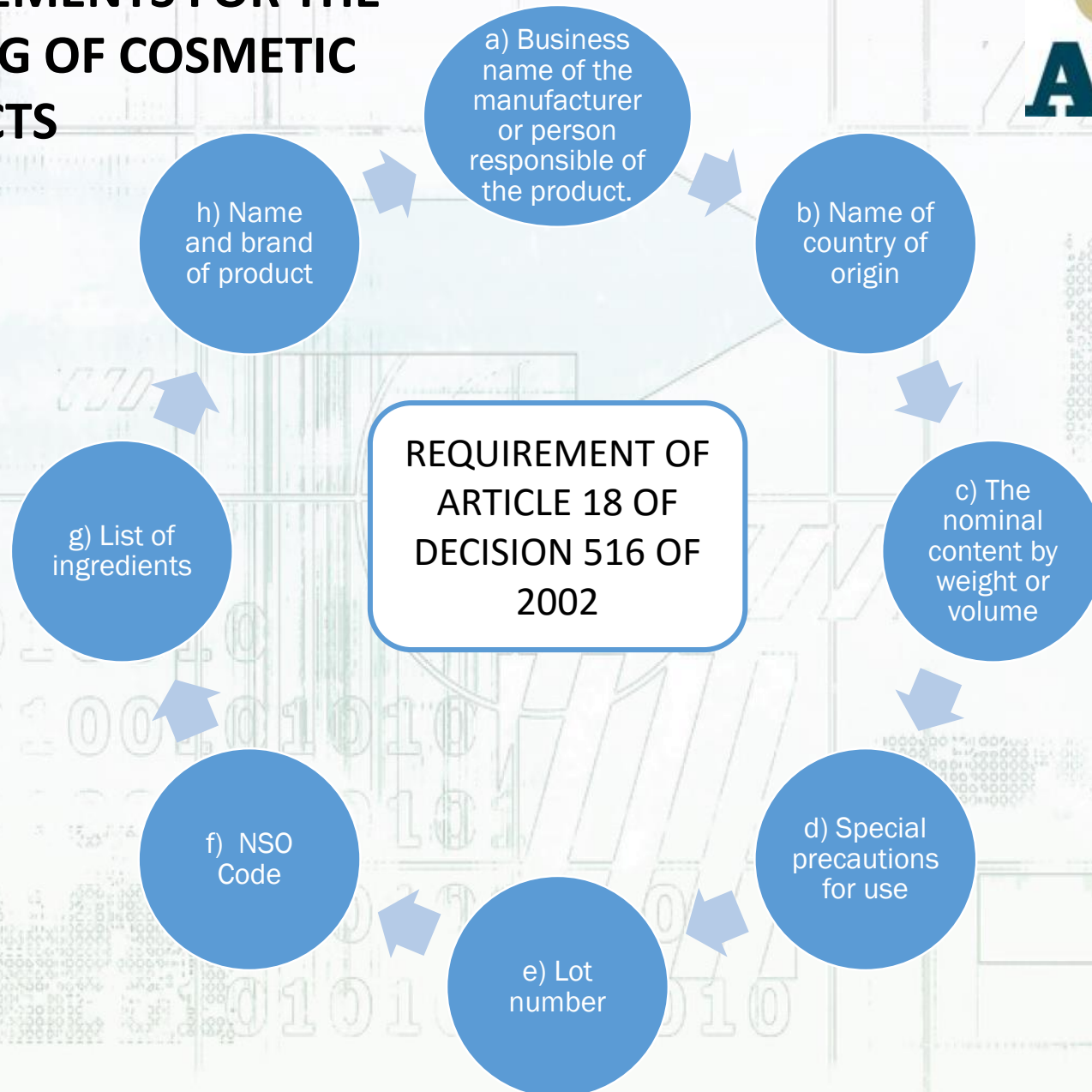
AUTHORIZATION TO THE IMPORTER

TECHNICAL DOCUMENTATION

FORMULA OF THE SUBSTANCE

PRODUCT DESCRIPTION

REQUIREMENTS FOR THE LABELING OF COSMETIC PRODUCTS



LABELING REQUIREMENTS IN SMALL CONTAINERS



Name of
the
product

The
nominal
content by
weight or
volume

Chemical
substances
involving
health
risks

REQUIREMENT OF
ARTICLE 19 OF
DECISION 516 OF
2002

NSO Code

Lot
number

DOWNLOADING THE NSO FORMAT



1. To download the form, go to www.invima.gov.co
2. There, select the “Procedures and Services” tab
3. Once there, select “Cosmetics” and “Cosmetics Health Reporting”
4. There, choose “Formats”
5. And then “Format UNICO new product”
6. A word document will open.

THE PROCESS AT INVIMA ONLY
TAKES 50 MINUTES



THINGS TO BE AWARE AND BEWARE OF



Once the product is notified, INVIMA issues a certificate with the NSO assigned to the product



The NSO defines the legal responsibility of the owner and manufacturer of the product



It has 7 years validity and can be renewed for equal time



The process takes only **50 minutes** at INVIMA



Colombia does not permit parallel imports



There is a FTA between Colombia and the United States since 2012



All products must comply with BPL's and the INCI

THE NSO
FEE IS
\$735,42



ANDI

Cámara de la Industria Cosmética y de Aseo

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