Category Extension Checklist

Plan a skincare line alongside your supplement brand

Confirm before you launch a new category

- [ ] Every planned claim sorted into cosmetic or drug
- [ ] Facility matched for the new product type and format
- [ ] Facility registration confirmed (cosmetic facilities renew every two years)
- [ ] Responsible person named and product listing planned, with annual updates
- [ ] Certifications you plan to claim confirmed for the new facility
- [ ] New label built in the right format for the category
- [ ] Serious adverse event process covers the new line (15 business days for cosmetics)
- [ ] Safety substantiation records started
- [ ] Minimum and timeline confirmed for the route (stock, modified stock or custom)
- [ ] Website and marketing copy checked against the claim decisions

Planning a production run? Start a Project — productmgmtgroup.com/contact