



# PAKISTAN COSMETICS



TRADE DEVELOPMENT AUTHORITY  
OF PAKISTAN





## **TDAP INTRODUCTION**

Trade Development Authority of Pakistan is the premier trade promotion organization mandated to develop and promote products and services of the country in international markets.

TDAP implements policies and directives of Federal Government and its Board of Directors for enhancing, promoting and facilitating trade.

TDAP supports and facilitates businesses through latest information and capacity building initiatives to enhance and improve their leverage in international trade.

To achieve its objectives, TDAP organizes as well as participates in local & international trade fairs, country specific exhibitions, trade delegations, conducts seminars and organizes contacts and information exchange events both physically as well on digital platforms.

This publication is part of the efforts of TDAP to share details and showcase Pakistan's products and services in international markets.

## PRODUCT PROFILE + HS CODE (3304)

Cosmetics are a category of health and beauty products that are used to care for the face and body, or used to accentuate or change a person's appearance. Though cosmetics are commonly thought of as only makeup used to alter a person's appearance, cosmetics can also refer to a number of products used to care for the skin and the body, as well as those used to add fragrance to it. There are a large number of cosmetics available under these various categories, each designed for different purposes and featuring different characteristics.

Cosmetics are widely used and accepted in many different cultures. The popularity of cosmetics can be attributed to the creative self-expression and self-identity aspect. Makeup and cosmetics can be used to subtly enhance natural features or create a new look. The cosmetic and makeup industry is worth billions of dollars and continues to increase due to the growing popularity and acceptance of makeup and cosmetics.

## PRODUCTION AREAS

The production area for cosmetics in Pakistan are **Abbottabad, Faisalabad, Gujranwala, Islamabad, Karachi, Lahore, Multan, Peshawar, Quetta, Sialkot** etc.

## VARIETIES/ CALORIES/ UTILITIES/ USAGES / CONTENTS

Over the last 100 years, cosmetic products received their renaissance that was fueled with rapid inventions and fast fashion changes. With thousands upon thousands of products on the market, cosmetic and makeup can be divided in several distinct types. Here they are:

- a. **Powders** – Most common and easily to use form of makeup. They started being used in ancient civilizations of Egypt and Mesopotamia, and their modern-day counterparts are not that different. Fine powder that is grinded up from raw materials is today used to both make us pretty and to help us with various skin diseases.
- b. **Gels** – Gels are thick liquid substances that are today used in many cosmetic products, such as shampoos, body washes, shaving products and toothpastes.
- c. **Suspensions** – This type of cosmetic products is used to overcome or remove incompatible ingredients in other products. They are transparent with sometimes visible particles. Sunscreen, shampoos, and hand washes are examples of Suspensions.
- d. **Sticks** – Some cosmetic products such as lipsticks and underarm deodorant are best used if we cannot touch them directly with our hand. Because of that, they are packaged in solid containers that can be opened and then applied to the body by rubbing it against the skin.
- e. **Ointments/ Pastes** – These cosmetic products are extremely thick, and are often used to protect or heal skin and hair. They usually don't contain any water in them, and can be very sticky and greasy to the touch.
- f. **Lotions** – Lotions are less greasy than ointments and pastes, and can be used in many situations where they can't. They are not greasy and sticky, which enables them to be quickly and easily applied to the skin. Most common examples of lotions are skin moisturizers and sunscreens.
- g. **Capsules/tablets/cakes** – Many cosmetic products are made in the form of powder that is pressed and molded into desired form that can be latter be applied to the face with brushes and paint sticks. Usually eye shadow, cheek shadow and other face powders are packaged into this form.
- h. **Primers, foundations and concealers** –Concealers are the products (powders or pastes) that are used to mask irregularities of the skin, such as pores, discolorations, pigment spots, and injuries and blemishes. Primers and foundations on the other hand are used to prepare skin to better absorb and hold longer other cosmetic products. Also, makeup products can be distinguished by their area of application:
- i. **Lips** - Lipsticks, lip gloss, lip liner, lip plumper, lip balm, lip conditioner, lip primer, lip boosters.
- j. **Eyes** – Mascara, mascara primer, eye shadows, eye primers, eyelash glue, eyelash curler
- k. **Eyebrows** - eyebrow pencils, creams, waxes, gels and powders
- l. **Nails** – Nail polish, nail gloss
- m. **Face** – face powders, foundations, primers, concealers, blush powder, bronzer, setting spray, contour powder/cream.



## TESTING / CERTIFICATIONS/ REGISTRATION AGENCIES

### Certification:

ISO 22716 is an international standard of good manufacturing practices (GMP) for the cosmetics manufacturing industry and describes the basic principles of applying GMP in a facility that produces finished cosmetic products. This guideline offers organized and practical advice on the management of human, technical and administrative factors affecting product quality.

The ISO 15378 – Primary Packaging Materials for Medicinal standard was developed by stakeholders in the pharmaceutical sector to provide a quality management system (QMS) for suppliers of materials intended to be used as packaging for medicinal products.

### Testing:

#### a. Microbiological testing

Each cosmetic contains different microorganisms that can be harmful to consumers during its use. When using a product, customers can bring bacteria that can, mixed with other chemicals, change the product and make it dangerous. The Microbiological testing allows manufacturers to check formulation preservative system and ensure that it is free from any harmful microorganisms' growth. Product samples are tested using different methods highlighting the presence of bacteria, fungi or yeast. The sample is also submitted to a Challenge test, also known as Preservative Effectiveness Test (PET), in order to identify the risk of harmful microorganisms' growth.

#### b. Stability testing

Depending on its environment conditions, a cosmetic product can be altered and become unsafe for consumers. With the Stability test, manufacturers are able to ensure that, during its shelf life and consumer use, the product maintains its function, physical aspect and its chemical and microbiological quality. Product samples are put under real conditions to determine its stability and physical integrity – no color, odor or any physical aspect change. It also allows manufacturers to evaluate storage conditions and the product shelf life.

#### c. Safety and Toxicological testing

In order to make sure the raw materials and finished product do not present any risk for consumers, manufacturers must do a Safety testing that includes a Toxicology test. It allows them to determine if any substances of the product and their mixtures present a risk when used by customers. Several tests are included to highlight the product effect when in contact with skin and eye – skin irritation, corrosion, penetration and sensitization (Patch testing), eye corrosion and irritation.

#### D. Performance testing:

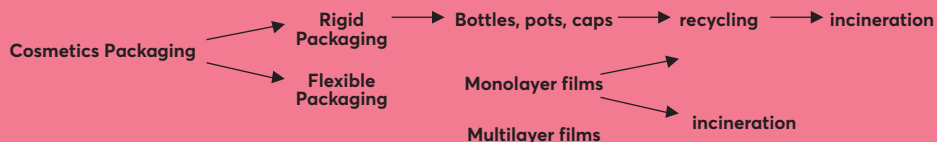
The first and main reason why a consumer make the decision of buying a product is for what it claim, what is its function and the results after its use. Performance testing is made to demonstrate product claims and ensure that they are real. It tests the product functionality, usability, durability and performance. It is related to advertising and packaging as everything you'll be promoting must be proven. For example, if you advertise that your hairspray will provide volume to the consumer's hair, you must do an adapted test to prove it.

#### e. Compatibility testing with packaging

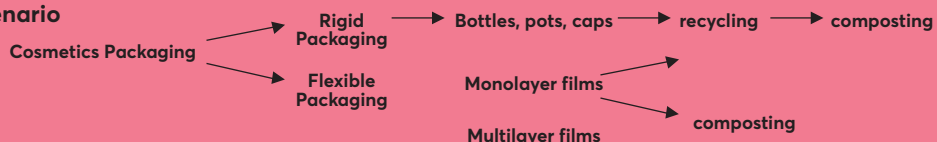
In addition to product test, the packaging should also be tested and especially when in contact with the finished product. Chemicals can easily react with other substances or materials and that could present a risk for consumers. The Compatibility test will check if they are any corrosive effects between product formulation and packaging, any alterations on product function or any alterations on product aesthetic as a result of contact with the packaging materials.

## PACKAGING & STORAGE

### Current Scenario



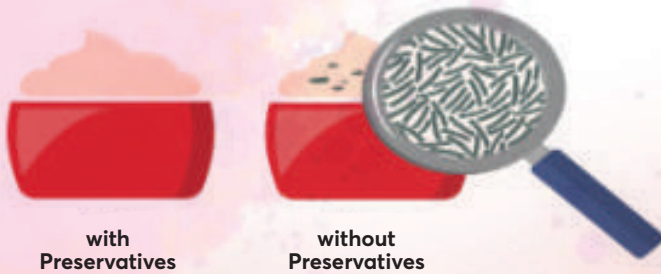
### Bioplastics based scenario



## STORAGE

Product safety is the number one priority for the cosmetics industry, and so each product has been carefully created to prevent contamination by microorganisms, which are bugs such as bacteria, yeasts or mould. Bacteria, yeasts and moulds are always present on our skin, in the air around us and even in the water we drink. These can get into products during normal use. Contamination of products, especially those used around the eyes and on skin, can cause significant problems if the level of contamination is high. Preservatives can prevent these problems by stopping micro-organisms from multiplying in the product.

### Bacterial Growth in Cosmetics

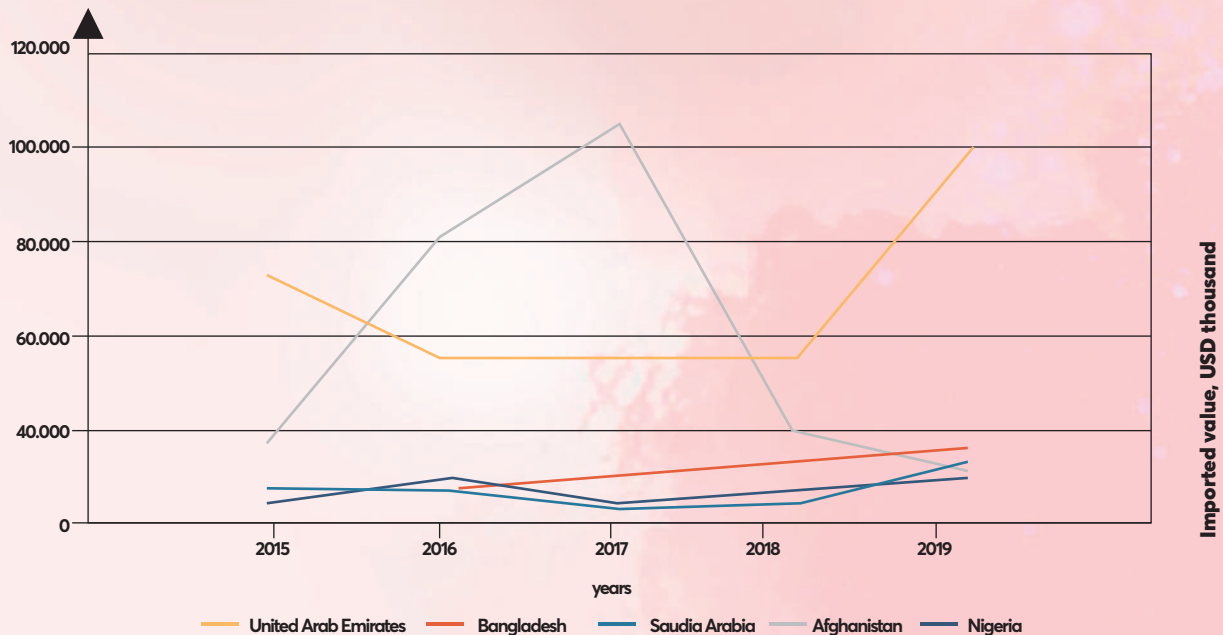


- Always read the instructions carefully; including any warnings for use.
- Keep lids on products when not in use and use the product within the recommended time.
- Avoid storing your products in the direct sunlight or near sources of heat and choose dry, cool (but not freezing) storage areas where possible.
- Never dilute products or mix with other products (unless directed to do so by the product instructions).
- Apply cosmetics with clean hands or an applicator and routinely wash all applicators thoroughly with soap, detergent or a mild shampoo.
- Allow applicators to dry thoroughly before use.
- Avoid sharing your personal cosmetic products with another person.

## TOP IMPORTING COUNTRIES: (MAP/ GRAPHICS)

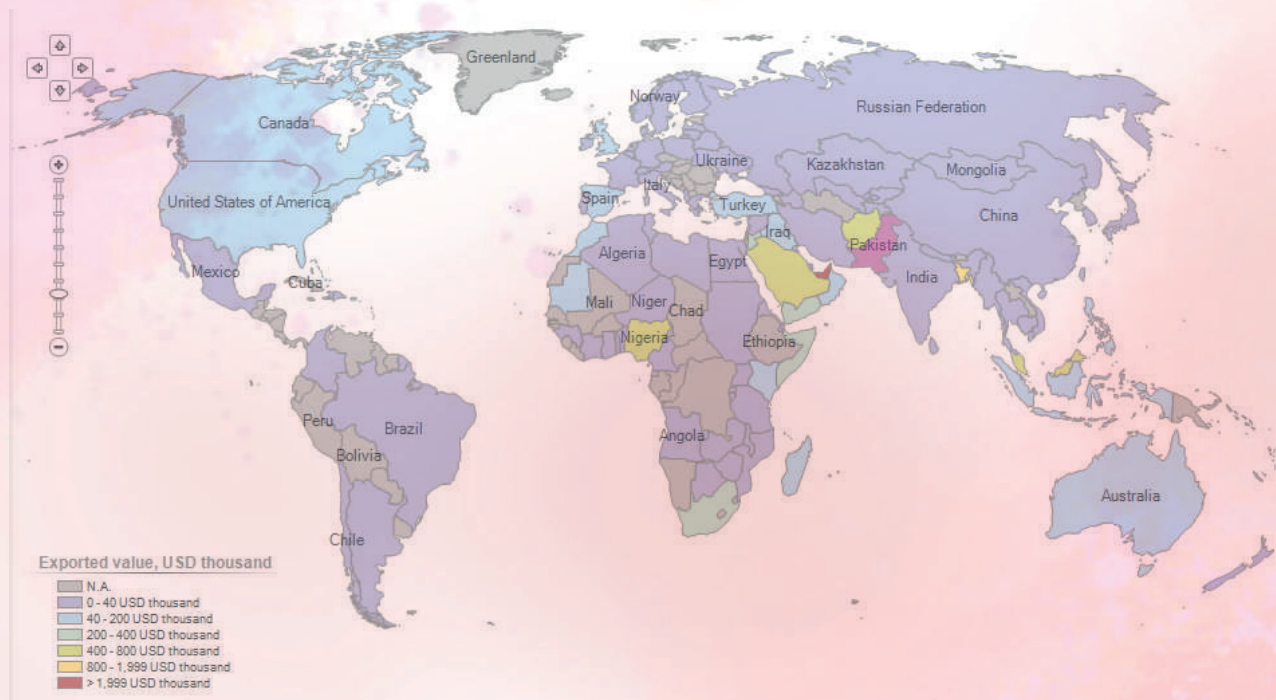
### List of importing markets for a product exported by Pakistan

Product: 3304 Beauty or make-up preparations and preparations for the care of the skin, Ind. sunscreen or suntan preparations (excluding medicaments); manicure or pedicure preparations



### List of importing markets for a product exported by Pakistan in 2019

Product: 3304 Beauty or make-up preparations and preparations for the care of the skin, Ind. sunscreen or suntan preparations (excluding medicaments): manicure or pedicure preparations



## PAKISTAN EXPORTS

Unit : US Dollar thousand

Code	Product label	Exported value in 2015	Exported value in 2016	Exported value in 2017	Exported value in 2018	Exported value in 2019
330499	Beauty or make-up preparations and preparations for the care of the skin (other than medicaments), ...	5,029	7,528	8,975	5,240	8,107
330420	Eye make-up preparations	991	1,097	1,030	1,564	1,346
330491	Make-up or skin care powders, incl. baby powders, whether or not compressed (excluding medicaments)	211	384	101	116	145
330430	Manicure or pedicure preparations	1,056	871	1,018	1252	115
330410	Lip make-up preparations	467	22	36	13	32

Cosmetics exports till **December 2021 US\$ 43M**: Source (TradeMap)

## TOP EXPORTERS

**Company:** M/S FORVIL COSMETICS.

**Address:** 71 – A, Main Boulevard, Gulberg, Lahore – Pakistan

**Phone:** 042-35756973/35756985

**Email:** export@forvilcosmetics.com

**Company:** GOLDEN PEARL COSMETICS (PVT.) LIMITED

**Address:** 115/1 M, Quaid-e-Azam Industrial Estate, Kot Lakhpat Lahore, Pakistan.

**Phone:** 042 35142073-76

**Email:** info@goldenpearl.com.pk

**Company:** SHAHEEN COSMETICS (PVT.) LIMITED

**Address:** Plot No.368 SundarEstate, Lahore, Pakistan

**Phone:** 042-3518668

**Email:** info@facefresh.com

**Company:** MNF COSMETICS PAKISTAN

**Address:** Y-BLOCK 191-Y, Sector Y DHA Phase 3, Lahore, Punjab 54000

**Email:** info@winsomeglow.com

**Company:** WHITE PEARL COSMETICS

**Address:** 13KM Ferozepur Road, Lahore, Pakistan.

**Email:** whitepearlcosmetics@gmail.com

**Company:** KAW Cosmetics

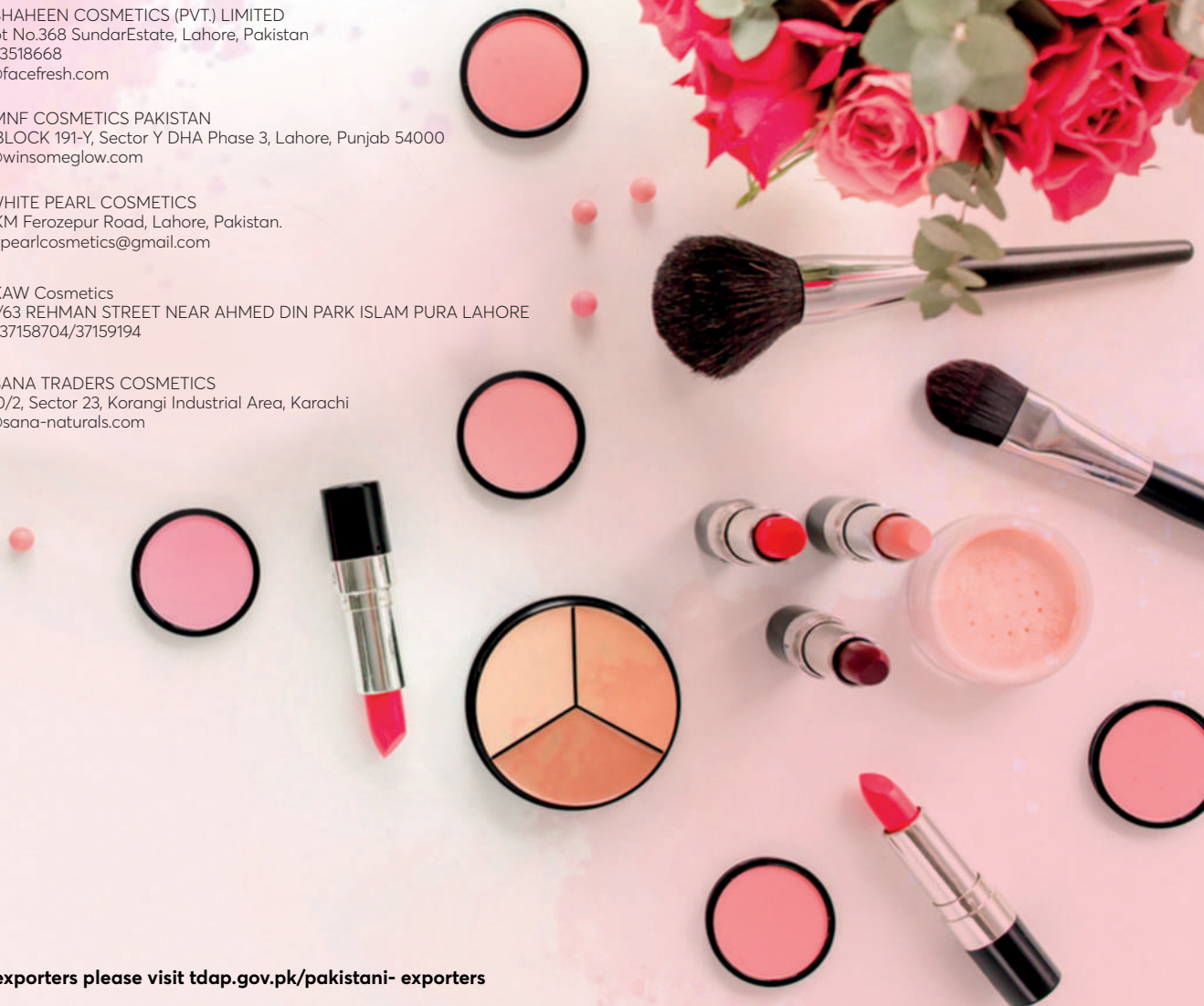
**Address:** 38/63 REHMAN STREET NEAR AHMED DIN PARK ISLAM PURA LAHORE

**Phone:** 042-37158704/37159194

**Company:** SANA TRADERS COSMETICS

**Address:** 220/2, Sector 23, Korangi Industrial Area, Karachi

**Email:** info@sana-naturals.com



For other exporters please visit [tdap.gov.pk/pakistani-exporters](http://tdap.gov.pk/pakistani-exporters)



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