

Verification Checklist

TSB Verified™ · Before You Begin

Start with one product and one formulation. Use this checklist to gather the information and supporting records for every eligible claim used to market that product.

Check off each item when it is ready, or when you have confirmed it does not apply to your claims.

Start With Your Product

Keep the review tied to one current product and formulation.

- ☐ **Product and brand details**
Have the product name, category, brand contact, and current product-page URL ready.
- ☐ **Complete ingredient list (INCI)**
Prepare the full, current ingredient disclosure for the formulation you are submitting.
- ☐ **Product photos, labels, and packaging**
Gather clear, readable images or files showing how the product is presented to consumers.

List Every Eligible Claim

Review the claims across your product materials, not just the front label.

- ☐ **Exact claim wording**
List every eligible claim on labels, packaging, your website, retailer listings, and applicable marketing materials.
- ☐ **What each claim refers to**
Identify the ingredient, sourcing practice, process, or product each claim describes. Keep any qualifiers with the claim.
- ☐ **Where each claim appears**
Save the relevant URLs, screenshots, or files so the wording and its context can be reviewed.

Prepare Your Records

Gather the Supporting Records

Different claims need different supporting documentation. Collect what applies to your claims.

- ☐ **Claim-specific documentation**
Gather relevant supplier specifications, certificates of analysis, producer attestations, or other records supporting each claim.
- ☐ **Sourcing, traceability, and processing records**
Where relevant, show the ingredient's source, the supplier chain, or how the ingredient was processed.
- ☐ **Current third-party certifications**
For claims that rely on certification, include the certificate and its scope, named holder, covered product or ingredient, and validity dates.

Check for Gaps

Make it easy to connect the claim to its supporting documentation.

- ☐ **Match records to claims**
Organize each claim with its supporting files. Check that ingredient names, suppliers, dates, and the submitted formulation are consistent.
- ☐ **Request missing information**
Ask suppliers for missing or outdated records. Note anything you cannot yet support or need TSB to clarify.
- ☐ **Compare consumer-facing wording**
Check that the wording on your product page, labels, packaging, and marketing describes the same claim and scope.

Prepare for Independent Review

Understand the process before you submit.

- ☐ **Read the applicable standards**
Check which claims are eligible and what each standard requires. An INCI list or automated claim preview alone does not verify a claim.
- ☐ **Review the fees and terms**
Review and licensing are separate. Payment covers the independent review, not a particular outcome.
- ☐ **Set up your brand account**
When you are ready, sign in to start a review and submit your records through the review workflow or Brand Portal. Do not send confidential records through the general contact form.

What Happens Next

Preparation is the starting point. This checklist helps you prepare. It does not determine eligibility or guarantee verification. What you need depends on what you claim; additional documentation or clarification may be requested during review.

1. Start with one product.

Gather the current INCI, product page, labels, packaging, and supporting documentation for every eligible claim used to market that product.

2. Receive a defined outcome for each claim.

Independent review considers the claim language, applicable standards, and submitted support. A paid review does not guarantee verification.

3. License the mark if the product qualifies.

A product may proceed to licensing only when every eligible claim is supported or removed from its consumer-facing materials. Active licensing includes mark-use rights and a Public Verification Record.

Your supporting records stay confidential. Supporting documentation is confidential and is not published in Public Verification Records or the Verified Directory. The public record identifies the product, verified claims, and the scope of each determination.

Plan for the Costs

Verification review • \$799 per product / formulation

Covers every eligible claim for the submitted product. No additional per-claim fees. Nonrefundable once review begins.

Annual product license • \$499 per verified product / year

Separate and optional after the product qualifies. Active licensing authorizes use of the mark and maintains the Public Verification Record and Directory listing.

See Pricing for current fees and any first-review welcome offer.
theskincarebureau.com/pricing

Current checklist: theskincarebureau.com/readiness-checklist

What's Behind the Review?

The records depend on the claim. These examples explain what different documents contribute; no single document establishes every claim.

INCI / Ingredient Disclosure	The ingredient names disclosed for the product. The list helps identify ingredients; it does not establish their origin or processing method by itself.
Supplier Specification	Information about a particular material, such as its identity, composition or processing characteristics.
COA / Certificate of Analysis	Results reported for a named material and batch. A COA addresses the characteristics reported, not every possible claim about that material.
Source & Traceability Records	Records connecting an ingredient to its source and supply, such as supplier declarations, invoices and production records.
Third-Party Certification	A credential from another organization covering a defined ingredient, product or operation. TSB confirms claimed credentials; it does not award or replace them.
IFRA Certificate of Conformity	A fragrance supplier's declaration of conformity with International Fragrance Association standards for an intended use. It does not replace a safety assessment or establish that a fragrance is natural.

Supporting supplier files remain confidential. The public record identifies verified claims and their scope; it does not publish the brand's private documentation.

About IFRA certificates: ifrafragrance.org/understanding-standards