

TSB VERIFIED™

A Closer Look at Skincare Claims

Understand the claim. See what supports it.
Decide what matters to you.

Skincare labels can tell you where an ingredient comes from, how it was processed, or what a product is represented to contain. TSB Verified™ gives you a way to see which eligible claims have completed independent documentation review.

We believe consumers can ask questions about skincare claims without assuming brands are doing something wrong. Curiosity and credibility can coexist.

What the Mark Means

The specific eligible claims identified in a product's Public Verification Record have been independently reviewed against The Skincare Bureau's published standards and supported by the required documentation.

TSB compares the claim, its supporting records, and how it appears across applicable product materials. Verification applies to the claims and scope identified in that record.

What It Does Not Mean

TSB Verified™ is not a certification of the entire product, a safety seal, a regulatory approval, a product endorsement, or a guarantee of performance. It does not tell you that one product is better, safer, cleaner, or more effective than another.

We verify claims, not products.

THE PUBLIC VERIFICATION RECORD

Read the Claim. Then Read the Scope.

A Public Verification Record connects the mark to a particular product and the specific claims TSB reviewed. Start with these four details.

The Product

Match the brand and product name to the item you are considering. Verification of one product does not extend to every product a brand sells.

The Claim

Read the exact eligible claim listed. A statement elsewhere on the package is not automatically included in TSB verification.

The Scope

Look for the named ingredient, source, process or other attribute covered. Ingredient-specific verification does not become a claim about the whole formula.

The Current Status

Check the live record and current Directory status. A saved image or printed guide does not establish a product's current licensing status.

An Example of Defined Scope

Illustration only - not a verified product.

Claim: Cold-Pressed

Scope: Applies to the extraction method used for the jojoba seed oil in the submitted formulation.

Read it as a statement about the named oil's extraction method. It does not mean every ingredient is cold-pressed or that the finished product has been tested for effectiveness.

SUPPORTING DOCUMENTATION

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

MORE INFORMATION. YOUR CHOICE.

Ask Clear Questions. Choose What Matters.

What exactly is being claimed?

Look for specific wording. “Cold-pressed jojoba oil” is more defined than a broad description such as “clean beauty.”

What does the verification cover?

Check the scope in the Public Verification Record. Keep a named ingredient, an entire formula and a third-party certification distinct.

Where can I check the current record?

Use the TSB Verified Directory and match the product. If you cannot find a record, you can ask the brand whether it has completed TSB review.

If There Is No Public TSB Record

Not finding a Public TSB Verification Record does not mean a claim is false. It means you have not found public confirmation that The Skincare Bureau® has verified that product’s eligible claims.

Keep Exploring

Invite your favorite brand to explore TSB Verified™, and keep checking the [Verified Directory](#) for newly verified products.

Invite Your Favorite Brand

theskincarebureau.com/invite-a-brand

Read Our Standards

theskincarebureau.com/standards

Explore the Program Overview

theskincarebureau.com/program-overview



Scan the Directory

Brands pay for independent review, not a verified outcome. Once every eligible claim is supported or removed, a qualifying product can proceed to annual licensing of the mark.

TSB provides more information. You decide what matters to you.