

TSB Verified™ Program Overview

The Skincare Bureau® independently reviews the documentation behind eligible skincare ingredient and marketing claims. TSB Verified™ makes supported claims visible through a licensed mark and a product-specific Public Verification Record.

What We Verify

We verify claims, not products. Review covers the complete ingredient disclosure (INCI), labels and packaging, the current product page, and applicable marketing materials.

Examples include organic sourcing, farm-direct sourcing, cold-pressed processing, unrefined ingredients, non-GMO, vegan, cruelty-free, and eligible free-from claims. Requirements depend on the exact wording and scope of each claim.

All claims used to market the submitted product must be disclosed. Every eligible claim is reviewed; brands cannot choose one supported claim while leaving other eligible claims outside the review.

How the Program Works

1. Prepare and submit. Start with one product and formulation. Identify your claims and provide current product materials and supporting records.
2. Independent review. TSB compares each eligible claim with the applicable standards and documentation. You receive a defined outcome: Supported, Clarification Requested, or Not Verified.
3. Make verification visible. Once every eligible claim is supported or removed from consumer-facing materials, the product can proceed to annual licensing. Active licensing authorizes the mark and activates the public record and Verified Directory listing.

What the Mark Means

The TSB Verified™ mark applies only to the specific claims and scope listed in the product's Public Verification Record. It is not a safety seal, a blanket product approval, or a guarantee of performance.

Supporting documentation remains confidential. Public records show the product, verified claims, and scope of each determination rather than private supplier files.

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What to Prepare

Product and brand details; a complete current INCI list; the product-page URL; clear product photos; and readable labels and packaging.

Exact claim wording and where it appears, paired with relevant supplier specifications, certificates of analysis, sourcing and traceability records, processing records, producer attestations, and current certifications when claimed.

Additional documentation may be requested. The Readiness Quiz, Verification Checklist, and Claim Checker help you prepare; they do not verify claims or guarantee an outcome.

Review and Licensing Fees

Verification review: \$799 per product and formulation. Covers every eligible claim, with no additional per-claim fees. The review fee is nonrefundable once review begins; payment does not guarantee verification.

New brands automatically receive 50% off their first product review: \$399.50 for one product and formulation. The same standards and independent review apply.

Annual product license: \$499 per verified product per year, separate after qualification. Active licensing authorizes mark use and maintains the public record and Directory listing. Brands must report applicable changes and complete annual renewal review.

What Falls Outside Our Scope

Products excluded: household cleaners, oral care, aerosols, ingestibles and supplements, sunscreens and other OTC drug products, hair dyes, and perfumes.

Claims excluded: safety, performance or clinical, medical, sun-protection, regulatory approval, and product superiority claims. Broad terms such as clean, green, or eco-friendly are not verified unless an eligible, specific claim is clearly defined and supported.

This overview summarizes the program. Current published standards, terms, process, and licensing guidelines govern participation.

Start Your Review

theskincarebureau.com/for-brands

Full program details: [Standards](#) · [Process](#) · [Pricing](#) · [Terms](#)