

Our Verification Standards

The Skincare Bureau® independently reviews eligible skincare ingredient and marketing claims against published standards and the documentation provided to support them. We verify claims, not products.

The Standard Stays the Standard.

Every eligible claim is held to the same core principles, regardless of a brand's size, popularity, marketing budget, or relationship with The Skincare Bureau.

Eligible

The claim must fall within TSB's defined review scope. Eligibility depends on the exact wording and how the claim is used. Acceptance for review does not guarantee verification.

Supported

The documentation must support the specific claim consumers see. Requirements depend on what is represented and where the information originates.

Consistent

TSB compares claim language across the ingredient disclosure, label, packaging, website, and applicable marketing. The wording must not be broader or materially different from what the documentation supports.

Accounted For

Every eligible claim used to market the product must be disclosed and reviewed. Brands cannot select only one. All eligible claims must be supported or removed from consumer-facing materials before licensing.

Supporting Documentation

There is no single document that supports every claim. Depending on the claim, supporting records may include:

- Supplier Specifications
- Certificates of Analysis
- Source or Traceability Records
- Processing Documentation
- Current Third-Party Certifications
- Producer Attestations
- Claim-Specific Fragrance Records
- Organic Confirmation When an Ingredient Is Represented as Organic

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What We Review

Examples of claims TSB may review. Eligibility and documentation requirements depend on the specific claim and how it is used.

Origin & Sourcing

Organic / Certified Organic · Wildcrafted · U.S.-Sourced · Locally Sourced · Farm-Direct · Single-Origin

Processing

Cold-Pressed · Virgin · Unrefined · Steam-Distilled · CO₂-Extracted · Fermented

Identity

100% Named Ingredient · Plant-Derived · Non-GMO · Vegan · Waterless

Free-From

Preservative-Free · Paraben-Free · Phthalate-Free · Silicone-Free · Sulfate-Free · Hexane-Free

Ethical Practices

Sustainably Sourced · Fair Trade · Cruelty-Free

Certifications

USDA Organic · COSMOS · Leaping Bunny · Certified Vegan · Non-GMO Project Verified · Fair Trade Certified

When a third-party certification is claimed, TSB reviews its supporting documentation. TSB verification does not replace or award that certification.

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We Verify Claims, Not Products.

TSB Verified™ is not a product certification, safety seal, regulatory approval, or product endorsement.

TSB does not rate products, score ingredients, prescribe formulations, test finished products, determine product safety, verify clinical performance, or tell consumers what to buy.

Products We Do Not Accept

Household Cleaners · Oral Care Products · Aerosols · Ingestibles, including supplements · Sunscreens and Other Over-the-Counter Drug Products · Hair Dyes · Perfumes

Claims We Do Not Verify

Safety - such as “safe” or “non-toxic.”

Performance or Clinical - such as “anti-aging,” “reduces wrinkles,” “24-hour hydration,” “clinically proven,” or “dermatologist-tested.”

Medical - treating, preventing, or curing a condition.

Sun Protection - including SPF.

Regulatory Approval - government or regulatory approval.

Product Superiority - better, safer, or more effective than another product.

Broad or Undefined - such as “clean,” “green,” or “eco-friendly,” unless an eligible, specific claim is clearly defined and supported.

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A Defined Outcome for Every Eligible Claim.

When information is incomplete, unclear, or inconsistent, TSB may request clarification, additional documentation, or revised claim language.

Supported

The claim meets the applicable review requirements.

Clarification Requested

Additional documentation, more precise language, or aligned product materials are needed.

Not Verified

The submitted basis is insufficient, inconsistent, or outside the verification scope.

Verification and licensing are separate. Once every eligible claim is supported or removed, the product may proceed to annual licensing of the TSB Verified™ Mark and publication in the Verified Directory.

Keeping Verification Current

Material Changes

Brands must notify TSB when changes may affect a verified claim or its support, including ingredients, suppliers, sourcing, processing, certifications, or claim wording.

TSB determines whether updated documentation or a new review is needed before the affected claim can continue to carry the mark.

Annual Review

To renew an annual product license, brands must confirm that verified claims remain accurate, disclose relevant changes, and provide updated documentation where required.

Continued mark use and an active Public Verification Record depend on meeting the applicable renewal requirements.

These standards are reviewed annually and updated as needed to reflect changes in the TSB verification program, documentation requirements, or claim review practices.