

Application manual for foreign brands

A manual for foreign brands to list their products in @cosme database for the first time



cosme

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- Listing in @cosme will be communicated in Japanese.
Communication in a language other than Japanese will not be available.
- As a general rule, the information listed will also only be displayed in Japanese only.
※Manufacturer names, brand names and product names can be displayed in English.
- There is no English manual other than this manual.



Definition of foreign brands on @cosme / Product listing flow

Definition of foreign brands

Brands originating from a foreign country that have already been on sale overseas

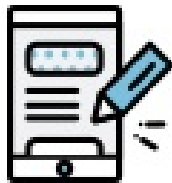


- ※If the basic checklist (p3) / checklist for foreign brands (p3) cannot be provided or there is inadequate information, we may not be able to list some information.
- ※It is possible for brands, that have yet to arrive in Japan, to be posted as well. However, the post will include an annotation at the beginning of the product explanation.

Product listing flow

STEP1

Prepare necessary information



Please refer to the following page for the necessary information.

STEP2

Create a Beauty ID account



In order to post products on the @cosme , you need to create a Beauty ID account.

STEP3

Applicate for product listing



After the issuance of your account, it will be available to log into Beauty Board and you can apply simply by entering the necessary information required by Beauty Board.

STEP4

Upload the necessary documents and input application ID through a form



Along with the **application ID (the part encircled in red in the figure)** that is issued after the application registered newly in STEP3, please send the information that you prepared in STEP1 to us using the following form. [>>>Click here to go the submission form](#)

※At a section "登録する商品の分類 (product type of listing products), please select "海外ブランド商品を含む (including foreign brand's products)"

Basic checklist

Please prepare the following nine items and send them to us using the [submission form](#).

Necessary information to be prepared before submission

1. The back side image of a product packaging *will be used for uploading

To check the name of the distributor and manufacturer

2. Company overview URL

To check the applicant

You just input the URLs at the each section of the form!



Confirmation items with foreign brands

1. Whether the brand is considered as foreign one or not

As we require different items if the brand is foreign one

2. Corporate name in the home country and katakana notation (one of the Japanese syllabaries)

As the corporate name in the home country will be shown as the manufacturer's name at @cosme

3. URL to confirm the corporation is existed in the home country

(*corporate or brand's official webpage etc.)

4. Launch date in Japanese market at the first time

To decide the launch date shown at @cosme

5. Formula type (to check if the ingredient formula is the same as the home country's)

- ① Selling in Japan with the same ingredients as the home country
- ② Selling in Japan with a different formulation exclusively for Japan
- ③ The type is different in each products

※The product listing pattern may vary depending on type. For details, please check page 5.

On @cosme, the **manufacturer's name** of a foreign brand is considered as **the corporate name in the home country**.

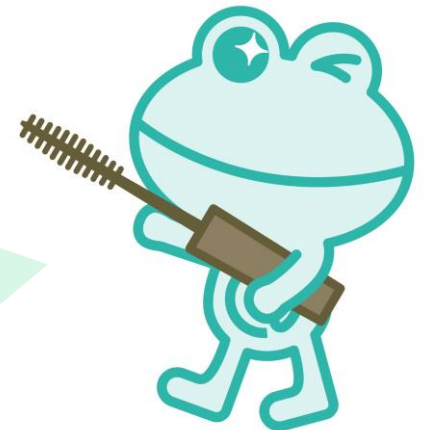
※As a general rule, the manufacturer's name is not the authorized agent or import agent.

What is the corporate name in the home country?

It refers to the manufacturer's name in the country that the brand originates from. This is different from a company that imports the products that is being sold overseas already and that is selling with ingredients that have been changed for Japan.

Example:

Company A launched a brand and sells products in Korea. They are selling well, so **Company B** buys them as a wholesaler and distributes them in Japan
→In this case, **Company A** will be the corporate name in the home country.



Formulation

On @cosme, the product listing pattern may vary depending on type, so we ask the formulation type when listing.

<Formula pattern>

Foreign formula: the same formulation as products sold in the home country (overseas) OR a common formulation in each country

Formula specialized for Japan: a formula created for Japan market with different ingredients from the home country

※If there is an existing product page, after confirmation of the formula, we may list the product newly instead of amending the existing product page.

Launch date

On @cosme, we uniformly regard it as **the date when a product was first released in Japan, that have been authorized by the Japan Pharmaceuticals and Medical Devices Law.**

- Date of first-time release in Japan: listed as the launch date
- Date of 2nd time release in Japan: possible to be listed as an additional launch date
- Date of release overseas: cannot be listed

Even if it is the same brand, if the products differ as to whether it is their first time being released in Japan, please state so in the application of “Beauty Board” or directly inquire to below address.

Product registration team: product-info@cosme.net



If your products have already listed in @cosme



If your products have already listed in @cosme, we will take the appropriate response after checking the details of your situation.

	Case	Response
1	Listed by a former manufacturer	We will consider the method of listing after checking with the former manufacturer. <small>*Please note that depending on the arrangements with the former manufacturer and formula type, the product may be listed in duplicate.</small>
2	Listed by an @cosme member	We will consider our response and list after checking the formula.
3	Listed by @cosme operator	

In what sort of situation would the (海外) in “Brand Name (海外)” be displayed?

It will be posted as “Brand Name (海外)”, if the brand’s products cannot be sold in Japan. That means the product with foreign formula have not been approved on the Pharmaceuticals and Medical Devices Law.

※The Pharmaceuticals and Medical Devices Law refers to a Japanese law that secures the quality, efficiency, and safety of pharmaceutical products and medical devices, as well as states detailed regulations regarding manufacturing, displays, sales, distribution, advertisements, and so on with the purpose of the following.

Is it possible to delete “(海外)”?

We will consider after checking the authorized agent’s information and the formula. Please contact to Product registration team “product-info@cosme.net”.

*Please note that depending on our checks, we may not be able to delete (海外).