

Japan

Skincare market-entry checklist

Pre-launch controls

- ☐ Confirm the product remains in the cosmetics route and screen all claims.
- ☐ Appoint a Japanese Marketing Authorization Holder and confirm its licensed scope.
- ☐ Prepare Japanese label copy, formula support, specifications, manufacturing records and quality documents.
- ☐ Complete the local product notification work with the MAH before commercial import or sale.
- ☐ Maintain change control, complaint escalation and local post-market records.

Project-control aid only. Confirm the final route and obligations with the applicable authority or qualified local advisor.

Last reviewed: 31 August 2026