

Malaysia

Skincare market-entry checklist

Pre-launch controls

- ☐ Appoint the Cosmetic Notification Holder and confirm its legal responsibilities.
- ☐ Review formula, ASEAN Annexes, safety evidence, claims and Bahasa Malaysia / English label copy.
- ☐ Prepare the QUEST3+ notification data and controlled product dossier.
- ☐ Notify before manufacturing, importing, selling or supplying the cosmetic.
- ☐ Monitor NPRA annex circulars and file changes through controlled local ownership.

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

Last reviewed: 31 August 2026