



MARY KAY[®]
Because We Know You.



A Strategic Communication Plan



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INTRODUCTION



Executive Summary

Mary Kay's biggest attributes are their Independent Beauty Consultants (IBC) who dedicate all their time and energy to their customers to insure that they look and feel beautiful. With this strategic plan customers will realize the benefits of having their own beauty consultant with them acting as if they are the customers on personal make-up artists. They don't have to worry if the shade matches their skin tone because the IBC's know what is best for the customer.

The awareness of the brand is Mary Kay's biggest problem. Because they do not sell in stores, consultants go door to door selling products which is an old fashion approach and is why most of Mary Kay's customers are older woman. Potential customers believe that going to their local drugstore is more convenient to them. This campaign strategy acknowledges this major weakness and instead shows the benefits of having an IBC by attracting to a younger demographic.



Overview

The "Because we know you" campaign emphasizes to the target market of 18 to 25 year-old women that IBC's are the equivalent to their professional "best friends." They know what's best for you and will help you with any situation at any time. By providing background content on the company, this campaign strategy realizes the weaknesses of the past, but through print ads, commercials, Internet banners, and apps; it provides the target audience with a "fresh" new look for Mary Kay.

HISTORICAL CONTEXT

1964 MK holds one of the largest conventions in TX	1969 Award the use of the first Pink Cadillac to the top five independent sales directors
1973 Sales force exceeds 20,000 and 10th Anniversary	1976 Listed in the NY stock exchange
1983 Whole sale sales exceed \$300 million	1984 Listed as one of the top 100 companies to work for by <i>Fortunes Magazine</i>
1989 MK Inc. initiates corporate recycling program (CSR)	1991 Global whole sale sales reach \$500 million
1993 Opens museum at HQ in Texas	1996 Whole sale surpasses \$1 billion
2003 Independent sales force reaches 1 million	2008 Launches formal CSR initiative: “Pink Changing Lives” and debuts “Beauty that Counts” (global cause marketing program)
2010 Recieves the “Do Good” Stamp	2013 Independent sales force reaches 3 million



SITUATIONAL ANALYSIS

COMPETITIVE FORCES

Avon
Revlon
BareMinerals
Sephora
Estee Lauder
L'Oreal
Covergirl
Maybelline

ECONOMIC FORCES

Unemployment
Inflation
Taxes
IBC's
Expenses
Natural v. Artificial
Pollution

REGULATORY FORCES

Animal Testing
PETA
FDA
FPLA
VCRP
CIR
CFA

TECHNOLOGICAL FORCES

Cost of Materials and Labor
Leisure Time
The "Norm"
Cosmetic Surgery
New Product Development
New lines of cosmetics
New chemical discovery
New packaging methods
Innovations of industries

SOCIOCULTURAL FORCES

Personalized Experience
Expensive, quality makeup
Having your own IBC
IBCs come to you
The "Norm" to wear makeup
Glamorized
"Pink Changing Life"
"Beauty that Counts"
Global Month of Service

SWOT ANALYSIS

STRENGTHS

- Established brand image
- Sense of community for IBCs
- Global Company
- Family owned (CSR)
- Good Quality
- IBCs are specialists on what is good v. bad

OPPORTUNITIES

- Makeup parties
- Incentives (points) to sell more
- Pink Cadillacs
- Dallas, TX is one of the biggest developing areas
- Museum

WEAKNESSES

- Not available in stores
- Expensive, especially (18-25 yr old)
- Social media is not up to par
- Limited access to new customers
- Hard to find your local IBCs

THREATS

- Human Habit (brand loyalty)
- Sephora
- CVS, Rite Aid, Supermarkets (local convenience stores)
- Not much Brand recognition
- Competitors have up to date marketing techniques



OBJECTIVES



Primary Objectives

Expand Mary Kay impressions with 18-25 year old women concerning new products including but not limited to: Mary Kay at Play color products, Botanical Effects skin care, Clear Proof acne products, and core line products.

Attract new Independent Beauty Consultants (within the target market) through: product portfolio*, brand building activities , and corporate social responsibility efforts.



Secondary Objectives



Marketing Objectives

Increase Awareness among the target audience (Gen Y) and increase consideration for product purchase and for the Mary Kay business opportunity among female consumers 18-25 yrs old.

Increase positive consumer perception among women ages 18 to 25



Communication Objectives

RESEARCH OBJECTIVES

- To identify which makeup brands most young women are loyal to
- To determine the way most young women go about purchasing makeup
- To determine how young women feel about the products and the brand itself
- To learn about how young women feel about using IBCs

Secondary Research

Our secondary research was gathered through LIM College NRF Student Association Survey Results, statistical findings of Pew research center, reading through blog posts and comments about Mary Kay makeup, and an article from Bundle.com referencing a Procter and Gamble study as well as Bundle.com's analysis of the site's own anonymous credit card data. We found that:

- Younger women 18-25 are paying more for makeup than women 26-35. They are more likely to be single, care more about their appearance, are more connected to pop culture, and are on average financially less self sufficient (expensive price does not deter young customers).
- The use of technology for shopping in this age group is overrated. 68% of the 18-25 year olds surveyed "prefer to shop in stores than online for apparel and shoes." 66% do however use the web to browse, research, and compare prices before purchasing. (so the internet/social media is still a powerful tool, with 88% of 18-25 year olds having created social networking profiles.) While many consumers will "like" a facebook page to follow a brand, 88% do not yet feel comfortable purchasing through social media. Shopping is not just about acquiring items, but about the social experience with friends and interacting with products.



RESEARCH OBJECTIVES



Primary Research

Our Primary Research consisted of a survey we created and sent out to 117 females in the 18-25 year old demographic using qualtrics survey software. The survey consisted of questions asking the women things like where and how they purchase their makeup, how they find out about makeup brands, various factors that may influence their decision to purchase a product, and about their level of awareness of Mary Kay as a brand.

What we learned:

- 83% have heard of MK before.
- 68% hear about makeup by word of mouth.
- 64% have brand loyalty. 26% go to a brands website for information, 23% learn from a TV Commercial
- 73% buy their makeup at local drug stores such CVS, Riteaid, Wallgreen etc. 21% buy online.
- 42% are willing to spend \$20-\$40 on makeup, or that they had no preferential price range and will weigh their options for quality. Only 9% are willing to spend \$40-\$60.
- 51% do some form of research on products before buying.
- 72% care about testing products on animals.
- Most think you can buy MK products online or in stores. Many do not know what IBCs are.
- When asked what would increase the likelihood of purchasing MK, 87% suggested receiving free samples, 28% want reward or discount cards. 21% liked the idea of a “refer a friend” system offering discounts or rewards to both parties. 26% said a MK event/party.
- 77% said they would consider using MK. Top reasons for not considering MK include its expensive price, brand loyalty, not understanding IBC’s, and feeling uncomfortable with a sales person pushing one brand on them.

TARGET MARKET

Our target market is made up of female millennials ages 18-25 of all ethnicities. They have grown up with technology and therefore are very comfortable with it. Almost all of them are involved with social media sites and visit them regularly. Their buying habits are more influenced by the internet than any other media. These women range from college age to women who have just recently entered the workforce, and are less financially self sufficient than women of older demographics. Looking professional, competent, and fresh is especially important to these younger, likely unmarried women, who care more about their looks than older age groups and want to create a good first impression in all aspects of their lives, both socially and professionally. This level of self interest motivates these women to care less about costs of a product and spend more money on more expensive brands on average than older age groups tend to spend.

Meet Madison.

Madison is 19 years old and a Sophomore at Northwestern University. She has an on-campus job and likes to use that income towards socializing on the weekends. She enjoys hosting parties going out to dinner, and going out on the town.



Meet Samantha.

Samantha is 23 years old and has an Associates Degree in Accounting. She is currently a paid intern at an accounting firm in NYC. She lives in an apartment in Brooklyn with 2 roommates. She always tries to look professional but likes to go out and have fun at night with her friends in the city.



BRAND VALUE PROPOSITION

Functional Benefits

- a. Appearance of smoother, even skin tone.
- b. Some products help cleanse the skin (its good for your skin, not just makeup)
- c. Makes you appear more competent and reliable in the workplace (looking “put together”)

Emotional Benefits

- a. Mary Kay makes the user feel:
 - i. “Confident”
 - ii. “Beautiful”
 - iii. “Comfortable”
 - iv. “Put together”



Self-Expressive Benefits

- a. The use of Mary Kay says the customer “knows what she wants”
- b. The IBCs make sure that their products make them look their best

CAMPAIGN STRATEGY

Problems to Solve:

One of the problems we need to solve is the issue of name recognition. Not enough promotions via social media, online, magazines, billboard, etcetera. The image of the IBCs is also a problem because not many people know about IBCs or what they do. They also seem like an older generation of representatives to the target audience as well as being viewed more as “sellers” than “personal beauty representatives.” Another issue for many women in the target market is price. For many, beauty products from drug stores are more within their price range.



Solutions:

Mary Kay needs to revamp their image. Most people are brand loyalists and won't be willing to try out new products, especially with new ordering methods (IBC). IBC's are both a blessing and curse, but people cannot experience the benefits of having an IBC until they want the product. When they want the product, it will be easier to draw in the customer more. Making the switch and getting someone to try out the product and take the risk and first step of calling an IBC is the first step. The way to influence that to happen is by having more Mary Kay promotions on TV commercials and in magazines. If people try new products such as free samples, they will be more likely to want to switch over because the only way to order more is through an IBC. Once a prospective user makes contact with an IBC, the relationship will only build for the future and be an easier one to maintain. This calls for more advertising via social media, magazines, internet, and TV. We should also actively promote Mary Kay parties with goodie bags with free samples, as well as “refer-a-friend” discounts. We should also revamp IBC for a younger image, more of a makeup expert feel than salesperson.



MESSAGE

Being a cosmetic line, the image of Mary Kay is extremely important. If Mary Kay takes pride in their brand appearance, women will take pride in being a loyal buyer. To accomplish this relationship, we must focus on the Mary Kay Independent Beauty Consultant (IBC).

THE
BOOM
FACTOR

Because We Know You.

Creative
Strategy

We understand the importance of the relationship between Mary Kay's IBCs and the customer. Our campaign will go beyond the idea of a buyer and seller and show that Mary Kay's IBCs create a unique bond with each of their clients. By recreating the IBC into a fun yet professional source that truly knows their clients personally, Mary Kay becomes less of a brand and more a familiar and trustworthy friend. We will accomplish this by showing the relationship and interactions between the IBC and customer in multiple ways. We included ad that feature nouns like trust, convenience, style, and individuality that we think accurately represents important attributes IBC's possess.



Verbal Strategy

“Because We Know You” creates a sense of familiarity and trust that the consumer can count on. The idea of trust is further exemplified in one of our print ads. Our message also focuses on the importance of individuality. If the consumer feels that they are being treated as an individual, they will respond positively. One of our executions highlights our celebration of individuality by showing women of different races.



Visual Strategy

Our visual strategy will show the role the customer and IBC take part in for Mary Kay. One print ad will show an assumed customer’s hand holding a smartphone. She is texting an IBC about a “crisis” she needs makeup for, and the IBC responds in a friendly way. The customer will represent our target market of 18 to 25-year-old women. Our second print ad displays two young women who represent separate entities. On one side is the customer wearing Mary Kay makeup, her hair down and smiling. The other side is the IBC, whose hair is pulled back and appears more professional. This shows the relatability and trust aspect of Mary Kay IBCs. Another ad features a cute blond woman, who appears confident in her style, showing that Mary Kay is also fashionable and glamorous. All print ads feature our slogan “Because We Know You.” By bridging the gap between the IBC and customer, Mary Kay makeup becomes much more desirable and attainable.



EXECUTIONS

Television Spot #1

“Crisis Control”

Fade In:

INT. GIRL'S BEDROOM

Bedroom with clothes piles all around the room. Girl, frustrated is pacing around the room unsatisfied with the way she looks. She has a hideous dress and her make-up looks awful.

GIRL
(Upset)
I have nothing to wear tonight and
I look disgusting! I can't go on
my date looking like this!

Girl picks up phone and texts her IBC. Camera switches to her phone screen to show her text. Text says:

TEXT MESSAGE
Help me!! I have a date tonight
and my make-up looks terrible!

IBC TEXT MESSAGE
On our way!

Shot of Girl reading the text message. A second later, *Door Bell rings* and Girl looks up. Shot of girl opening up her door to see five or so women dressed up in business attire with name tags holding various dresses and make-up.

IBC
The Crisis Team is here!

Time ellapse of the IBC's getting her dressed and putting on her make-up. Girl stands mostly still while the IBC's run around her. Camera zooms onto face when she's done and her make-up looks beautiful. An IBC spins her around. She looks at herself in the mirror and smiles.

IBC
(Pats the Girl on the back
and whispers)
Now go get 'em!

She walks to the door with her date standing right outside the door. He looks at her up and down and says under his breath "wow". They walk out hand in hand.

END TITLE SCENE WITH MARY KAY LOGO

INT. GIRL'S BATHROOM

Two girl's are sitting in front of a mirror putting make-up on getting ready for a night in town. Various Mary Kay products are spreaded out in front of them.

Camera is zoomed in to the girl's reflection in the mirror.

GIRL #1
I'm so excited to go out tonight!

GIRL #2
I know! I haven't been out in
forever! I need a break and just
have fun!

GIRL #1
Same! I hear that Tyler is going
to be there!

GIRL #2
(Oh girl you have to look
extra good then!)

GIRL #1
Exactly! I just don't know what
eye shadow goes with my dress....

A mysterious voice that appears off screen says

IBC
(Whispering)
Use the blue shimmer eye shadow to
create a smokey eye effect. And
then use the soft pink lip gloss
to finish off the look.

When the mysterious voice starts talking the girls stop in mid track. When she finishes, the girls don't seem to question where the voice came from.

GIRL #1
(Cocks head)
Huh...Thanks!

Girl #1 then picks up the blue shimmer eye shadow and continues her conversation with Girl #2. The camera then pans to the left to show an IBC dressed up in business attire holding a clipboard. She looks straight into the camera and winks. While the camera is moving, the conversation between the two girls gets muffled. A ding noise goes off when the IBC winks. After she winks the Mary Kay logo appears with a voice over saying "Mary Kay, because we know you"

Television Spot #2

“Got Your Back”

EXECUTIONS

MARY KAY®
Because We Know You.



When it comes to your
makeup,
skip the trial run.

Trust an
Independent Beauty
Consultant.



Find a Beauty Consultant at
www.marykay.com



Print #1
Trust

MARY KAY®



We know your shade. We know your style.
Contact your local
Independent Beauty Consultant today.

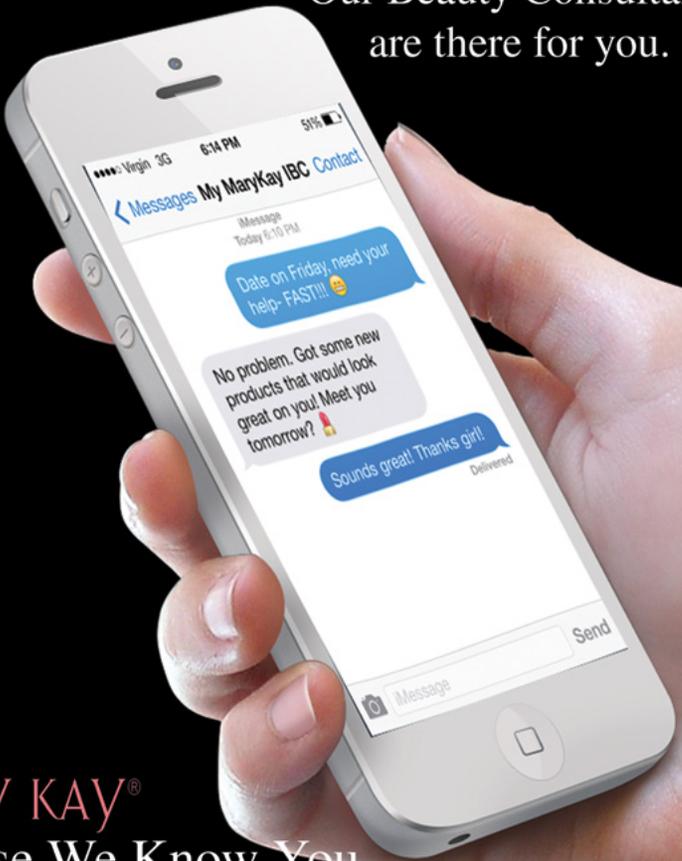


Because We Know You.
www.marykay.com

Print #2
Style

EXECUTIONS

Print 3 *Convenience*



CONVENIENCE

Your time.
Your place.

Our Beauty Consultants
are there for you.

Virgin 3G 6:14 PM 51%
Messages My MaryKay IBC Contact
iMessage Today 6:10 PM
Date on Friday, need your help- FAST!!! 😊
No problem. Got some new products that would look great on you! Meet you tomorrow? 🍷
Sounds great! Thanks girl! Delivered

MARY KAY®
Because We Know You.
www.marykay.com

EXECUTIONS

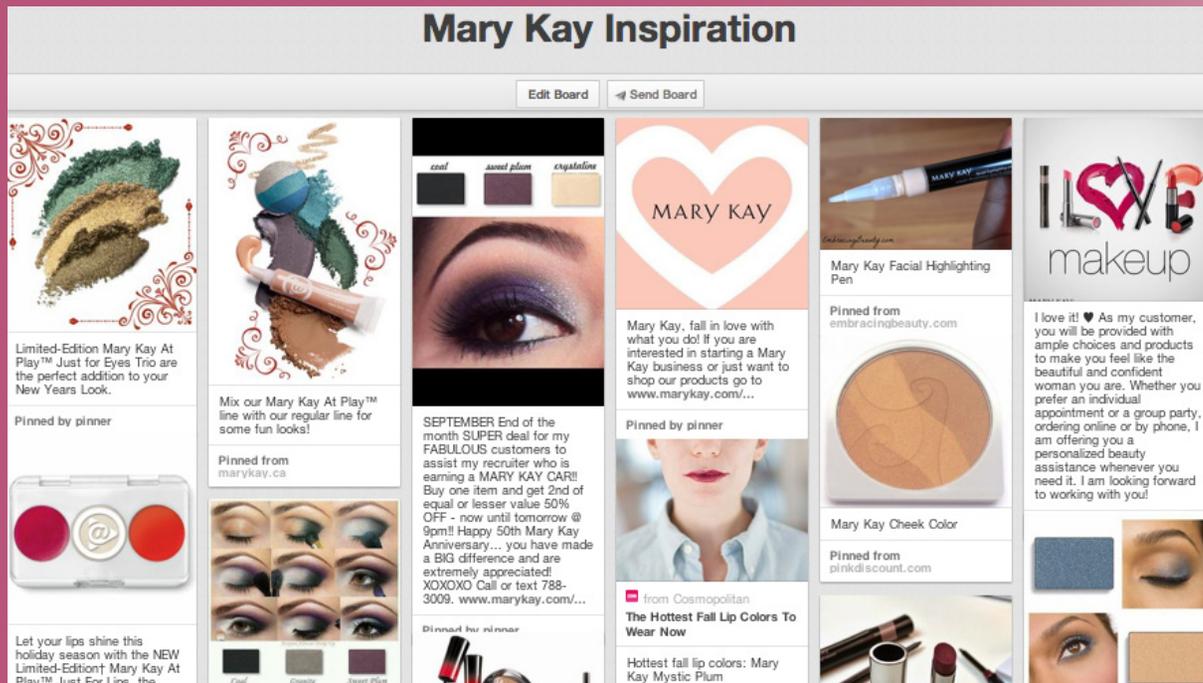


Internet Banner

Focusing on the individuality and unique qualities that IBCs would allow you to keep



Pinterest
 Promotes DIY ideas and displays products in use



MESSAGE TESTING

To get an idea of where Mary Kay stood in the mindset of our target market, we approached college-aged females and asked them their opinion on Mary Kay. Many knew of the brand, but preferred cosmetics that they could buy at the drug store and saw buying through an IBC as a hassle. With this in mind, we focused our attention on the IBC and how we could recreate their image. We found that highlighting the benefits of the IBC resulted in positive feedback from many female individuals as well as more awareness of what Mary Kay has to offer.

In our print ads, we focus on how the IBC offers a unique understanding of the individual's makeup preferences along with knowledge of the products and skill. We presented these prints to the same group we originally approached, and many agreed their interest in trying Mary Kay had increased once understanding the potential an IBC holds.

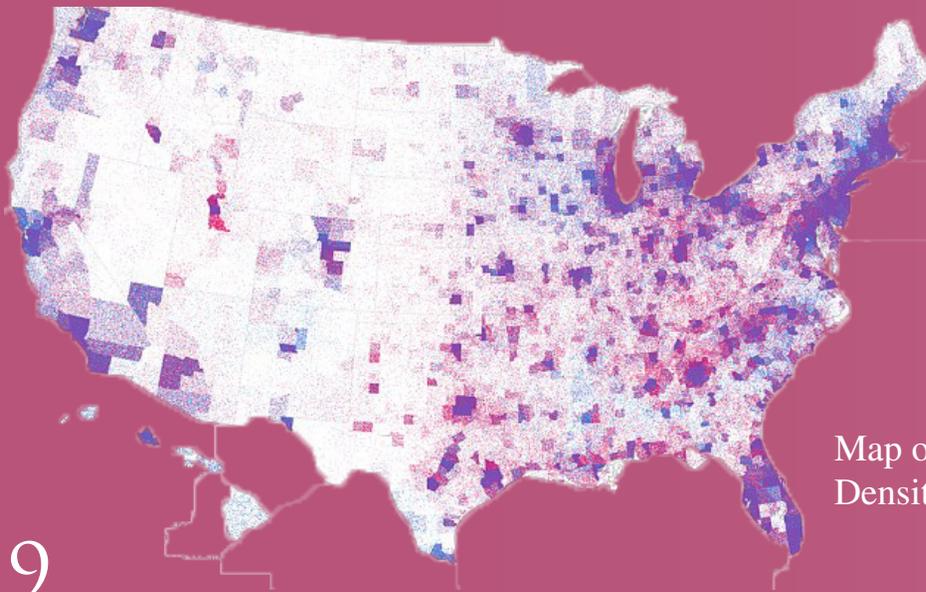


MEDIA OBJECTIVES

To fulfill our media objectives, we intend to market towards our target audience. This includes young women from 18 to 25 years of age, leading social and professional lives, and holding an average to a higher budget.

Geographic Scope

To maximize reach to our target audience, we plan to increase frequency of ad placement in higher population cities and suburbs. These areas in concentration will increase the impressions wanted and save money from advertising in more rural areas.



Map of Population Density in the US



MEDIA STRATEGIES

Flowchart

	December	January	February	March	April	May	June
Internet							
Pinterest							
Facebook							
Tumblr							
Youtube							
Twitter							
TV							
MTV							
E!							
VH1							
CBS							
NBC							
FOX							
ABC							
ABC Family							
Print							
Elle							
Instyle							
Vogue							
People Magazine							
Cosmopolitan							

Message

Lengths/Sizes

Internet advertisements: 720x300 px

Print ads: 8 3/8" x 10 7/8" (standard magazine size)

TV: "Crisis control": 30 seconds

"Got your back": 30 seconds

MEDIA CHOICES



High frequency of ads in print magazines such as Vogue and Cosmopolitan, with a high subscription rate by women in the target audience, we can increase the number of impressions made through this campaign.



Television spots can reach women who are 18-25 years old when placed on the right networks at the right times. Shows that have a high population of young women listeners like *Grey's Anatomy* and *New Girl*, which is the No. 1 scripted show on broadcast TV among women under 35.



With so many how-to makeup videos and DIY makeup blogs, it is important to advertise internet banners on sites that deal with makeup and fashion. This strategy will reach our target audience and even convince DIY makeup gurus to become IBCs.

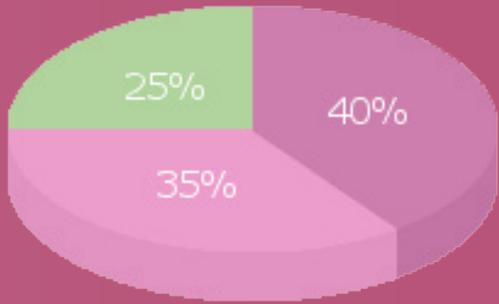
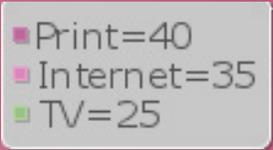


Along with our Pinterest page, social media is an important internal media opportunity. Instagram is a great place to advertise makeup, as it is a hot spot for fashion and beauty accounts. Twitter and Tumblr are also great hubs for beauty product interest in our target audience.



MEDIA BUDGETING

Most of the budget will be given to print media. Most make-up ads are in magazines and since our target market is young adults, they tend to read gossip magazines frequently. Our target market also utilizes the internet on a daily basis so putting ads on relevant websites will get traffic to the Mary Kay site. Since make-up products are more commonly seen in print, the portion of the budget going to Internet still should be large, but not as large as print. The internet is more commonly used than the television for our target market, so the impact will not be as large, which is why the percentage of the budget is less than the internet.



ENGAGEMENT PROGRAMS



Internal Marketing

The VIP Experience:

Objective: Excite and inspire our IBCs on our new campaign. By having local IBCs network and exchange stories, we hope to create a sense of community.

Strategy: Throw a Mary Kay Party exclusively for Mary Kay IBCs. Highlights of the party include a Q&A, giveaways of products that aren't on the market yet and testing new products on the market with IBCs to get their opinion. By giving IBCs an inside scoop on new products, they will be better prepared to sell when the time comes.



External Marketing

Refer a friend:

Objective: Build positive word of mouth through new and also loyal customers. The incentive for recruiting (free makeup session) also serves as an opportunity for the customer to buy more makeup.

Strategy: Offer a one time free makeup session to current customers when they refer a friend. This makeup session can be used whenever and can result in the customer buying more products as well.



ENGAGEMENT PROGRAMS



Mary Kay Goes Pink:

Objective: Promote breast cancer awareness as well as Mary Kay's CSR
Strategy: Offer a "Pink Line" during the month of October which is Breast Cancer Awareness month. Products that qualify for the Pink Line will take advantage of cause-related marketing. For every product purchased, one dollar will be donated to the Susan G. Komen Organization.



The Mary Kay App:

Objective: Easy access to Mary Kay products and IBCs whenever and wherever from your smartphone.
Strategy: Create an easy-to-use Mary Kay App with several features. "IBC Match" locates your area and shows local IBCs. Other features include new products, promotional deals, "Ask an IBC", and how-to guides.



- IBC Match
- New Products
- Promotional deals
- Ask an IBC
- How-to

EVALUATION

Refresh Media's goal for the campaign is to increase the public's awareness by 60% with an increase in sales by 5%

Months	Awareness	Sales
December	15%	2
January	5%	0.1
February	8%	0.4
March	6%	0.2
April	7%	0.3
May	9%	1
June	10%	1

Our main focus for this campaign is on the print advertisements. We believe that during the months of December, May, and June, Mary Kay will get the most amount of revenue due to the Holiday season, prom, and wedding season. Mostly print ads in various popular magazines such as Vogue, People Magazine, Instyle, Elle, and Cosmopolitan will be used during those months. "Crisis Control" will mostly be aired in the months of February and May while "Got Your Back" will mostly air in the months of December and June. Valentine's Day is in the month of February which should relate to a small increase in sales in that month. The commercials will be shown on MTV, E!, VH1, CBS, NBC, FOX, ABC, and ABC Family which are the channels that women in our target market typically watch. The internet ad will constantly be shown throughout the entire campaign.



APPENDIX

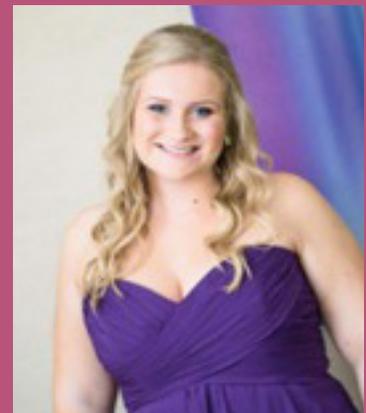


Francesca Esce is a freshman Integrated Marketing Communications Major from Syracuse, New York. She DJs for VIC Radio on the weekends, writes music reviews for HerCampus magazine, and is the founder of IC Pay It Forward, a random acts of kindness club. She has aspires to work in Public Relations and Advertising.



Tristan Hickey is a freshmen majoring in Integrated Marketing Communications from Irvington, NY. He enjoys drawing, playing guitar, video games, and watching movies. In the future he want to pursue advertising.

Jillian Koehnken is a sophomore from Mahopac, New York currently studying both Theatre and Integrated Marketing Communications with an interest in advertising. In the Ithaca community, Jillian is the Social Media Manager for IC Players as well as the Marketing and Promotions Intern at The Kitchen Theatre Company downtown. In her spare time, she enjoys singing, tap dancing, making music videos, and watching both scary movies and romantic comedies.



APPENDIX



Molly Lobell is a freshman Cinema and Photography major from Dallas, Texas. She has a passion for film and is involved with ICTV, First-Year Council, and is a Dean's Host for the Park School of Communication. She hopes to minor in Integrated Marketing Communications.

Liza Therkelson is a freshman Exploratory major from Andover, Massachusetts. She has a background in marketing and communications from high school as well as being a previous member of DECA. She aspires to work in Public Relations or Event Planning.



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Refresh
DECEMBER 2013