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Despite the trade deal signed by the UK and the EU before the Brexit transition period expired at the end of 2020, there are already signs of complications for cosmetics companies wishing to move goods across the English Channel, as trading heads for a possible double-digit fall.



Editorial by Paolo Maggi – Editor-in-Chief Esteticaexport.com

The global economic panorama is still uncertain. Nevertheless, in calculating its 2020 performance, the hair and beauty industry is showing a great ability to navigate its way through a tricky year without incurring monumental losses. But we are not out of the woods yet, as more threats are appearing on the horizon. News coming from Beauty Trade Fairs report further postponements in almost every continent, with the exception of the Far East, where pavilions are already opening, albeit to locals. In Europe and America, the industry is looking forward to the Autumn, with everyone keeping their fingers crossed that an over-crowded calendar will at last come to fruition. However, complications can also come from avoidable, bureaucratic hurdles that have nothing to do with the pandemic.

Remember Brexit? Well, its fallout is happening right now: according to expert analysis, it's not making business any easier, especially for cosmetics companies.

Steven Sprague is lawyer and expert on the matter, as he's Chairman of the **BCCI** (British Chamber of Commerce for Italy) **Brexit Committee**. This was established in 2019 to help members better understand the full impact of the UK's exit from the EU. *"From 1st January this year, any European business that plans to sell cosmetic products of any kind on the UK market must conform to the regulations of Schedule 34 of the Product Safety and Metrology, etc. (Amendment, etc.) (EUExit)," explains Mr Sprague,* interviewed by Cosmoprof.

"The laws currently in effect in the UK require the designation of a 'responsible person' for the cosmetic products released on the British market. While before Brexit this 'responsible person' could reside in any country in the EU, that figure must now necessarily reside in the United Kingdom.

"This also means that the label on products sold in the UK must provide the name

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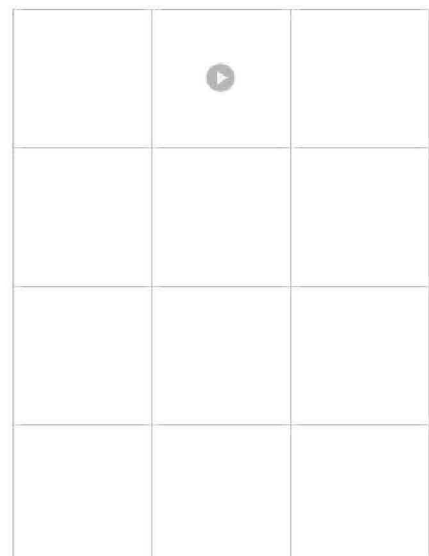
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and address of the **'responsible person' residing in the UK**. Another important point is that the **'responsible person' must notify** the Secretary of State before any given cosmetic product is placed on the market in the UK. Notification is required even for products that have already been sold on the UK market prior to 1st January 2021."

And it works both ways, as the EU has imposed similar rules: "Since the United Kingdom is no longer an EU Member State, **a European individual importing cosmetics products from the UK becomes the 'responsible person'**. It is therefore the responsibility of the person importing any products distributed on the EU market to guarantee compliance with all the requirements stemming from Regulation (EC) no. 1223/2009."

The full extent of these new rules will be understood only with time. What we know for sure is that over the past 10 years, according to data from Cosmetics Europe Association, the cosmetic market in the United Kingdom has grown continuously, €10.7billion in 2019, as well as import and export with the other countries in the EU, have been steadily increasing. But already in 2020, these numbers have quickly started to shrink, export between UK and EU has seen a double-digit drop with most European country.

2021, which has just started, seems to deepen this tendency: the English Road Haulage Association **noted a 68% drop** in the total volume of exports from the United Kingdom to the European Union. It might not be the only reason, but Brexit is not helping.

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