

Newsletter

Cosmetics and household chemicals labelling experiment

18 January 2024

Dear Ladies and Gentlemen,

We would like to inform you about the latest news in the field of Business Regulation. In accordance with the Decree of the Government of the Russian Federation dated 29 December 2023 No. 2405 an **experiment on track&trace labelling of certain types of cosmetics and household chemicals** is introduced¹. The experiment will last from 15 January 2024 to 28 February 2025.

The labelling experiment is being introduced for make-up and skin care products (including anti-tanning or tanning products, manicure or pedicure products), hair care products, toothpastes and other oral hygiene products, cosmetic products for shaving, deodorants for individual use and for premises, soaps and detergents.

Manufacturers and importers of these types of cosmetic products and household chemicals, as well as wholesale and retail trade organizations will become participants of the experiment on a **voluntary basis**. Labelling codes will be provided to the participants of the experiment on a free-of-charge basis.

Goods will be tracked using the national **labelling system "Chestny ZNAK"** («Честный ЗНАК»), operated by LLC "Operator - Centre for Advanced Technology Development". The Ministry of Industry and Trade of the Russian Federation has been designated as the coordinator of the experiment.

To participate in the labelling experiment, it is necessary to:

- (i) obtain a qualified electronic signature certificate (of a legal entity or individual entrepreneur);
- (ii) send an electronic application for participation in the experiment;
- (iii) register in the labelling system "Chestny ZNAK" (if registration has been already obtained, it is necessary to add a new product category);
- (iv) purchase, set up and put into operation the equipment and software necessary to apply and read the labelling codes, transfer information to the labelling system "Chestny ZNAK" system and ensure electronic document management.

Participation in the experiment is supposed to develop optimal ways of applying labelling codes and to determine the most appropriate places for placing the code on the packaging. The experiment is aimed at reducing the number of low-quality products and

¹ [Decree of the Government of the Russian Federation dated 29 December 2023 No. 2405](#) "On conducting on the territory of the Russian Federation an experiment on labelling by means of identification of certain types of perfume and cosmetic products and household chemicals"

counterfeit goods as part of the implementation of the strategy to counteract the illegal trafficking of industrial products in the Russian Federation for the period up to 2025².

We hope that you will find the information provided in this newsletter useful. If any of your colleagues would also like to receive our newsletters, please send them a [link](#) to the electronic subscription form. If you would like to know more about our [Business Regulatory Practice](#), please write back to us. We will be happy to forward our materials to you.

Note: Please note that all information has been taken from public sources. The author of this letter, as well as ALRUD Law Firm, is not responsible for any consequences resulting from decisions based on this information.

In case of any questions, please contact ALRUD experts:



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² [Order of the Government of the Russian Federation dated 06 February 2021 No. 256-p](#) <On approval of the Strategy to counteract illegal trafficking of industrial products in the Russian Federation for the period up to 2025>