COSMETICS IN RUSSIA: BACKGROUND

Russia is mostly an urban country with nearly 74% of Russians living in urban areas. Moscow and St. Petersburg are famous, but there are ten less well-known Russian cities with populations of over one million that offer plenty of opportunities to reach stable middle class customers. About 15-25% of the country's 142 million population belong to the middle class or middle class periphery.

Regulation now more harmonized with EU regulations

New Technical Regulation of the Customs Union (TR CU) 009/2011 “Safety of Perfumery and Cosmetics” came into force on July 1, 2012. The transition period ended on July 1, 2014. The Perfumery and Cosmetics Association of Russia (PCAR - see box) took an active part in developing this legal document and also others. The newly launched Technical Regulation is more harmonized with the EU Cosmetic Regulation 1223/2009 than the previous one.

PCAR at a glance

PCAR has been the national federal member of the **Chamber of Commerce and Industry** of the Russian Federation since 1996. PCAR interacts with the public authorities involved in the development of the regulatory framework for the solution of urgent problems of the perfume and cosmetics industry, and represents Russia at the international level. In addition it supports research and innovation in the industry, providing training of specialists for enterprises and manufacturers. PCAR has been a Supporting Association Member of **Cosmetics Europe** since 1998.