

Rules for Selecting Cosmetic Product Names

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Table of Contents

Content	Page
Introduction	1
Rules for Naming Cosmetic Products applied by the General Administration for Cosmetic Products Registration	3
Procedures for Selecting a Name from the list provided by the company	3

**Central Administration of Pharmaceutical Products
General Administration for Registration of Cosmetic Products**

Introduction

This guide pertains to the rules for selecting cosmetic product trade names applied by the General Administration

Rules for Naming Cosmetic Products applied by the General Administration for Cosmetic Products Registration

- The company must enter the proposed name in the "**Short Name**" field (which refers to the **Brand Name**). The company has the right to enter multiple proposed names, up to a maximum of **ten accepted names** according to the applicable rules. Subsequently, the "**Long Name**" of the product is written based on the first accepted proposed name.
- The system performs a preliminary comparison of each name immediately upon entry, and the user receives a response of either acceptance or rejection. In the event of rejection, the company must replace the name. It should be noted that the comparison for the "**Short Name**" is conducted against the entire database of cosmetic product names that are listed, registered, or under registration with the Authority. As for the "**Long Name**," it is cross-referenced only with the products belonging to the applicant company.

Procedures for Selecting a Name from the List Provided by the Company

The following procedures shall be taken:

- Without considering vowels—unless they affect the pronunciation of the name under consideration—the name must consist of at least two different characters.
- Subject to the aforementioned rules and conditions, consecutive repeated characters, spaces, and special characters are not counted as independent characters that grant the name the required distinction and uniqueness.
- In case the following characters are phonetically similar, they shall be counted as a single character:
- **(F, V) (G, J) (A, U, O) (Sh, Ch) (I, Y, E) (O, W, U) (S, C) (F, Ph) (C, K) (Q, K) (B, P) (D, T) (Z, th, S, X)**

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- Each of the following is considered a single segment:
(2, too, to), (+, plus), (No., Number in letters), (4, for), and (&, and)
- A single segment must not be repeated across all names in the submitted list; rejection of a repeated segment results in the rejection of the entire list.
- Upon transferring ownership of a trade name, that name cannot be used by both companies to list new products unless all products under that name are transferred to the company.
- It is prohibited to use medical product names, therapeutic segments, or names with medical/clinical implications.
- General cosmetic descriptions cannot be monopolized (e.g., glow, beauty, shine).
- For names with two or more segments, registered segments cannot be used by another company unless they are general cosmetic descriptions.
- If a registered trademark exists for the product name, the company must upload the trademark certificate to the electronic platform.
- Names that cannot be owned are prohibited, such as the national emblem, religious symbols, or the basic raw materials of the product.
- An active ingredient's name may be used as a segment provided it is preceded or followed by the company name or other distinguishing segments to prevent consumer confusion.