

CALIFORNIA PROPOSITION 65

Prop 65 Compliance for Fragrances

One Word on the Label. Fifty Chemicals in the Bottle.

Presented by: Prop65Compliance.com

Compliance Management by Consultare Inc. Group

Powered by SystemsBuilder.pro



6

Prop 65 Phthalates

2020

Arden NOV

Fragrances Are a Multi-Chemical Risk Stack

No single compound — dozens of Prop 65-listed ingredients can appear in one bottle, hidden behind one word.



ON RECORD

Aug 2020: Prop 65 60-Day Notice served on Elizabeth Arden and Parfums International for exposures in fragrance products distributed via Walmart.

— OAG Notice 2020-01979

Prestige Isn't Protection



6 Phthalates + Dozens More Listed

DEHP, BBP, DBP, DnHP, DIDP, BBzP — six phthalates listed. Plus benzophenone, styrene, methyleugenol, acetaldehyde, dichloromethane, BHA.



Synthetic Musks & Endocrine Disruptors

Musk ketone, musk xylene, galaxolide detected in breast milk and cord blood. Reproductive-toxicity concerns compound phthalate risk.



Dual Exposure — Skin + Inhalation

Spray, dab, or roll — fragrance hits skin AND lungs simultaneously. Prop 65 requires exposure math for BOTH routes.



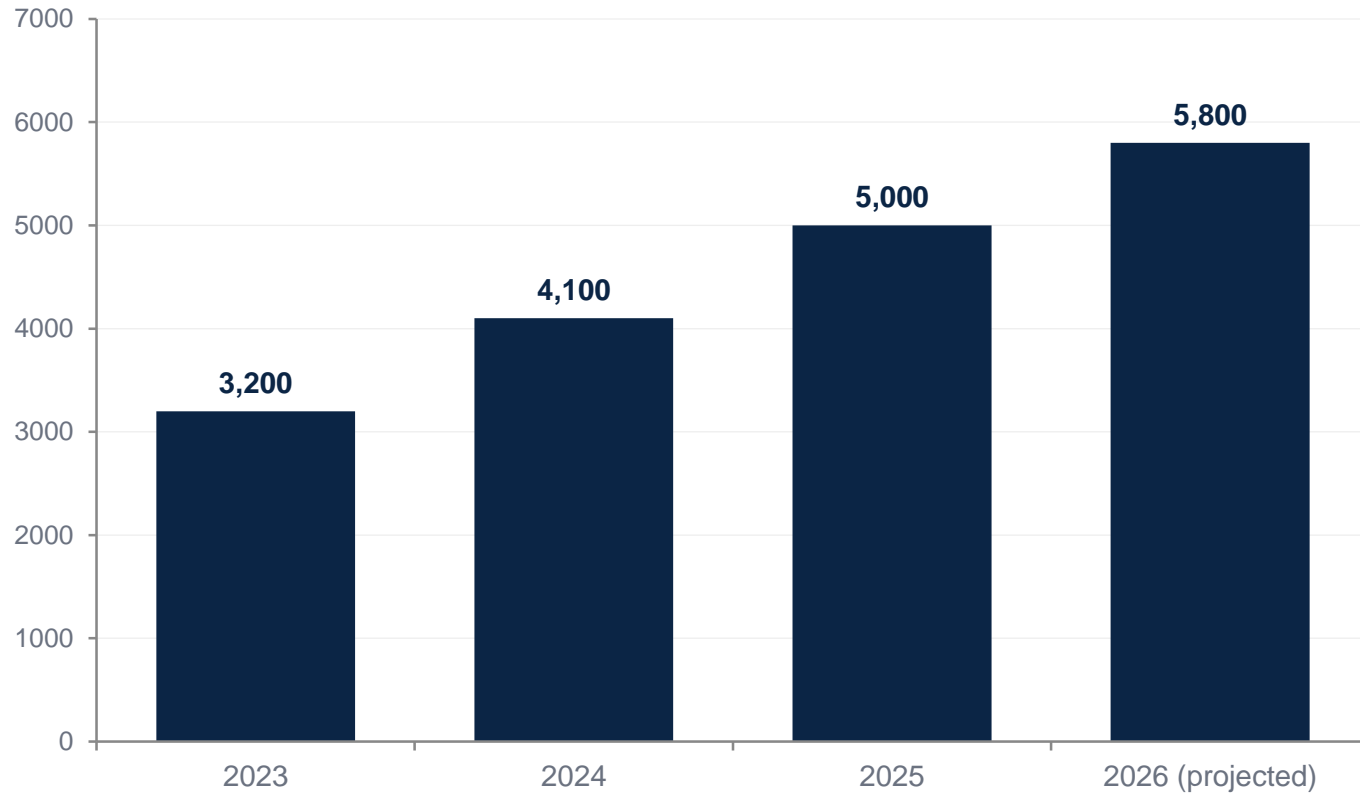
'Fragrance' Hides the Ingredient List

FDA lets you print 'Fragrance' as one word — but that single word can mask 50–200 chemicals, several Prop 65-listed.

Cosmetics & Personal Care Are Named Targets

Fragrances sit inside an increasingly regulated, increasingly enforced beauty category.

Annual Prop 65 NOVs Issued (All Categories)



Source: OAG 60-Day Notice database. Cosmetics sector facing compounding 2026 regulatory changes — CA Cosmetic Right-to-Know Act + MoCRA.

50–200

Chemicals per Fragrance

Typical fragrance contains dozens to hundreds of compounds — each is its own Prop 65 risk assessment.

410 µg

DEHP MADL (oral)

Dermal and inhalation routes require separate exposure calculations. Skin absorption adds another layer.

**BBP
DEHP
DBP**

Core Phthalate Set

The fragrance-fixative phthalates most likely to trigger Prop 65 warning requirements.

How Exposure Happens at Application

Unlike ingested products, fragrance hits the body through two routes at the same time.



Aerosol releases atomized droplets AND vapor — both airborne within a one-meter radius of the user's face

Volatile compounds (solvents, musks, some phthalates) enter through the nose and lungs within seconds

Non-volatile phthalates and fixatives deposit on skin, absorb transdermally over hours — the long-tail exposure

Both routes converge into bloodstream. Studies detect fragrance compounds in blood, breast milk, and cord blood



Two routes of exposure mean two separate Prop 65 exposure calculations per product.

Oral-intake MADLs don't cover dermal or inhalation routes — defensibility requires pathway-specific math.

The "Fragrance" Label Is a Prop 65 Black Box

FDA lets you write one word. Prop 65 still demands you know every chemical inside it.



WHAT THE LABEL SAYS

"Fragrance"

- One word on the INCI list
- FDA-permitted trade-secret protection
- Looks simple to the consumer
- Implies a single ingredient



WHAT'S ACTUALLY INSIDE

50 – 200 chemicals

- Phthalates (fixatives): DEHP, DBP, BBP
- Synthetic musks: musk ketone, galaxolide
- Solvents: DEP, dichloromethane
- Botanical allergens: methyleugenol, pulegone

Prop 65 defensibility requires knowing every Prop 65-listed chemical inside that one word.

Business Impact of Non-Compliance

Fragrance is a premium category — warning labels collide directly with the luxury brand promise.



60-Day Notice of Violation

Elizabeth Arden, Parfums International, Walmart all named in 2020 OAG 2020-01979. Established enforcers target prestige brands.



Six-Figure Settlement Range

Cosmetics/fragrance settlements routinely \$50K–\$250K per SKU with reformulation or warning obligations attached.



Sephora, Ulta, Nordstrom Pressure

Premium beauty retailers require documented Prop 65 compliance before SKU onboarding. Warnings can trigger delisting.



'Clean Beauty' Brand Damage

'Clean', 'natural', 'non-toxic', 'pure' fragrance claims are directly undermined by any Prop 65 warning on the box.

2026 MoCRA fragrance-allergen disclosure + CA Cosmetic Right-to-Know Act compound Prop 65 burden.

Why Prop65Compliance.com

Compliance-focused. Not a law firm. System-based — not one-time testing.



Compliance-Focused

We don't litigate — we build the system that prevents litigation.



System-Based Approach

Testing a single batch doesn't protect you. A per-ingredient, per-SKU program does.



Managed by Consultare Inc. Group

Operational oversight from a dedicated compliance management team.



Built on SystemsBuilder + InterlinkIQ

Artifact-based system, document control, and AI-assisted workflows.



OUR PROMISE

**Every ingredient mapped.
Every pathway calculated.
Every SKU defensible.**

*So when a 60-day notice arrives,
you already have the answers.*

What We Deliver

An end-to-end Prop 65 program — tuned for multi-chemical, dual-pathway fragrance compliance.



**Ingredient-Level
Risk Assessment**



**Phthalate & Musk
Testing Oversight**



**Dermal + Inhalation
Exposure Math**



**Compliance
Determination**



**Warning Label
Strategy**



**Fragrance House
Supplier Program**



**Documentation
System**



**Ongoing
Monitoring**

Every component is documented, traceable, and audit-ready — per SKU, per batch, per pathway.

Core Technical Components

The compliance stack underneath every fragrance SKU determination.



Phthalate Panel Analytical Testing

DEHP, DBP, BBP, DIDP, DnHP, DEHP testing per ISO 17025 — plus DEP marker analysis, since DEP is the fragrance-industry fixative of concern.



Synthetic Musk & Allergen Screen

Musk ketone, musk xylene, galaxolide testing plus the 26 EU-regulated fragrance allergens — methyleugenol, cinnamaldehyde, eugenol, etc.



Dual-Pathway Exposure Calculation

Separate exposure math for dermal absorption (skin contact) and inhalation (spray vapor/aerosol) — each with its own Prop 65 MADL/NSRL threshold.



Natural & Essential-Oil Constituent Mapping

Peppermint → myrcene; basil → methyleugenol; citrus → limonene. 'Natural' and 'essential oil' labels don't exempt Prop 65-listed constituents.

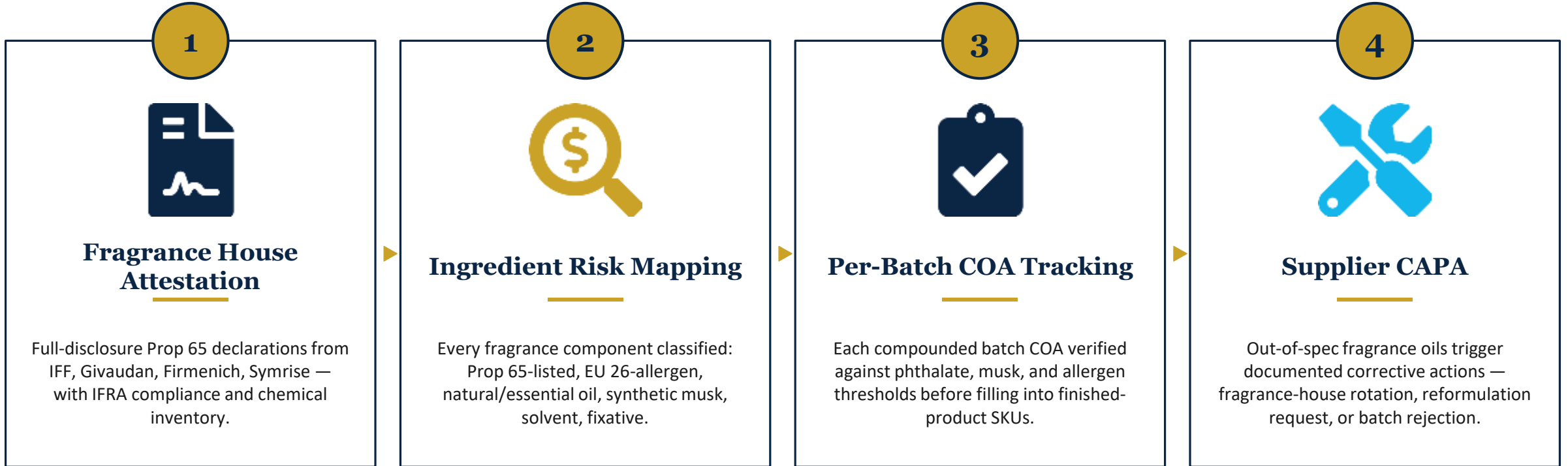


Per-SKU Compliance File

Each concentration, each bottle size, each reformulation: IFRA declaration, fragrance house disclosure, COA, dual-pathway math, determination.

Fragrance House to Final SKU Supply-Chain Control

Fragrance formulas come from IFF, Givaudan, Firmenich, Symrise — they know the full list. You need it documented.



'IFRA compliant' is not 'Prop 65 compliant' — IFRA doesn't cover the California-specific list.

The SystemsBuilder Approach

Artifact-based compliance — built once, scales across every fragrance, every concentration, every reformulation.



ARTIFACTS vs RECORDS

You pay for the structure — not the records.

Build once. Use for every SKU.

Example:

ARTIFACT (you pay)

Dual-Pathway Screening Program

One document defining how every ingredient, every SKU, and every application pathway is screened and documented.

↓ Generates unlimited ↓

RECORDS (no added cost)

Per-SKU, Per-Batch Records

Every concentration, every flanker, every reformulation fills the same framework — no new artifact needed.

→ *Scalable, predictable, cost-efficient.*

How It Works

A three-phase program. Setup once. Monitor continuously.

01 STEP Setup

- SKU & fragrance scoping
- Fragrance house mapping
- Testing plan per SKU
- Documentation structure

02 STEP Implementation

- Lab coordination (ISO 17025)
- Phthalate, musk, allergen testing
- Dual-pathway determination
- Warning-label decisions

03 STEP Monitoring

- Monthly compliance oversight
- Per-batch & per-SKU review
- Reformulation re-determinations
- Audit-ready reporting

Setup Pricing – One-Time Investment

Priced per SKU – each concentration (EDT, EDP, parfum), each flanker, each size is a separate compliance file.

COMPLIANCE SYSTEM SETUP

\$1,500

up to 3 fragrance SKUs

+ \$150

each additional SKU (flanker / concentration / size)

One-time investment to build your system.

SETUP INCLUDES



Ingredient-level risk assessment



Phthalate & musk testing program



Dual-pathway exposure framework



Documentation system setup



Compliance determination structure

Monthly Monitoring – Ongoing Oversight

Continuous compliance. Scales with your flanker launches and reformulation cycles.

ONGOING COMPLIANCE OVERSIGHT

\$500

per month — up to 7 SKUs

+ \$50 / month

per additional SKU

Keeps you continuously compliant.

MONITORING INCLUDES



Per-batch test review



Fragrance-house change re-determinations



Monthly reporting



Trend analysis by fragrance house

Cancel anytime. No long-term contracts.

Testing Monitoring Fees

Per-event oversight — pay only when a batch is tested.

\$35

per testing monitoring event

Per SKU / per batch — covers lab-report review, dual-pathway threshold comparison, compliance determination & documentation update.

WHAT THE \$35 COVERS

- Lab report review
- Dermal + inhalation threshold comparison
- Per-SKU compliance determination
- Documentation update



IMPORTANT — LAB FEE EXCLUSION

Laboratory testing fees are NOT included.

Testing is conducted by independent ISO 17025 accredited laboratories.

All lab costs are billed directly to the client by the laboratory.

We provide oversight and compliance review — not laboratory testing services.

Pay only for actual testing events • No markup on lab fees • Independent results ensure defensibility

What You Receive

Every client gets a defensible, audit-ready document package — per SKU.



Per-SKU Compliance Determinations

Each fragrance's batch review with pass/fail determination, dual-pathway exposure math, and reviewer sign-off.



Monthly Summary Reports

Rolling snapshot of all SKUs, fragrance-house changes, testing events, and open action items.



Compliance Monitoring Logs

Date-stamped log of every decision made — the backbone of plaintiff-response defensibility.



Fragrance-House & Supplier Records

Attestations, IFRA declarations, COAs, and corrective actions by fragrance house and fragrance oil SKU.



Audit-Ready Documentation

Packaged for OAG inquiries, retailer audits, and Amazon/Sephora compliance requests on 24-hour notice.

Built for Defensibility

Fragrance-category Prop 65 defense requires documented ingredient mapping and dual-pathway exposure math.



Documented Due Diligence

Every SKU determination has a record, a reviewer, and a date.



Verified Lab Testing

ISO 17025 phthalate, musk, and allergen results — no conflicts of interest.



Traceable Decisions

Fragrance house → compound → SKU → batch → determination — fully linked.



Structured System

Not ad-hoc — a real management system plaintiff attorneys recognize.

Critical for plaintiff suits • Retailer audits • MoCRA disclosure • Amazon compliance

Managed Service vs. DIY

Same system. Different execution — you choose who drives.

MANAGED SERVICE

by Consultare Inc. Group

- Hands-off compliance execution
- Expert-managed fragrance-house monitoring
- Monthly reporting delivered
- Best for: multi-SKU brands with variable fragrance-house supply

DIY (SystemsBuilder)

at SystemsBuilder.pro

- Self-managed execution
- \$1-per-artifact library access
- In-house QA/regulatory team runs the program
- Best for: established brands with QA depth

Same system. Same artifacts. Same defensibility. — You choose who operates it.

Your Risk Profile

Every one of these factors increases your exposure — independently.



CHEMICAL STACK

Multi-Ingredient Risk

50–200 compounds per fragrance, dozens Prop 65-listed. No single-analyte test catches the real exposure picture.



DUAL PATHWAY

Skin + Inhalation

Fragrance hits body through two routes simultaneously. Separate exposure calculations required for each.



LABEL OPACITY

'Fragrance' Hides Everything

FDA allows one word; Prop 65 demands you know every chemical behind it. Fragrance-house disclosure is mandatory.



NATURAL TRAP

Essential Oils Aren't Exempt

Peppermint (myrcene), basil (methyleugenol), citrus (limonene) — natural oils contain Prop 65-listed constituents.



Every fragrance is a multi-chemical cocktail. Compliance has to map every ingredient, every pathway.

CALL TO ACTION

Don't wait for a 60-Day Notice.

Make every SKU ingredient-mapped and pathway-calculated — today.



MANAGED COMPLIANCE

Let us manage it for you.

- End-to-end Prop 65 system setup
- Per-SKU dual-pathway monitoring
- Fragrance-house change re-determinations
- Expert-managed execution



DIY LIBRARY

Build it yourself.

- \$1-per-artifact library access
- Fragrance & personal-care programs
- Forms, logs & templates
- Run it your way, in-house

“Build it yourself — or let us manage it for you.”

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