

MoCRA

MODERNIZATION OF COSMETICS
REGULATION ACT

VS.

MAHA

MAKE AMERICA HEALTHY AGAIN

BEFORE

FDA BANNED UNDER

15

Cosmetic chemicals
(less than 1%)



EU BANNED

1,300+

BANNED
CHEMICALS

80+ other
countries
had stricter
rules

1,600+
BANNED
CHEMICALS

NOW

2022 MOCRA

- Introduced ingredient safety rules
- Gave FDA recall authority
- Required allergen labeling and event reporting

2025 MAHA

- Pushes U.S. toward EU-style reform
- Aims to ban: 1,300+ Toxins
- Focused on ingredient safety, clean transparency, and wellness-driven regulation

WHAT IT IS?

Federal law reforming cosmetics regulation under FDA oversight.



LAUNCHED BY

U.S. Congress
(2022)



National health initiative targeting systemic reforms in nutrition, food, healthcare, and environment.



HHS Secretary
Robert F. Kennedy Jr.
(2025)

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FOCUS

Cosmetic product safety, ingredient transparency, adverse event tracking

Chronic disease reduction through healthier consumer products (food, beverages, environment)



SCOPE OF IMPACT

Beauty, personal care, air care, any fragranced brands selling in the U.S.

All industries linked to consumer health, especially food and beverage, with ripple effects across CPG



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REGULATORY POWER:

Legally enforceable. Brands must comply or face penalties.

Policy-driven. Shaping future regulations, consumer expectations, and voluntary industry shifts.



KEY REQUIREMENTS

- FDA registration of facilities
- Mandatory product listing
- Safety substantiation
- Fragrance allergen labeling

- Remove artificial flavors and synthetic additives
- Reduce toxic exposure across industries
- Encourage clean ingredient innovation
- Promote systemic health-driven product reform

CURRENT STATUS

In effect—compliance deadlines underway

2030 2040 2050

Visionary—setting the stage for future regulations



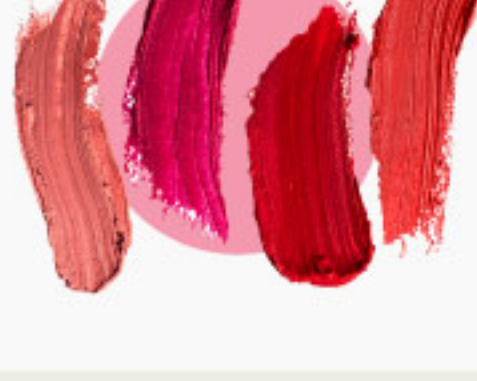
INGREDIENT BANS

Minimal (Red Dye No. 3 proposed in CA, not federally)

Advocates banning

1,300+

ingredients already restricted in the EU, including Red Dye No. 3 and select preservatives



REGULATION MECHANISM:

Top-down (FDA)

Bottom-up (consumers, influencers, clean brands)



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IMPACT

Brands must reformulate, label allergens, and register with FDA or risk fines and product pulls

Demand for cleaner, wellness-aligned products

INDUSTRY TIP

BEAUTY BRANDS: prioritize clean formulation, clear labeling, and safety testing now to stay

FOOD, BEVERAGE BRANDS: Watch for evolving MAHA standards and align early with wellness, transparency, and ingredient integrity.

