Dubai Municipality

Health and Safety Department

Product Control Section

Technical Guidelines for Consumer Products E-commerce

Cross-Border Consignments Control & Import Procedures

DM-HSD-GU18-ECOM2

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1. Introduction

The guideline is intended to describe the procedures and requirements for online business-to-consumer and business-to-business consignment transactions related to consumer products, and to ensure better protection to consumers in the context of e-commerce.

According to the Local Order No. 11 / 2003 Concerning Public Health and Community Safety in the Emirate of Dubai, Dubai Municipality represented in Health & Safety Department regulates the manufacture, importation, distribution or sale of consumer products and should be approved by the Municipality before they can be sold in the local market

In this regard, it is required that all Consumer Products sold online, whether they are distributed to the end consumer from a warehouse in Dubai, or shipped directly from a third country should comply with the requirements set out by the regulation, also it is required that the E-commerce entities dealing with consumer products to be licensed in the Emirate of Dubai (designated Free Zone).

In general, consumer products placed in UAE market must not cause any harm to human health when applied under normal or reasonably foreseeable conditions of use. The importer, manufacturer, authorized agent or any related establishments or individuals responsible for placing the product in the market must ensure that the presentation of the product, labeling, claims, instructions for use as well as any other indications or product information comply with the current enforced regulatory requirements.

The information in this guideline shall be updated from time-to-time. For any new, addition, amendments made to this guideline, please refer to the latest version in Dubai Municipality website.

2. Purpose

- The objective of this guideline is to facilitate consumer product e-commerce transactions for the E-commerce establishments.
- To ensure commitment of E-commerce establishments dealing with consumer products with the public health requirements and ensure that consumers are protected when shopping on line in the same level as they are when they buy from the local stores.

3. Definitions

▪ **Importer Code**: A code issued by the customs administration to the company for their customs transactional clearing. This is an ID issued by Dubai Customs to importers whose trade license permits them to import and export goods.

▪ **License Issuing Authority**: is a national agency in UAE responsible under the national law for the issuance of a business activity license.

▪ **Consumer products**: Include mainly the products under the scope of Health and Safety department consumer product safety control activity.

▪ **E-commerce establishment:** The e-commerce establishment has been defined as a company or a foreign company, as or an office, branch or agency owned or controlled by a person, and includes an electronic service provider or a partnership or proprietary firm, whether inventory or market place model or both and conducting consumer products related e-commerce business.

▪ **Agent:** A representative who acts on behalf of other persons or organizations, to handle business affairs

▪ **Label:** Any tag, brand, mark, pictorial or other descriptive matter, written, printed, stenciled, marked, embossed, or impressed on, or attached to, a container of a consumer product.

▪ **Claim:** any representation, including pictorial, graphic, or symbolic, which states, suggests, or implies that a product has particular characteristics relating to its origin, nutritional or health properties, nature, production, processing, composition, indication or any other quality.

▪ **Medical Claim:** claim that a product or its ingredients can prevent, cure, diagnose, or alleviate a disease or its symptoms.

▪ **Product Variant**: Items in a range of consumer products, which are produced by the same manufacturer, similar in composition and are intended for the same use but are available in different sizes, colors, fragrances, or flavors.

4. Scope of Application

The regulated categories of consumer products include:

▪ Cosmetics and Personal Care Products

▪ Fragrances

▪ Detergents

▪ Biocides

▪ Health Supplements

▪ Food Contact Materials

▪ Toys

5. Products Definitions and Classifications

5.1 Cosmetics, Personal Care Products

- Is defined as any substance or preparation that is intended to be placed in contact with the various external parts of human body (The epidermis, hair system, nails, lips, and external genital organs or with the teeth and the mucous membranes of the oral cavity) with a view exclusively or mainly to cleaning, perfuming, changing appearance and/or correcting body odors and/or protecting or keeping them in good condition.

- Product Types (Non-exhaustive list of examples):
  - Creams, emulsions, lotions, gels, and oils for the skin (hands, face, feet, etc.)
  - Face masks
  - Tinted bases (liquids, pastes, powders)
  - Make-up powders, after-bath powders, hygiene powders etc.
  - Toilet soaps, deodorant soaps, etc.
  - Bath and shower preparations (salts, foams, oils, gels, etc.)
  - Depilatories
  - Deodorants and anti-perspirants
  - Hair care products
  - Hair tints and bleaches
  - Products for waving, straightening, or fixing.
  - Setting products
  - Cleansing products (lotions, powders, shampoos)
  - Conditioning products (lotions, creams, oils)
  - Hairdressing products (lotions, lacquers, brilliantines)
  - Shaving products (creams, foams, lotions, etc.)
  - Products for making-up and removing make-up from the face and the eyes.
  - Products intended for the application to the lips and around the eyes.
  - Products for care of the teeth and the mouth
  - Products for nail care and make-up (manicure and pedicure products)
  - Products for external intimate hygiene
  - Sunbathing products
  - Products for tanning without sun.
  - Skin whitening products
  - Anti-wrinkle products
  - Body / Facial Wipes

5.2 Fragrance

- Fragrance product is defined as any product that emits a pleasant odor and consists of essential oils, stabilizers, alcohol, water, permitted colors, antioxidants and solvents.

- Product Types (Non-exhaustive list of examples):
    - Eau de Perfume (EDP)
    - Eau de Toilette (EDT)
    - Cologne
    - Splash – Body Mist
    - Aftershave
    - Concentrated oils
    - Air Fresheners / Home Fragrances
    - Diffusers
    - Scented Candles

5.3 Detergents and Biocides

- Detergents: Are any substance or preparation containing soaps and/or surface tension coefficient for cleaning and washing, which may present in any form (liquid, powder, paste, bar, a cake, etc.) and can be used domestically or for industrial purposes.

- Biocides: Are products or preparations containing one or more active substances, put up in the form in which they are supplied to the user, intended to destroy, deter, render harmless, prevent the action of, or otherwise exert a controlling effect on any harmful organism by chemical or biological means. It includes disinfectants and antiseptics.

- Product Types (Non-exhaustive list of examples):
    - Laundry and Fabric Detergents
    - Bleaching and Color Removal Chemicals
    - Drain & Heavy-Duty Cleaners
    - Glass & Surface Cleaners
    - Multi-Purpose Cleaners & Dish Washing Liquids
    - Food Contact Cleaning Chemicals
    - Stain Removers
    - Car wash products
    - Hand Sanitizers and Antibacterial Personal Care Products
    - Multipurpose Disinfectants and Sanitizing Liquids
    - Insect Repellents

- Disinfectants and antimicrobial hygiene products used in farms.

- Fountains water Disinfectants

- Swimming Pools water Disinfectants

- Hard surface disinfectant used in slaughterhouse.

- Vegetable and fruits disinfection products

- Disinfectant products used in food processing areas.

5.4 Health Supplements

- Are products intended for ingestion that contains a dietary ingredient intended to add further nutritional value to supplement the diet.

- They are not represented for use as conventional food or as a sole item of a meal or of the diet. They are not intended to prevent, treat, cure, or alleviate the symptoms of medical diseases or conditions. They come in a variety of forms including tablets, capsules, and powders, as well as liquids and energy bars.

- Product Types (Non-exhaustive list of examples):
  - Vitamins
  - Minerals
  - Enzymes
  - Proteins and amino acids
  - Essential fatty acids
  - Herbal and Botanical Supplements
  - Probiotics
  - Fiber and Prebiotics
  - Bodybuilding supplements
  - Weight Management Products

5.5 Food Contact Materials (FCMs)

- Refers to materials and articles, which in their finished state come into contact with food during its production, processing, storage, preparation and serving, or before its eventual consumption. This include materials and articles which are either intended to be brought into contact with food, are already in contact with food, or can reasonably be brought into contact with food or transfer their constituents to the food under normal or foreseeable use. This includes direct or indirect contact.

- Product Types (Non-exhaustive list of examples):

  - Food packaging and containers of plastic

  - Tableware & kitchenware, of plastics

  - Water bottles for human consumption

  - Forks, spoons & knives, of plastics

  - Plates, dishes, and cups of cellular plastic

  - Nursing bottles of plastics

  - Thermos used for tea or coffee

  - Vacuum flasks & other vacuum vessels

- Currently the services related to Food Contact Materials (FCMs) are not included in the smart platform and are provided directly at the counters of Health and Safety Department offices located at the port of entry.

5.6 Toys

- Products or materials designed or intended, whether or not exclusively, for use in play by children of less than 14 years, taking into account the period of foreseeable and normal use, and that the toys are used as intended or in a foreseeable way, bearing in mind the behavior of children.

- Product Types (Non-exhaustive list of examples):

  - Functional toys

  - Aquatic toys

  - Activity toys

  - Chemical toys

  - Toy Cosmetics

  - Gustative games

  - Olfactory board games

- Currently the services related to Toys are not included in the smart platform and are provided directly at the counters of Health and Safety Department offices located at the port of entry.

6. Introduction to Montaji System

▪ Montaji is an integrated smart platform for consumer products developed by Dubai Municipality with the goal to provide a seamless smart system to businesses and individuals dealing with consumer products.

▪ It renders the users with privileged services to execute and manage transactions of product registration, import and re-export of consignments, product listing, advertisement permits, issuance of free sale and registration certificates, and online payment of all fees related to consumer products.

▪ Montaji smart platform along with its associated smart window in Dubai Municipality mobile application helps to promote consumer safety by providing up-to-date consumer product information to importers and traders as well as regulators and the public.

7. Service Prerequisites

▪ The company should meet the following requirements:

- Valid license issued by a competent authority in Dubai with E-commerce license with consumer products related activity.

- Valid Importer Code, available through Dubai Trade Portal http://www.dubaitrade.ae

- Designated warehouse in Dubai (Free Zone)

- Company E-commerce platform portal.

8. Company registration in Montaji

The company registration process is processed online through Montaji Portal https://montaji.dm.gov.ae

8.1. Documents required for Company Registration

- Valid E-Commerce Trade License.

9. Consumer Product Registration (CPRE)

9.1 Required Documents

Consumer Product Group	Required Documents

Cosmetics, Personal Care Products and Fragrances	• Product artwork / all-side image
	• One of the following:
	  - Product conformity certificate from relevant certification authorities/notified bodies, or
	  - Product composition and ingredients concentrations report issued by the Manufacturer, or
	  - laboratory test report from Dubai Municipality approved laboratory.
	• Other Documents (where deemed necessary) such as: -Halal certificate

Health Supplements	• Product artwork / Image • Product conformity certificate from approved sources or ingredient report • Test report from Dubai Municipality approved laboratory. • Other Documents (where deemed necessary) such as: -Halal certificate
Detergents and Biocides	• Product artwork / Image • Product conformity certificate from approved sources • Other Documents (where deemed necessary)
Food Contact Materials	• Product conformity certificate from approved sources • Material Migration Test Report (OML / SML) for Food Contact Materials.
Toys	• Product artwork / Image • EN 71 Certificate or Laboratory Safety report for Children Toys.

10. Clearance Procedure

10.1   Prerequisite

- All imported Consumer Products must be registered in accordance with registration standards prior to importation to the local market.

- Imported consumer products should have at least 50% remaining of their shelf life and should not be less than six months at the time of entry.

- Information on product label must be shown clearly and indelibly and the label should not be easily removable. Please refer to the respective product type label requirements and guidelines.

- Compliance with transport and storage conditions should be observed.

N.B. Registration is not required for consumer products imported to Free Zone and not intended for local market.

11. Business-to-Consumer B2C Import Procedure

Considering the e-commerce industry B2C shipment volume, consignments shall be inspected and processed through Montaji Import Re-export service (CPIP) initially on arrival to the Free Zone Areas as consolidated consignments.

11.1   Import to Free Zone from Rest of The World

On arrival of the consumer products consignment at the port of entry, the importing company should submit an online request for permit to release consumer products consignment to the company FZA warehouse (and obtain CPIP reference number) by login on DM website https://montaji.dm.gov.ae.

The following consignment details should be provided in the request:

- Consignment Purpose

- Mode of Transport (By Air, Sea or Land)

- Port of Entry

- Container Type (FCL/LCL)

- Container Number: In case of FCL

- Customs Bill of Entry and Date

- Transport Document (Airway Bill / Bill of Lading) Number and Date

- Arrival Date

- Country of Origin

- Packing list details (Number of products, Quantity and Weight)

- The customer should uploaded the required consignment documents.

- When the request is processed, a notification message shall be sent to prepare the consignment for inspection at the port of entry or the company warehouse

11.2   Required Documents for Clearance

- Montaji import request reference number (CPIP) or copy of the application request.

- Customs Bill of Entry (declaration is required at the time of inspection, but BOE copy is not required)

- Airway Bill / Bill of Lading

- Packing List

- EN 71 Certificate or Laboratory Safety report (for Toys only)

- Material Migration Test Report (OML / SML) (for Food Contact Materials only)

- Other documents; whenever required (Ex. Laboratory Test Report)

11.3   Import to Local Market from Free Zone (Delivery to End Consumer)

B2C consignments will be auto approved by Dubai Municipality based on initial import permit for the consolidated consignment upon applying for the gate pass.

12. Business - to - Business B2B Import Procedure

All consumer product consignments intended for B2B should be processed through Montaji Import Re-export service (CPIP). The importing company in the main land is required to apply for the import permit (refer to Consumer Products Consignments
 Inspection Procedure Guideline).

13. Service Charges

- The processing fee for registration of a consumer product is AED 10 for each product (and variant, if any).
- The processing fee for Request for release of Consumer Product consignments is AED 50 per container.
- Any payment made shall not be refundable once the application has been submitted and payment is confirmed.

N.B.:

- No fees are applicable for B2C Import to Local Market from Free Zone (Delivery to End Consumer).
- An Innovation Fee of AED 10 and Knowledge Fee of AED 10 are applicable with a fee of more than AED 50.

14. Storage and Transportation Requirements

- Storage and transportation of consumer products must be carried out under conditions that will protect against biological, chemical (including radiological), and physical contamination of consumer products, as well as against deterioration of the consumer products and the container.

- Consumer products must be stored in containers designed and constructed to protect against contamination and must be held at such temperature and relative humidity and in such a manner as to prevent the consumer products from becoming unsafe.

- Good Warehousing and storage practices must be implemented through below written SOPs in raw material and finished goods.

  - Receiving
  - Storage
  - Cleaning
  - Temperature/humidity monitoring
  - Damaged/expired products
  - FEFO/stock rotation
  - Traceability

15. Contraventions and Fines

No	Contraventions	Fine
1	Non-compliance of documents and certificates requirements (Consignment Documents/ COO/ MSDS / Organic /GMO/ EN 71/ ESMA/ LAB Test/ Health Certificate, Exit certificate, etc.)	AED 500 Per Certificate
2	Halal certificate	AED 1,000
3	Not comply with consumer products transport regulation	AED 500
4	Not allowing the inspector to complete inspection	AED 3,000
5	Importing of unregistered/ spoiled / expired /contaminated consumer products	AED 1,000 per product
6	Disposing of imported consignment not complying to health and safety specifications without permission	AED 10,000
7	Disposing of imported consignment unfit for human consumption without permission	AED 1,000 per product
8	Importing of unstated Item	AED 2,000
9	Not complying with department instruction	AED 2,000
10	Consignment not ready for inspection in the requested date	AED 2,000
11	Disposing of imported consignment complying to health and safety specifications without permission	AED 3,000
12	Disposing of imported unfit consignments without permission	AED 10, 000

16. Terms and Conditions

- The company is responsible for the safety of the imported Consumer Products.

- The company shall be committed to register all Consumer Products in Montaji system prior to importation.

- The company shall be committed to submit a release application for each consignment through Montaji system with the required documents including gate pass and delivery advice within a period not exceeding 15 days from the date of releasing the consignment.

- The consignment packing list must include the type, number, country of origin, weight, and the registration reference number for each product.

- The company shall be committed to report to Dubai Municipality any adjustments to the Consumer Products or if there is damage caused by the product, manufacturing defect or recalling reports.

- Dubai Municipality will carry out on-site inspection of the consignments at the company warehouse or customs inspection sites and withdraw samples of the Consumer Products for laboratory testing whenever it is deemed necessary.

- The release permission will be canceled in the event that the company does not comply with the requirements and conditions mentioned above, or when Dubai Municipality deems it necessary.

17. Contact address, Information, and links

- **For any further enquiry on consumer products consignments please contact:**

  Health and Safety Department - Products Control Section

  Dubai Airport Cargo Village: Emirates Sky Cargo Building, Office No 1057

  ☏ 04 283 4340

  Jebel Ali Port: Gate No 7, Customs Building

  ☏ 04 887 0601

  ✉ cpcconsignment@dm.gov.ae

- **For any further enquiry on consumer products registration please contact:**

  Dubai Municipality

  ☏ 800900

  ✉ montaji@dm.gov.ae

  www.dm.gov.ae