



AFSA Seal of Approval

body care FAQ's 2026

What is the Seal of Approval?

The AFSA Seal of Approval is awarded to products and services that conform to strict scientific criteria attesting to their quality. The AFSA Seal of Approval for body care products assures that they have product characteristics that conform to a specific list of required and forbidden characteristics with significantly reduced allergen or chemical content.

In order to receive the Seal of Approval a standardised assessment process is undergone. Manufacturers supply verifiable results of testing or testing may be carried out via AFSA by independent laboratories to standards created for the Seal of Approval by leading allergy specialists.

Due to patient variation, however, use of these products cannot be guaranteed to reduce symptoms in allergic sufferers.

How do I apply?

The client applies to AFSA for seal of approval using the document: AFSA Seal Application. AFSA will provide the client with a general process of application and cost estimate and invoice the client.

On receipt of payment and any documents of internal or external product testing, AFSA will notify the client whether any further information or testing is required. If not, the process of review will take place and AFSA will approve or disapprove the application. If the application is approved, the financial and legal aspects will be recorded in a formal contract, the Seal of Approval Agreement. Once this is signed, the Seal of Approval is formally able to be used by the client.

What products can apply?

Products that may hold the Seal of Approval include: Body care products, body cleansers and body moisturisers.

How long is the approval valid for?

The approval is for 1 year and the contract rolls over if you decide not to cancel without having to undergo re-application.

What are the benefits?

The Seal of Approval will give clients assurance that the product/s conform to standard set by AFSA in consultation with leading allergists and dermatologists as comprising constituents that are likely to be of benefit and excluding constituents that may cause likely harm. This will differentiate the product from those that are unable to qualify for the Seal of Approval.

Approved products will receive electronic versions of the Seal of Approval to use for their own packaging and marketing purposes. An official Seal of Approval certificate is awarded. A mailer is sent out to our consumer and medical database advising that the product has been awarded the Seal of Approval.

In addition, products with the Seal of Approval benefit from our marketing plan which includes listing on the AFSA website in a tab dedicated to products that carry the Seal. Packshots and graphics are placed on the website with “click-through” to a website of the company’s choice. Products that carry the Seal of Approval are “showcased” quarterly on our Facebook page and announced in our newsletter sent out by AFSA to all our patient members with details about the product and where it can be purchased.

How much does it cost?

An individualised contract will be signed between AFSA and the company that regulates the remuneration payable, and will vary according to the size of the company and the benefit to the company from the advertising and promotion from AFSA.

Potential costing models include a “per unit” cost but the option of specific yearly costs for different size companies also exists.