

Quality Assurance Overview

Beauty



Quality Assurance Partnership

- QA's role is to educate Vendors on QVC expectations to set them up for success the first time a product is submitted.
- The Vendor's role is to ensure that products are engineered and manufactured to meet all Federal, State & Local regulations, as well as the appropriate industry and QVC standards.
- Vendor Representatives are expected to work with their Vendors to develop a product that will meet QVC's requirements & expectations.

Quality Assurance Roles & Responsibilities

- Creation and maintenance of Quality Guidelines, Specifications & Product Requirements
- Internal and External Customer Education
- 1st Piece Sample Evaluation (physical samples and virtual samples)
- Test Report and Document Verification
- Monitor key customer performance metrics including return rates and customer feedback

Third Party Testing

- Third party testing reports, when required for your specific product, are sent to QVC's buying office (when submitting the First Piece Sample).
- Testing must be completed for all components or formulas.
- Average turnaround time for testing to be conducted is 7 business days. Allow another 5 business days for QVC to process results once received from lab.
- Testing must be re-submitted when any change is made to the formula, ingredients, manufacturer, factory, etc.
- All SPF products require an expiration date.
- All natural brushes require a sterilization certificate.
- Must have completed and passed full testing protocols prior to sample submission.

Claims

Claims Substantiation:

- What: Product claims as to the benefits, attributes, effects, etc. of such products must be substantiated.
- How: QVC requires that all safety, on-air and off-air efficacy claims are substantiated by adequate documentation. Depending on the claim, that may require clinical testing by 3rd part testing labs.
- Process: Claims need to be submitted to the QVC buying team from the Vendor. QVC Buyer will submit for either QA or Legal review.

Required Documentation

- Third Party Testing (when required for submission) – Regulatory, Performance, Claims.
- QA Beauty 1st Piece Sample Submission Checklist
- Artwork – Component, Printed Retail, Packaging and Insert brochures
- Ingredients List

Other possible documents if applicable:

- SDS (Safety Data Sheet)
- Sterilization certificate
- Lithium battery information form
- UN/UL Certificate – United Laboratories
- 510k Form
- Authorization to Mark (ATM)
- FCC (Federal Communications Commission)

First Piece/Top of Production (TOP) Sample Submission

Definition of QA First Piece Sample:

A sample that represents the production run in all respects, including the exact same materials, construction, packaging, inserts, labeling, etc.

What you need to submit: In addition to the sample, you will need to submit testing & required documentation, product ingredients (if applicable), and all literature. Samples must be packed the exact way customer will receive the product and all packaging must have required labeling.

Who to submit to: All first piece samples should be submitted to the QVC buying team.

When to expect results: QA Evaluations are completed within 5 business days.

Any deviation from production must be clearly indicated at the time of sample submission.

Quality Assurance First Piece Process

Definition of Quality Assurance First Piece Sample:

- Product Features/Function
- Packaging
- Graphics
- Warranty and Instructions
- Material
- Composition/Construction
- Aesthetics
- Product Attributes
- Specs/Measurement

Customer Satisfaction & Feedback

- Overall Unit Return Rates
- Finished Goods Acceptance rates
- First Piece Acceptance Rates
- Damaged & Defective Ship Rates
- Size Doesn't Fit Return Rates
- Distribution Center Rejection Rate
- QVC.com Product Reviews

Additional Information

- QVC Quality Assurance requires products to meet all regulatory requirements.
- QVC Quality Assurance requires products to perform as intended.
- QVC Quality Assurance requires products to be submitted to 1st Piece QA within a reasonable time to process.