

GLOBAL MLM SOFTWARE

Beauty Direct Selling Launch Checklist 2026

Everything a beauty or skincare brand founder needs to design and launch a direct selling distributor programme — in the right order.

5 stages · 40 action items · Beauty-specific throughout · Gate questions at every stage

Before DSU Fall 2026 — October 6–8, The Westin Galleria, Dallas TX

globalmlmsolution.com/consulting · globalmlmsolution.com/demo

How to Use This Checklist

PURPOSE: This checklist guides beauty and skincare brand founders through the five stages of launching a direct selling distributor programme — in the correct sequence. Founders who skip stages or move out of sequence spend money on corrections after launch. **STAGES 1–3 — DESIGN AND PLANNING:** If you cannot answer YES to all gate questions in stages 1–3, the right next step is a consulting session — not a software demo. A consulting session at globalmlmsolution.com/consulting reviews your beauty model, social selling system design, and software readiness before you evaluate any platform. **STAGES 4–5 — SELECTION AND LAUNCH:** Once you clear stages 1–3, use the 5-feature verification table in the article at globalmlmsolution.com/beauty-direct-selling-software-2026 to evaluate platforms, then book a demo at globalmlmsolution.com/demo. **BEAUTY-SPECIFIC NOTE:** This checklist covers beauty and skincare brand considerations specifically — video content library, visual brand consistency, cosmetic claim compliance, and multi-SKU auto-ship requirements. For a wellness supplement brand, use the Wellness DS Launch Checklist instead.

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STAGE 1: PRODUCT AND BRAND VALIDATION

Confirm your beauty product fits the direct selling model before designing anything else

PRODUCT FIT FOR BEAUTY DS

Your product has a genuine daily or bi-monthly consumption cycle — moisturiser, serum, cleanser, SPF used daily

Daily consumption supports auto-ship economics and repeat customer revenue — a once-weekly or occasional product creates weak distributor income

Your product range supports a multi-SKU daily routine — at least 3 products a customer would use together consistently

Multi-SKU routines generate higher AOV (\$150–\$400/month) vs single-product subscriptions — critical for distributor income sustainability

A distributor would share tutorial content about this product authentically without being paid to do so

The authenticity test for beauty — if a distributor would not post a tutorial for free, paid posting will feel promotional and convert poorly

Your product quality supports premium or prestige positioning

Beauty direct selling works best with products that justify a distributor's personal endorsement — commodity products are harder to build authentic social content around

All planned product claims have been reviewed against FDA cosmetic claim guidelines — no drug claims are planned

A beauty product with planned drug claims (treats eczema, cures acne) is regulated as a drug, not a cosmetic — changes everything about your launch

BRAND IDENTITY

Your brand has a defined visual identity — fonts, colour palette, image aesthetic, tone

Beauty distributor storefronts and content will all reflect your brand — without a defined identity, the network will produce visually inconsistent content

Your brand aesthetic translates to vertical video format — Instagram Reels, TikTok, YouTube Shorts

Beauty social selling is video-first — a brand designed only for static images will struggle with tutorial content

You have defined your brand's lifestyle identity — who the ideal distributor is and what their daily life looks like

Beauty distributors choose brands they personally identify with — the lifestyle identity must be clear before recruitment begins

STAGE 1 GATE — Answer YES to all before proceeding

Is my product range genuinely suitable for a daily multi-SKU consumption routine?

Have all planned product claims been confirmed as cosmetic claims, not drug claims?

Does my brand have a defined visual identity that works in vertical video format?

NEXT STEP: If YES to all proceed to Stage 2. If NO to any book a consulting session at globalmlmsolution.com/consulting before investing in model design or software.

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STAGE 2: MODEL AND COMPENSATION DESIGN

Design your distributor model and compensation plan before selecting any software

MODEL CHOICE FOR BEAUTY

Choose your model: ambassador-only (flat commission, no recruiting) or community-led hybrid (ambassador tier + builder tier) or full MLM

Many beauty brands start with an ambassador programme and add the builder tier once they have product-market fit — lower regulatory risk in year one

If building a community-led hybrid: define the ambassador tier separately from the builder tier — different commission rates, different obligations, different recognition

The ambassador tier is not a waiting room — ambassadors must have a complete and rewarding experience without ever becoming builders

Confirm your compensation plan accounts for beauty's higher AOV — commission rates must be calibrated to a \$150–\$400 average order, not a \$80–\$120 supplement bundle

A commission rate designed for lower AOV products will either overpay or under-motivate at beauty AOV levels

Get the compensation plan reviewed by a direct selling attorney before finalising

Required before launch — not optional. Cost: \$2,000–\$8,000. Savings: avoiding a non-compliant plan after launch.

AUTO-SHIP ECONOMICS FOR BEAUTY

Model auto-ship economics for a 3-product daily skincare routine at 100, 500, and 1,000 customers

Daily multi-SKU auto-ship has different churn dynamics than monthly supplement auto-ship — product run-out reminders and SKU flexibility reduce churn significantly

Confirm your platform can support different reorder frequencies for different SKUs in the same customer subscription

SPF may run out faster than serum — a rigid monthly subscription cannot handle this without customer frustration

Define your retail-to-distributor pricing structure — confirm retail price supports distributor commission margin

FTC retail primacy requires genuine retail sales — if the retail price is too close to distributor cost, customers buy as distributors

STAGE 2 GATE — Answer YES to all before proceeding

Have I chosen a specific model (ambassador-only, hybrid, or full MLM)?

Has my compensation plan been modelled at 100, 500, and 1,000 customers?

Has a direct selling attorney reviewed the final compensation plan?

NEXT STEP: If YES to all proceed to Stage 3. If NO to any book a consulting session to review your model design and plan economics.

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STAGE 3: SOCIAL SELLING SYSTEM DESIGN

Design your beauty brand social selling infrastructure before selecting any platform

VIDEO CONTENT LIBRARY

Plan a minimum of 30 pieces of launch content: 10 tutorial videos, 10 lifestyle/aesthetic photos, 10 before/after posts

Beauty distributors exhaust content faster than wellness distributors — tutorials require variety and the library must refresh weekly

Define your video content format: aspect ratio, length, style, whether distributors can add their own voiceover to brand footage

Most platforms store video assets — confirm the format is compatible with Instagram Reels and TikTok before production

Write a cosmetic claim library for every product — pre-approved language distributors can use verbatim in any post

Pre-approved claim language is the fastest way to enable authentic social sharing without compliance risk — distributors can post confidently when they have approved words

Define your prohibited claim list — specifically which drug claim terms are prohibited for each product

Eczema, acne cure, inflammation, rosacea, damaged cells — write these out explicitly for your product range

DISTRIBUTOR STOREFRONT DESIGN

Define what every distributor's personal storefront must contain: name, photo, bio, product catalogue, video embed, enrollment link

Beauty storefronts must be visually rich — a text-heavy product list will not convert social traffic

Confirm every distributor gets their storefront on day one — no rank threshold, no training gate

A distributor who posts a tutorial and cannot share their own storefront link on the same day is a lost sale and a frustrated distributor

Define your brand template constraints — what is locked (brand fonts, colours, product images) and what is customisable (distributor name, photo, personal bio)

Brand consistency is non-negotiable in beauty — visual inconsistency across 200 distributor storefronts damages brand equity

INSTAGRAM AND TIKTOK BIO LINK SETUP

Map the complete journey from a distributor's Instagram post to a customer's first purchase

Tutorial video caption ('link in bio') bio link storefront product selection checkout. Every step must be mobile-native and complete within 3 taps

Confirm your enrollment link works natively in Instagram's link-in-bio and TikTok's link-in-bio without redirecting to a desktop page

A mobile user who hits a desktop-optimised page from a TikTok bio link has a 70%+ bounce rate — the enrollment flow must be phone-first

STAGE 3 GATE — Answer YES to all before proceeding

Do I have 30 pieces of launch content planned — including 10 tutorial videos?

Have I written a pre-approved cosmetic claim library for every product?

Have I designed a storefront template that is visually consistent with my brand?

Have I mapped the complete Instagram bio link enrollment journey on a phone?

NEXT STEP: If YES to all proceed to Stage 4. If NO to any book a consulting session to design your social selling system before evaluating any software platform.

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STAGE 4: SOFTWARE SELECTION — BEAUTY-SPECIFIC VERIFICATION

Verify all 5 beauty-specific features live in a demo before signing with any platform

5 BEAUTY FEATURES — VERIFY LIVE IN EVERY DEMO

Feature 1: Visual-first personal storefronts — image-rich, video-enabled, active from day one with no rank threshold

Demo Q: 'Show me a sample beauty-brand storefront. Can a distributor add their photo while brand fonts and images stay locked?'

Feature 2: In-app video content library — tutorial videos shareable directly to Instagram and TikTok without downloading

Demo Q: 'Share a tutorial video from the content library to Instagram Stories right now, without downloading it to a device first.'

Feature 3: Multi-SKU daily auto-ship — supports a 4-product skincare routine on a single subscription

Demo Q: 'Set up a 4-product skincare auto-ship. What triggers the reorder reminder — a date or a usage estimate?'

Feature 4: Social platform enrollment links — works natively in Instagram bio and TikTok bio as a mobile-first experience

Demo Q: 'Place the enrollment link in an Instagram bio tool. Show me the landing page on a phone — is it mobile-native?'

Feature 5: Cosmetic claim compliance library — pre-approved claims and drug claim detection in distributor social content

Demo Q: 'Show me the cosmetic claim library. What happens when a distributor writes "treats eczema" in a post?'

ADDITIONAL VERIFICATION

Brand template enforcement — distributor storefronts use your brand's fonts and colours automatically

If distributors can change brand colours or fonts, you have no visual consistency across your network

Cross-platform referral attribution — Instagram vs TikTok vs YouTube tracked separately

Beauty distributors post on multiple platforms — knowing which platform drives the best customers is essential for content strategy

Written quote scoped to your specific SKU count, product range, and distributor volume

Verbal pricing is not a commitment. Written quote only before proceeding to contract.

STAGE 4 GATE — Answer YES to all before proceeding

Have I seen all 5 beauty-specific features demonstrated live — not described?

Have I confirmed brand template enforcement during the demo?

Have I received a written quote scoped to my specific beauty brand model?

NEXT STEP: If YES to all proceed to Stage 5. If NO to any — book a demo with Global MLM Software: globalmlmsolution.com/demo. We demonstrate every beauty-specific feature live.

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STAGE 5: COMPLIANCE SETUP AND LAUNCH

All compliance infrastructure must be active before your first distributor joins

FDA AND FTC COMPLIANCE

Cosmetic claim library finalised — pre-approved language for every product, reviewed against FDA guidelines

Every claim in the library must be a cosmetic claim — not a drug claim. Have your attorney confirm this before going live

Prohibited drug claim list written and included in the distributor agreement

Eczema, acne cure, inflammation treatment, cell repair, rosacea treatment — every drug claim specific to your product range listed explicitly

Income Disclosure Statement written and attorney-approved

The IDS must accurately represent actual distributor earnings — not aspirational figures. This is an FTC enforcement trigger.

Distributor social media guidelines cover both cosmetic claims and income claims

One document. Both topics. Every distributor signs it before joining.

FTC compliance tools active in your platform — retail-to-recruit monitoring, IDS generation, audit trail

All three must be live before your first distributor joins — not added later

BEAUTY-SPECIFIC LAUNCH READINESS

Distributor storefront templates loaded with your brand's fonts, colours, and product images

Templates must be ready before enrollment opens — not configured after your first distributor joins and sees a blank template

Video content library populated with minimum 30 pieces of approved content

Test that each video is shareable to Instagram Reels and TikTok from within the distributor app before launch

Cosmetic claim monitoring active and tested — confirm it flags drug claim language in test posts

Run a test: have a team member type 'treats eczema' in a sample post and confirm the system flags it before it is shared

Run the complete distributor experience yourself — enrollment, storefront access, video share, first auto-ship setup

Do this on a phone, not a desktop — your distributors will almost exclusively use mobile

Founding distributor launch event scheduled — virtual or in-person, with a specific date and invitation sent

Your founding cohort sets the culture. Give them a launch moment they remember — it establishes the energy for everyone who follows

STAGE 5 GATE — Answer YES to all before proceeding

Is the cosmetic claim library live in the platform and attorney-reviewed?

Is the Income Disclosure Statement attorney-approved?

Have I run the complete enrollment and social sharing experience on a phone?

Are FTC compliance tools live and tested before the first distributor joins?

NEXT STEP: If YES to all you are ready to launch. Book a demo at globalmlmsolution.com/demo to see the full platform configured to your beauty brand's specific model.

Still in Stages 1–3?

Book a free consulting session. We review your beauty product fit, model choice, social selling system design, and compliance readiness — before you spend a dollar on software.

globalmlmsolution.com/consulting

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Cleared All 5 Stages?

Book a free 30-minute beauty brand demo. We configure visual storefronts, video content library, multi-SKU auto-ship, and cosmetic claim compliance live to your specific brand. Written quote within 24 hours.

globalmlmsolution.com/demo

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