FREE OPERATIONAL TEMPLATE

Beauty Retail Audit Checklist

Use this 60-point checklist to audit store presentation, product integrity, tester hygiene, shelf life, claims, consultations, inventory, transactions, people, safety, security, and corrective-action closure.

STORE / LOCATION	AUDIT DATE	AUDITOR	STORE MANAGER

1. Audit setup, store profile, standards, and trading context

1 **Confirm the store, location, audit date, trading period, auditor, store manager, reviewer, and operational owner.** BEAUTY RETAIL AUDIT

Zone	Finding	Owner	Due	Evidence

Execution tip: Confirm the audit scope, current brand standards, local requirements, critical controls, scoring, and ownership before beginning.

2 **Define the beauty categories, brand counters, service zones, tester areas, consultation spaces, stockroom locations, checkout points, and support areas included in the audit.** BEAUTY RETAIL AUDIT

SKU / variant	Batch	System	Physical	Variance

Execution tip: Confirm the audit scope, current brand standards, local requirements, critical controls, scoring, and ownership before beginning.

3 **Review previous findings, customer complaints, tester-hygiene failures, stock variances, expiry issues, pricing errors, safety incidents, security events, and overdue actions.** BEAUTY RETAIL AUDIT

BATCH / LOT | Enter EXPIRY / PAO | Enter Acceptable Quarantine

Execution tip: Confirm the audit scope, current brand standards, local requirements, critical controls, scoring, and ownership before beginning.

4 **Confirm current brand standards, campaign briefs, product-handling guidance, tester and sampling rules, service protocols, pricing policies, returns rules, and local requirements.** BEAUTY RETAIL AUDIT

Hygienic Needs attention Remove immediately Add photo

Execution tip: Confirm the audit scope, current brand standards, local requirements, critical controls, scoring, and ownership before beginning.

5 **Set scoring, critical-failure thresholds, evidence requirements, escalation routes, action owners, due dates, and measurable closure expectations before starting.** BEAUTY RETAIL AUDIT

Current Incomplete Missing / incorrect Attach record

Execution tip: Confirm the audit scope, current brand standards, local requirements, critical controls, scoring, and ownership before beginning.

6 **Record staffing, footfall, launches, demonstrations, promotions, markdowns, deliveries, appointments, events, stock counts, and other trading conditions affecting the visit.** BEAUTY RETAIL AUDIT

TICKET | Enter POS | Enter Match Mismatch

Execution tip: Confirm the audit scope, current brand standards, local requirements, critical controls, scoring, and ownership before beginning.

2. Exterior, storefront, entrance, and first impression

7 Inspect the facade, windows, logo, opening-hours display, entrance signage, exterior lighting, and surrounding approach for condition and brand consistency. BEAUTY RETAIL AUDIT

Meets standard | Needs attention | Critical failure | Add photo

Execution tip: Review the storefront from normal customer approaches and compare every campaign element with the latest approved visual brief.

8 Verify window products, campaign graphics, props, lighting, launch messages, and promotional prices match the latest approved visual brief. BEAUTY RETAIL AUDIT

TICKET | Enter | POS | Enter | Match | Mismatch

Execution tip: Review the storefront from normal customer approaches and compare every campaign element with the latest approved visual brief.

9 Check entrance doors, mats, thresholds, ramps, handles, and automatic-door functions for safe and accessible use. CRITICAL BEAUTY RETAIL AUDIT

Meets standard | Needs attention | Critical failure | Add photo

Execution tip: Review the storefront from normal customer approaches and compare every campaign element with the latest approved visual brief.

10 Confirm payment, returns, consultation, sampling, allergy, privacy, accessibility, and customer-information signage is current and clearly visible. BEAUTY RETAIL AUDIT

Current | Incomplete | Missing / incorrect | Attach record

Execution tip: Review the storefront from normal customer approaches and compare every campaign element with the latest approved visual brief.

11 Inspect the customer approach for trip hazards, water ingress, damaged surfaces, waste, blocked visibility, or unauthorized materials. BEAUTY RETAIL AUDIT

Compliant | Partially compliant | Non-compliant | Add evidence

Execution tip: Review the storefront from normal customer approaches and compare every campaign element with the latest approved visual brief.

12 Assess whether the first impression communicates a clean, premium, welcoming, fully stocked, and trading-ready beauty store. BEAUTY RETAIL AUDIT

SKU / variant	Batch	System	Physical	Variance

Execution tip: Review the storefront from normal customer approaches and compare every campaign element with the latest approved visual brief.

3. Sales floor, fixtures, ambience, cleanliness, and accessibility

13 **Verify floors, aisles, customer routes, emergency exits, consultation areas, and access to counters remain clean, dry, unobstructed, and easy to navigate.** CRITICAL BEAUTY RETAIL AUDIT

SKU / variant	Batch	System	Physical	Variance

Execution tip: Walk normal customer routes and test fixtures, lighting, consultation areas, and hygiene points instead of relying only on visual observation.

14 **Inspect shelves, gondolas, display tables, tester units, mirrors, stools, sinks, consultation counters, and storage fixtures for stability, damage, and safe loading.** CRITICAL BEAUTY RETAIL AUDIT

SKU / variant	Batch	System	Physical	Variance

Execution tip: Walk normal customer routes and test fixtures, lighting, consultation areas, and hygiene points instead of relying only on visual observation.

15 **Check loose cables, cartons, packaging, cleaning materials, tester accessories, spills, and stock do not create slip, trip, contamination, or obstruction risks.** BEAUTY RETAIL AUDIT

SKU / variant	Batch	System	Physical	Variance

Execution tip: Walk normal customer routes and test fixtures, lighting, consultation areas, and hygiene points instead of relying only on visual observation.

16 **Confirm lighting, temperature, ventilation, music, scent, and general ambience support customer comfort and accurate product, skin-tone, and shade viewing.** BEAUTY RETAIL AUDIT

SKU / variant	Batch	System	Physical	Variance

Execution tip: Walk normal customer routes and test fixtures, lighting, consultation areas, and hygiene points instead of relying only on visual observation.

17 **Inspect mirrors, seating, sinks, tissue dispensers, waste bins, hand-sanitizing points, baskets, and shared touchpoints for cleanliness and readiness.** CRITICAL BEAUTY RETAIL AUDIT

Compliant | Containment needed | Critical failure | Add evidence

Execution tip: Walk normal customer routes and test fixtures, lighting, consultation areas, and hygiene points instead of relying only on visual observation.

18 **Verify accessible routes, turning space, seating, counter access, signage, and service practices support customers with mobility, visual, hearing, or sensory needs.** CRITICAL BEAUTY RETAIL AUDIT

SKU / variant	Batch	System	Physical	Variance

Execution tip: Walk normal customer routes and test fixtures, lighting, consultation areas, and hygiene points instead of relying only on visual observation.

4. Visual merchandising, category zoning, launches, and product presentation

19 **Compare windows, focal points, brand counters, category bays, launch tables, digital screens, and promotional zones with the current visual-merchandising brief.** BEAUTY RETAIL AUDIT

TICKET | Enter | POS | Enter | Match | Mismatch

Execution tip: Compare category execution with the current campaign and layout brief, then record clear evidence for material deviations.

20 **Verify displayed products match the approved assortment, shade or variant order, orientation, facing, spacing, fixture position, and presentation method.** BEAUTY RETAIL AUDIT

TICKET | Enter | POS | Enter | Match | Mismatch

Execution tip: Compare category execution with the current campaign and layout brief, then record clear evidence for material deviations.

21 **Check category flow across skincare, makeup, fragrance, haircare, personal care, tools, devices, and gifting matches the approved layout and customer journey.** CRITICAL BEAUTY RETAIL AUDIT

Compliant | Containment needed | Critical failure | Add evidence

Execution tip: Compare category execution with the current campaign and layout brief, then record clear evidence for material deviations.

22 **Confirm campaign graphics, product claims, launch dates, offer messages, shade names, benefit callouts, and price points are current and accurately installed.** BEAUTY RETAIL AUDIT

TICKET | Enter | POS | Enter | Match | Mismatch

Execution tip: Compare category execution with the current campaign and layout brief, then record clear evidence for material deviations.

23 **Inspect acrylics, shelves, trays, risers, tester holders, signage frames, mirrors, lighting, digital screens, and display equipment for cleanliness, alignment, stability, and premium finish.** BEAUTY RETAIL AUDIT

Hygienic | Needs attention | Remove immediately | Add photo

Execution tip: Compare category execution with the current campaign and layout brief, then record clear evidence for material deviations.

24 **Verify discontinued items, obsolete collateral, empty tester positions, unofficial props, damaged visuals, and unapproved claims are removed or formally approved.** CRITICAL BEAUTY RETAIL AUDIT

TICKET | Enter | POS | Enter | Match | Mismatch

Execution tip: Compare category execution with the current campaign and layout brief, then record clear evidence for material deviations.

5. Product integrity, testers, hygiene, shelf life, labeling, and claims

25 Inspect saleable products for broken seals, leakage, cracks, discoloration, separation, odor change, contamination, damaged packaging, missing components, or other quality defects.

CRITICAL BEAUTY RETAIL AUDIT

Hygienic | Needs attention | Remove immediately | Add photo

Execution tip: Inspect saleable products and testers separately, verify labels, claims, and shelf life, and remove any unsafe or non-saleable item immediately.

26 Confirm tester products are clearly identified, secured where required, within permitted use periods, and separated from saleable inventory.

CRITICAL BEAUTY RETAIL AUDIT

SKU / variant	Batch	System	Physical	Variance

Execution tip: Inspect saleable products and testers separately, verify labels, claims, and shelf life, and remove any unsafe or non-saleable item immediately.

27 Verify tester applicators, spatulas, tissues, cotton pads, sharpeners, alcohol, sanitizers, disposable wands, and waste bins are available and hygienically managed.

CRITICAL BEAUTY RETAIL AUDIT

TICKET | Enter | POS | Enter | Match | Mismatch

Execution tip: Inspect saleable products and testers separately, verify labels, claims, and shelf life, and remove any unsafe or non-saleable item immediately.

28 Check tester surfaces, nozzles, pumps, caps, palettes, mirrors, trays, brushes, tools, and consultation devices are cleaned at the required frequency and fit for use.

CRITICAL BEAUTY RETAIL AUDIT

Hygienic | Needs attention | Remove immediately | Add photo

Execution tip: Inspect saleable products and testers separately, verify labels, claims, and shelf life, and remove any unsafe or non-saleable item immediately.

29 Verify SKU, shade or variant, barcode, batch or lot number, manufacture or expiry information, period-after-opening guidance, ingredients, warnings, price ticket, and system record match the physical product.

CRITICAL BEAUTY RETAIL AUDIT

BATCH / LOT | Enter | EXPIRY / PAO | Enter | Acceptable | Quarantine

Execution tip: Inspect saleable products and testers separately, verify labels, claims, and shelf life, and remove any unsafe or non-saleable item immediately.

30 Confirm product claims, demonstrations, ingredient statements, before-and-after materials, certifications, promotional wording, and staff explanations are approved and not misleading.

CRITICAL BEAUTY RETAIL AUDIT

TICKET | Enter | POS | Enter | Match | Mismatch

Execution tip: Inspect saleable products and testers separately, verify labels, claims, and shelf life, and remove any unsafe or non-saleable item immediately.

6. Consultation, service, sampling, inclusivity, and omnichannel experience

31 Observe whether staff greet customers promptly, identify needs, ask relevant questions, and explain products without pressure or unsupported medical claims. BEAUTY RETAIL AUDIT

Meets standard | Needs attention | Critical failure | Add photo

Execution tip: Observe complete consultation interactions and confirm tools, consent, hygiene, advice, inclusion, and service follow approved standards.

32 Verify shade matching, skin analysis, fragrance trials, hair or scalp consultations, device demonstrations, and product routines follow approved hygiene, consent, allergy, and service procedures. CRITICAL BEAUTY RETAIL AUDIT

SKU / variant	Batch	System	Physical	Variance

Execution tip: Observe complete consultation interactions and confirm tools, consent, hygiene, advice, inclusion, and service follow approved standards.

33 Check staff use disposable or sanitized tools, avoid double dipping, protect product openings, and clean the service area between customers. CRITICAL BEAUTY RETAIL AUDIT

TICKET | Enter | POS | Enter | Match | Mismatch

Execution tip: Observe complete consultation interactions and confirm tools, consent, hygiene, advice, inclusion, and service follow approved standards.

34 Confirm customers receive accurate guidance on ingredients, directions, warnings, allergens, patch testing, storage, shelf life after opening, device care, and safe use where relevant. CRITICAL BEAUTY RETAIL AUDIT

BATCH / LOT | Enter | EXPIRY / PAO | Enter | Acceptable | Quarantine

Execution tip: Observe complete consultation interactions and confirm tools, consent, hygiene, advice, inclusion, and service follow approved standards.

35 Verify recommendations serve diverse skin tones, hair types, ages, genders, accessibility needs, budgets, and customer preferences without bias or exclusion. CRITICAL BEAUTY RETAIL AUDIT

Compliant | Containment needed | Critical failure | Add evidence

Execution tip: Observe complete consultation interactions and confirm tools, consent, hygiene, advice, inclusion, and service follow approved standards.

36 Assess appointments, virtual consultations, click-and-collect, endless aisle, reservations, samples, gift services, delivery commitments, and after-sales follow-up for speed and ownership. BEAUTY RETAIL AUDIT

Compliant | Partially compliant | Non-compliant | Add evidence

Execution tip: Observe complete consultation interactions and confirm tools, consent, hygiene, advice, inclusion, and service follow approved standards.

7. Inventory, stockroom, replenishment, samples, returns, and waste

37 Verify stockroom shelves, brand zones, category bays, shade or variant sequences, location labels, and temporary holding areas are clear, accurate, and consistently used. BEAUTY RETAIL AUDIT

SKU / variant	Batch	System	Physical	Variance

Execution tip: Trace representative products through receiving, storage, replenishment, sampling, reservation, return, quarantine, recall, and disposal statuses.

38 Check cartons and products are stored within safe height, weight, temperature, light, humidity, and segregation requirements without blocking aisles, utilities, or fire equipment. BEAUTY RETAIL AUDIT

Meets standard | Needs attention | Critical failure | Add photo

Execution tip: Trace representative products through receiving, storage, replenishment, sampling, reservation, return, quarantine, recall, and disposal statuses.

39 Review replenishment routines to confirm key shades, launches, best sellers, promotional items, samples, tester replacements, and gift-with-purchase stock reach the sales floor promptly. BEAUTY RETAIL AUDIT

TICKET | Enter | POS | Enter | Match | Mismatch

Execution tip: Trace representative products through receiving, storage, replenishment, sampling, reservation, return, quarantine, recall, and disposal statuses.

40 Test a representative sample against system quantity, physical quantity, SKU, variant, batch, location, expiry status, price, and saleable condition. CRITICAL BEAUTY RETAIL AUDIT

BATCH / LOT | Enter | EXPIRY / PAO | Enter | Acceptable | Quarantine

Execution tip: Trace representative products through receiving, storage, replenishment, sampling, reservation, return, quarantine, recall, and disposal statuses.

41 Identify unrecorded testers, missing samples, empty packaging, damaged units, short-dated products, unauthorized write-offs, unexplained stock, and shrink indicators for immediate investigation. CRITICAL BEAUTY RETAIL AUDIT

SKU / variant	Batch	System	Physical	Variance

Execution tip: Trace representative products through receiving, storage, replenishment, sampling, reservation, return, quarantine, recall, and disposal statuses.

42 Confirm deliveries, transfers, online orders, reservations, customer holds, returns, damaged goods, quarantine stock, samples, gratis items, recalls, and disposal stock are separated and traceable. CRITICAL BEAUTY RETAIL AUDIT

TICKET | Enter | POS | Enter | Match | Mismatch

Execution tip: Trace representative products through receiving, storage, replenishment, sampling, reservation, return, quarantine, recall, and disposal statuses.

8. Checkout, pricing, promotions, loyalty, returns, and data protection

43 Test POS terminals, scanners, printers, payment devices, cash drawers, network connections, loyalty tools, and backup procedures for operational readiness. BEAUTY RETAIL AUDIT

TICKET | Enter | POS | Enter | Match | Mismatch

Execution tip: Review actual transactions and returned products rather than confirming only that a written policy exists.

44 Verify shelf prices, promotional prices, gift-with-purchase offers, samples, loyalty benefits, employee discounts, manual discounts, and manager approvals are applied correctly. CRITICAL BEAUTY RETAIL AUDIT

TICKET | Enter | POS | Enter | Match | Mismatch

Execution tip: Review actual transactions and returned products rather than confirming only that a written policy exists.

45 Review returns and exchanges to confirm product condition, hygiene restrictions, seal status, receipt, reason, approval, refund method, and resale, quarantine, or disposal decision are documented. CRITICAL BEAUTY RETAIL AUDIT

TICKET | Enter | POS | Enter | Match | Mismatch

Execution tip: Review actual transactions and returned products rather than confirming only that a written policy exists.

46 Check opened, used, contaminated, damaged, recalled, expired, allergy-related, and no-receipt returns are assessed and segregated according to policy. CRITICAL BEAUTY RETAIL AUDIT

Current | Incomplete | Missing / incorrect | Attach record

Execution tip: Review actual transactions and returned products rather than confirming only that a written policy exists.

47 Confirm opening floats, cash counts, safe drops, tender reconciliation, variance reporting, refunds, voids, gift cards, and handovers follow approved controls. BEAUTY RETAIL AUDIT

SKU / variant	Batch	System	Physical	Variance

Execution tip: Review actual transactions and returned products rather than confirming only that a written policy exists.

48 Verify receipts, digital profiles, consultation notes, loyalty records, skin or preference data, delivery details, consent, and customer personal data are accurate and protected. CRITICAL BEAUTY RETAIL AUDIT

Current | Incomplete | Missing / incorrect | Attach record

Execution tip: Review actual transactions and returned products rather than confirming only that a written policy exists.

9. People, product knowledge, safety, security, and operational readiness

49 Confirm staffing levels, brand-counter coverage, consultation capacity, checkout support, replenishment ownership, breaks, and peak-hour plans match trading needs. BEAUTY RETAIL AUDIT

SKU / variant	Batch	System	Physical	Variance

Execution tip: Test staff knowledge through practical product, allergy, hygiene, safety, theft, privacy, and emergency scenarios.

50 Verify uniforms, grooming, personal hygiene, hand condition, name badges, makeup or presentation standards, and professional conduct meet current requirements. BEAUTY RETAIL AUDIT

Hygienic | Needs attention | Remove immediately | Add photo

Execution tip: Test staff knowledge through practical product, allergy, hygiene, safety, theft, privacy, and emergency scenarios.

51 Test staff knowledge of product categories, ingredients, allergens, shades or variants, routines, usage, warnings, hygiene, promotions, returns, incidents, and escalation routes. BEAUTY RETAIL AUDIT

TICKET | Enter POS | Enter Match Mismatch

Execution tip: Test staff knowledge through practical product, allergy, hygiene, safety, theft, privacy, and emergency scenarios.

52 Check CCTV coverage, alarm status, electronic-article-surveillance devices, panic controls, keys, codes, high-value displays, and restricted-area access. CRITICAL BEAUTY RETAIL AUDIT

Meets standard | Needs attention | Critical failure | Add photo

Execution tip: Test staff knowledge through practical product, allergy, hygiene, safety, theft, privacy, and emergency scenarios.

53 Verify chemical safety data, cleaning-product storage, spill response, sharps or broken-glass handling, electrical device safety, waste controls, first aid, fire safety, and evacuation readiness. CRITICAL BEAUTY RETAIL AUDIT

Meets standard | Needs attention | Critical failure | Add photo

Execution tip: Test staff knowledge through practical product, allergy, hygiene, safety, theft, privacy, and emergency scenarios.

54 Confirm employees know how to report theft, threats, allergic reactions, product contamination, spills, injuries, customer-data incidents, fire, and other urgent events. CRITICAL BEAUTY RETAIL AUDIT

Hygienic | Needs attention | Remove immediately | Add photo

Execution tip: Test staff knowledge through practical product, allergy, hygiene, safety, theft, privacy, and emergency scenarios.

10. Findings, corrective actions, verification, and sign-off

55 Summarize findings by store zone, brand, category, campaign, product issue, tester-hygiene risk, customer journey, stock process, transaction control, safety risk, and recurring theme. BEAUTY RETAIL AUDIT

Zone	Finding	Owner	Due	Evidence

Execution tip: Keep findings open until corrections, stock checks, tester inspections, transaction reviews, or other closure evidence are independently verified.

56 Contain critical issues immediately, including contaminated testers, damaged or expired products, unsupported claims, material pricing errors, exposed customer data, blocked exits, or major stock discrepancies. CRITICAL BEAUTY RETAIL AUDIT

TICKET | Enter | POS | Enter | Match | Mismatch

Execution tip: Keep findings open until corrections, stock checks, tester inspections, transaction reviews, or other closure evidence are independently verified.

57 Assign every finding a priority, owner, due date, required evidence, reviewer, escalation path, and measurable closure criteria. CRITICAL BEAUTY RETAIL AUDIT

Zone	Finding	Owner	Due	Evidence

Execution tip: Keep findings open until corrections, stock checks, tester inspections, transaction reviews, or other closure evidence are independently verified.

58 Complete root-cause analysis for repeat or material failures and define changes to training, staffing, assortment, layout, process, systems, tester management, stock handling, or supervision. BEAUTY RETAIL AUDIT

SKU / variant	Batch	System	Physical	Variance

Execution tip: Keep findings open until corrections, stock checks, tester inspections, transaction reviews, or other closure evidence are independently verified.

59 Verify closure through a revisit, stock recount, tester inspection, transaction review, system record, corrected display, approved photo, manager confirmation, or customer follow-up. CRITICAL BEAUTY RETAIL AUDIT

SKU / variant	Batch	System	Physical	Variance

Execution tip: Keep findings open until corrections, stock checks, tester inspections, transaction reviews, or other closure evidence are independently verified.

60 Record the final score, unresolved risks, accepted exceptions, next review date, auditor, store manager, reviewer, date, time, and signatures. CRITICAL BEAUTY RETAIL AUDIT

NAME | Enter | TIME | __:__ | SIGNATURE | Sign

Execution tip: Keep findings open until corrections, stock checks, tester inspections, transaction reviews, or other closure evidence are independently verified.

RUN THIS CHECKLIST DIGITALLY

Turn beauty retail findings into verified corrective action

Use Taqtics to schedule beauty retail audits, capture product and tester evidence, contain critical risks, assign corrections, verify closure, and compare recurring execution gaps across every location.

Scheduled store audits | Category-based scoring | Product, tester, photo, and record evidence | Critical containment | Corrective-action tracking | Retail dashboards

Try the Beauty Retail Audit Checklist in Taqtics