

FREE OPERATIONAL TEMPLATE

Cosmetics Store Audit Checklist

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

STORE / LOCATION

AUDIT DATE

AUDITOR

STORE MANAGER

1. Audit setup, store scope, governance, and trading context

- 1 Confirm the store, location, audit date, trading period, auditor, store manager, reviewer, and operational owner.

COSMETICS 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 cosmetics categories, brand counters, service zones, tester areas, stockroom locations, checkout points, and support spaces included in the audit.

COSMETICS AUDIT

SKU / shade	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, and overdue actions.

COSMETICS 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, tester and sampling rules, product-handling guidance, pricing policies, returns rules, and local regulatory requirements.

COSMETICS 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.

COSMETICS 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, product launches, demonstrations, promotions, markdowns, deliveries, stock counts, events, and other trading conditions affecting the visit.

COSMETICS 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, and exterior lighting for condition and brand consistency. COSMETICS 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 current approved visual brief. COSMETICS 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 COSMETICS 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, and customer-information signage at the entrance is current and accurate. COSMETICS 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.

- 11 Inspect the customer approach for trip hazards, water ingress, damaged surfaces, waste, blocked visibility, or unauthorized materials. COSMETICS 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 cosmetics store. COSMETICS AUDIT

SKU / shade	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

COSMETICS AUDIT

SKU / shade	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, consultation counters, sinks, and storage fixtures for stability, damage, and safe loading.

CRITICAL

COSMETICS AUDIT

SKU / shade	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, packaging, cartons, cleaning materials, tester accessories, spills, and stock do not create slip, trip, contamination, or obstruction risks.

COSMETICS AUDIT

SKU / shade	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 shade and product viewing.

COSMETICS AUDIT

SKU / shade	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

COSMETICS 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, or sensory needs.

CRITICAL

COSMETICS AUDIT

SKU / shade	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, campaigns, category flow, 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.

COSMETICS AUDIT

TICKET | Enter

POS | Enter

Match

Mismatch

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

- 20 Verify displayed products match the approved assortment, shade order, orientation, facing, spacing, fixture position, and presentation method.

COSMETICS AUDIT

SKU / shade	Batch	System	Physical	Variance

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

- 21 Check category flow, brand adjacencies, product routines, skin concerns, fragrance families, color stories, and customer navigation match the approved layout.

CRITICAL

COSMETICS AUDIT

Meets standard

Needs attention

Critical failure

Add photo

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

- 22 Confirm campaign graphics, claims, launch dates, offer messages, shade names, product callouts, and price points are current and accurately installed.

COSMETICS AUDIT

TICKET | Enter

POS | Enter

Match

Mismatch

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

- 23 Inspect acrylics, shelves, trays, risers, tester holders, signage frames, mirrors, lighting, and display equipment for cleanliness, alignment, stability, and premium finish.

COSMETICS AUDIT

Hygienic

Needs attention

Remove immediately

Add photo

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

- 24 Verify discontinued items, obsolete collateral, empty tester positions, unofficial props, and unapproved claims are removed or formally approved.

CRITICAL

COSMETICS AUDIT

Hygienic

Needs attention

Remove immediately

Add photo

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

5. Product condition, testers, hygiene, shelf life, labeling, and pricing

- 25 Inspect saleable products for broken seals, leakage, cracks, discoloration, separation, odor change, contamination, damaged packaging, or other quality defects. CRITICAL COSMETICS AUDIT

Hygienic Needs attention Remove immediately Add photo

 Execution tip: Inspect saleable products and testers separately, verify labels 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 never mixed with saleable inventory. CRITICAL COSMETICS AUDIT

SKU / shade	Batch	System	Physical	Variance

 Execution tip: Inspect saleable products and testers separately, verify labels 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 COSMETICS AUDIT

Hygienic Needs attention Remove immediately Add photo

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

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

Hygienic Needs attention Remove immediately Add photo

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

- 29 Verify SKU, shade, barcode, batch or lot number, manufacture or expiry information, ingredient or warning label, price ticket, and system record match the physical product. CRITICAL COSMETICS AUDIT

BATCH / LOT | | Enter

EXPIRY / PAO | | Enter

Acceptable

Quarantine

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

- 30 Confirm shelf price, promotional price, markdown, bundle offer, loyalty benefit, and point-of-sale price are accurate and consistent. CRITICAL COSMETICS AUDIT

TICKET | | Enter

POS | | Enter

Match

Mismatch

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

6. Beauty consultation, shade matching, service, and omnichannel experience

- 31 Observe whether staff greet customers promptly, identify needs, ask relevant questions, and explain products without making unsupported medical or performance claims.

COSMETICS AUDIT

Meets standard Needs attention Critical failure Add photo

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

- 32 Verify shade matching, skin analysis, fragrance trials, demonstrations, and consultations follow approved hygiene, consent, allergy, and product-use procedures.

CRITICAL

COSMETICS AUDIT

SKU / shade	Batch	System	Physical	Variance

 Execution tip: Observe complete consultation interactions and confirm tools, consent, hygiene, advice, 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

COSMETICS AUDIT

Meets standard Needs attention Critical failure Add photo

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

- 34 Confirm customers receive accurate guidance on ingredients, directions, warnings, allergens, patch testing, storage, shelf life after opening, and care where relevant.

CRITICAL

COSMETICS AUDIT

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

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

- 35 Verify unavailable shades or products are searched across the floor, stockroom, nearby stores, and digital inventory before the sale is lost.

CRITICAL

COSMETICS AUDIT

SKU / shade	Batch	System	Physical	Variance

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

- 36 Assess appointments, virtual consultations, click-and-collect, ship-from-store, reservations, samples, gift services, delivery commitments, and after-sales follow-up for speed and ownership.

COSMETICS AUDIT

Compliant Partially compliant Non-compliant Add evidence

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

7. Inventory, stockroom, replenishment, samples, and product movement

- 37 Verify stockroom shelves, brand zones, category bays, shade sequences, location labels, and temporary holding areas are clear, accurate, and consistently used.

COSMETICS AUDIT

SKU / shade	Batch	System	Physical	Variance

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

COSMETICS AUDIT

Meets standard Needs attention Critical failure Add photo

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

- 39 Review replenishment routines to confirm key shades, launches, best sellers, promotional items, samples, and tester replacements reach the sales floor promptly.

COSMETICS AUDIT

TICKET | Enter

POS | Enter

Match

Mismatch

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

- 40 Test a representative sample against system quantity, physical quantity, SKU, shade, batch, location, expiry status, price, and saleable condition.

CRITICAL

COSMETICS AUDIT

BATCH / LOT | Enter

EXPIRY / PAO | Enter

Acceptable

Quarantine

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

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

CRITICAL

COSMETICS AUDIT

SKU / shade	Batch	System	Physical	Variance

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

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

CRITICAL

COSMETICS AUDIT

SKU / shade	Batch	System	Physical	Variance

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

8. Checkout, POS, cash, promotions, returns, and transaction control

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

COSMETICS AUDIT

Controlled

Exception

Control failure

Attach reference

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

- 44 Verify prices, promotions, gift-with-purchase offers, samples, loyalty benefits, employee discounts, manual discounts, and manager approvals are applied correctly.

CRITICAL

COSMETICS AUDIT

TICKET | Enter

POS | Enter

Match

Mismatch

 Execution tip: Review actual transactions and returned products rather than confirming 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 or disposal decision are documented.

CRITICAL

COSMETICS AUDIT

Hygienic

Needs attention

Remove immediately

Add photo

 Execution tip: Review actual transactions and returned products rather than confirming 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

COSMETICS AUDIT

Current

Incomplete

Missing / incorrect

Attach record

 Execution tip: Review actual transactions and returned products rather than confirming 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.

COSMETICS AUDIT

SKU / shade	Batch	System	Physical	Variance

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

- 48 Verify receipts, digital profiles, consultation notes, loyalty records, delivery details, consent, and customer personal data are accurate and protected.

CRITICAL

COSMETICS AUDIT

Current

Incomplete

Missing / incorrect

Attach record

 Execution tip: Review actual transactions and returned products rather than confirming 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.

COSMETICS AUDIT

SKU / shade	Batch	System	Physical	Variance

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

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

COSMETICS AUDIT

Hygienic Needs attention Remove immediately Add photo

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

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

COSMETICS AUDIT

TICKET | Enter

POS | Enter

Match

Mismatch

 Execution tip: Test staff knowledge through practical product, allergy, hygiene, safety, theft, 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

COSMETICS AUDIT

Meets standard Needs attention Critical failure Add photo

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

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

CRITICAL

COSMETICS AUDIT

Meets standard Needs attention Critical failure Add photo

 Execution tip: Test staff knowledge through practical product, allergy, hygiene, safety, theft, 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

COSMETICS AUDIT

Hygienic Needs attention Remove immediately Add photo

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

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

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

COSMETICS 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 stock, unsupported claims, pricing errors, exposed data, blocked exits, or major stock discrepancies.

CRITICAL

COSMETICS AUDIT

SKU / shade	Batch	System	Physical	Variance

 **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

COSMETICS 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, layout, process, systems, tester control, stock handling, or supervision.

COSMETICS AUDIT

SKU / shade	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, or manager confirmation.

CRITICAL

COSMETICS AUDIT

SKU / shade	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

COSMETICS AUDIT

NAME Enter	TIME _:_	SIGNATURE Sign
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 **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 cosmetics store findings into verified corrective action

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

Try the Cosmetics Store Audit Checklist in Taqtics

Scheduled store audits

Category-based scoring

Product, tester, photo, and record evidence

Critical containment

Corrective-action tracking

Retail dashboards