

90 Days Before a US Retail Launch

Launch date _____

D-90 to D-61

Regulation and product

Dates _____

- ☐ **Have you named a Responsible Person and finished FDA registration?**
Facilities outside the US need a US agent to register with the FDA. Your label has to list a US contact for adverse event reports, so finalize it before production.
- ☐ **Which US channels will you sell on, and where will you ship from?**
You don't need to open Amazon, TikTok Shop and your own site all at once. When you plan first-month stock, count the units going out for seeding.
- ☐ **Which 3 to 5 products go to the US first?**
Products that form one routine are easier to show on video.
- ☐ **Do your English product pages use the words US shoppers actually use?**
Collect the phrases that come up in US reviews and use them in your page copy.
- ☐ **Did seeding prep start around D-72?**
Creator applications through shipping take about six weeks, so starting around D-72 gets posts live about a month before launch.

D-60 to D-31

Creator content

Dates _____

- ☐ **Have you worked out how many units to send?**
Posts needed _____ $\div$ 0.7 = Units to send _____
0.7 is BAZZAAL's post rate: about 7 in 10 creators who receive product post about it. Ship only to creators who confirm they want it.
- ☐ **Do you know who should get the product?**
Gifted seeding mostly draws nano creators. Use follower count only as a minimum, then check how their recent posts are performing and whether they can show the product as part of their own routine. In MEDIHEAL's seeding, posts that showed the masks inside real skincare routines got the strongest response.
- ☐ **Are 8 to 12 new posts going up every month?**
Keeping that pace takes a creator roster, a reusable brief and a shipping routine that runs the same way every time.
- ☐ **Is your affiliate commission set?**
Affiliate commissions in US beauty usually run 15 to 30 percent (ELIOT). Start everyone on one rate, then adjust it for creators who drive sales.

D-30 to D-1

Sales tracking and launch week

Dates _____

- ☐ **Are you tracking sales in one sheet every week?**
If you track Amazon review growth, TikTok Shop sales and US orders from your own site in the same sheet, you can take it straight into buyer meetings.
- ☐ **Do you have usage rights for the posts that worked?**
A gifted post still belongs to the creator, so you need permission before it runs as an ad. On TikTok that permission comes as a Spark Ads code, and the creator picks 7, 30, 60 or 365 days.
- ☐ **Is the launch-week posting plan set?**
Get unboxing and how-to videos up before launch day and store visit videos up through the first week.