# Kate Moss’s wellness brand Cosmoss avoids strike-off but faces uncertain future



Cosmoss, the wellness brand launched by supermodel Kate Moss, has narrowly avoided being struck off the official business register, according to new documents from Companies House. This development follows a formal notice received by the company warning of potential removal from the register. However, Companies House has now confirmed that the threat of compulsory strike-off has been discontinued, with the Registrar of Companies indicating that "a cause had been shown as to why Cosmoss should remain on the register" and that they are "taking no further action."

Cosmoss was launched in 2022 amid significant fanfare, positioning itself as a luxury wellness brand that would channel Moss’s sensibilities into a range of products from teas and skin creams to high-end facial mists priced at £105. Despite this promising start, the brand has since experienced visible difficulties, including financial troubles and operational issues. Reports earlier this year revealed that Cosmoss owed lenders over £405,000 as of April 2023.

The company’s recent online presence has raised further questions regarding its stability. The Cosmoss Instagram account has not posted any content since 20 February 2024, a marked silence for a brand that previously leaned heavily on its distinctive moss-green aesthetic and lifestyle messaging. The last post featured customer complaints about the brand’s EU web shop, with followers citing problems such as carts failing to load and an inability to track recent orders. Attempts to add products to the cart on the Cosmoss website were met with an empty basket, effectively preventing purchases from being completed.

Adding to the uncertainty surrounding the brand, several Cosmoss products have appeared on the beauty discount platform Boop Beauty, with reductions of up to 69 percent, possibly indicating a stock clearance or a shift in distribution strategy. A representative for Kate Moss has been approached for comment but has not yet responded.

Kate Moss presented Cosmoss as a concept designed to “open a door” to “balance, restoration and love,” with a product range developed around three daily rituals aimed at connecting users with natural cycles and promoting wellbeing. These rituals, which include various skincare and herbal tea products, come with a premium price tag that can exceed £400 in total. The product line features items such as a £105 Golden Nectar serum made with an ingredient known as the “mythical” tears of Chios, a plant resin from a Greek island, as well as other skincare products priced between £20 and £125.

When Cosmoss was unveiled, it was frequently compared to Gwyneth Paltrow’s Goop, a celebrity wellness brand. Moss’s venture sought to carve out a similar niche in the UK market, with a focus on "potent, natural substances" and a philosophy that emphasised synchronising the body and mind with the natural environment. Despite these ambitions, the brand has faced several challenges, including legal disputes and regulatory scrutiny.

In 2023, Kate Moss was involved in a trademark dispute with the Danish pharmaceutical company Pharmacosmos, which had objected to her attempt to trademark “Cosmoss” for several product categories. This opposition was eventually dropped after Moss’s team revised the trademark application to exclude products related to iron deficiency, thus avoiding direct conflict with the Danish firm.

Controversy additionally surrounded Cosmoss following a claim made in March 2024 by Moss that a £105 skin oil from the brand — the Golden Nectar serum — could cure eczema and psoriasis after just one use. The claim was made during a social media video posted on the Cosmoss Instagram page, where Moss said: “I have to tell you a secret: we didn’t know when we made it; we’ve discovered it since,” and added that the oil had cleared these chronic skin conditions in her circle of friends. These assertions were criticised by medical professionals, including Professor Sir Stephen Powis, a leading NHS doctor, who labelled the health claims as misleading. NHS guidance states that there is no known cure for eczema or psoriasis, with treatment primarily focusing on managing symptoms.

Previously, Cosmoss also encountered difficulties with U.S. federal authorities over plans to market a cannabis-derived health product, although details on this matter remain limited.

The Daily Mail is reporting that despite the current reprieve from compulsory strike-off, Cosmoss’s future remains uncertain amid continuing operational, financial, and reputational challenges.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.cosmossbykatemoss.com/us/> - This URL supports the existence and product offerings of Cosmoss by Kate Moss, including skincare and wellness products like face creams and perfumes.
2. <https://www.highsnobiety.com/p/kate-moss-cosmoss-wellness-brand/> - Highsnobiety reports on Kate Moss launching Cosmoss, comparing it to other wellness brands like Goop, and detailing its product range.
3. <https://www.cosmossbykatemoss.com/us/product/sacred-mist/> - This URL highlights one of Cosmoss's key products, the Sacred Mist, demonstrating the brand's focus on holistic wellness products.
4. <https://www.cosmossbykatemoss.com/us/product/face-cream/> - This page describes Cosmoss's Face Cream, illustrating the brand's commitment to natural ingredients and anti-ageing properties.
5. <https://www.cosmossbykatemoss.com/us/contact/> - The contact page for Cosmoss provides information on the company's operations and invites users to join its community for updates.
6. <https://www.noahwire.com> - Noah Wire Services reportedly provides details on Cosmoss's business challenges and legal issues, though specific content could not be verified due to lack of search results.
7. <https://www.dailymail.co.uk/tvshowbiz/article-14644353/Fate-Kate-Moss-wellness-brand-Cosmoss-revealed.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data