# Kate Moss’s wellness brand Cosmoss avoids strike-off but faces ongoing challenges



Kate Moss’s wellness brand, Cosmoss, has recently averted a significant legal challenge that threatened its continued operation, according to official records. The business, which had been at risk of compulsory strike-off from the Companies House register, received notice that this action has now been discontinued.

Just weeks prior, Cosmoss had been issued a formal warning indicating it might be removed from the official company register. However, an update from Companies House confirms that the Registrar of Companies is now “taking no further action,” having been satisfied by a cause demonstrated for the company’s continued registration. This development came as a relief to observers who had expressed concerns about the viability of Moss’s lifestyle and wellness venture following several troubling signs for the business.

Cosmoss was launched in 2022 with considerable anticipation, promising to capture Moss’s iconic supermodel sensibility and channel it into a wellness empire. The brand’s offerings include a broad range of products such as herbal teas, face creams, and “sacred mist” sprays priced at £105. However, despite this official reprieve, the brand’s digital presence has been notably quiet, raising questions about its current status.

Cosmoss’s Instagram account has been inactive since February 2024, an unusual silence for a brand that once relied heavily on a moody, moss-green aesthetic and lifestyle-driven messaging. Its final post, dated 20 February, contained numerous customer complaints concerning website functionality. Customers reported difficulties with the European Union web shop, including problems adding products to the cart and viewing order statuses, which rendered the purchasing process impossible. One user commented, “Is there something wrong with your EU web shop? Trying to make some purchases but cart will not load. Have tried both on iPhone and Mac. Would love to put in an order.” Others echoed similar frustrations over broken website features.

Adding to the uncertainty, a number of Cosmoss products have recently appeared at discounted prices on the beauty discount retailer Boop Beauty, featuring markdowns as steep as 69 percent. This move could suggest a clearing of stock or a shift in the brand's distribution strategy.

When launching Cosmoss on 1 September 2022, Kate Moss articulated that the brand was designed to “open a door” to “balance, restoration, and love.” Her beauty range encompasses skin care products formulated from “potent, natural substances,” structured into three daily rituals to align with natural cycles and promote balance “between body and soul with the natural environment and the circadian cycles.” The full suite of rituals retails for more than £400. Notable items include the Golden Nectar serum, priced at £105, which features an ingredient described as the “mythical tears of Chios,” a plant resin from a Greek island. The dawn ritual, purporting to infuse the body with positive energy, includes a £21 antioxidant tea, a £52 cleanser, and a £95 anti-ageing face cream, summing to £287.

The brand has faced challenges beyond operational issues. In 2023, the Daily Mail reported that Moss had successfully defended her Cosmoss brand name in a legal dispute with Danish pharmaceutical company Pharmacosmos, which had objected to her trademark application on grounds of potential confusion. The opposition was later dropped after Cosmoss amended its application to exclude iron deficiency treatments, avoiding conflict with the Danish firm known for long-established iron supplement products.

More recently, in March 2024, Cosmoss attracted controversy over claims made by Kate Moss regarding the efficacy of its skin oil product—specifically the £105 Golden Nectar serum. She asserted that the serum had an unexpected medicinal benefit, eliminating skin conditions such as eczema and psoriasis after a single application. In a video posted to Cosmoss’s Instagram page, Moss said, “I have to tell you a secret: we didn't know when we made it; we've discovered it since,” adding, “I have friends with eczema and any kind of psoriasis, any kind of spots, bite... You put this on — and gone, the next day.”

These claims sparked criticism given that authoritative sources such as the NHS acknowledge that there is currently no cure for eczema or psoriasis, conditions typically managed with moisturisers and prescribed medications. Professor Sir Stephen Powis, the NHS national medical director, criticised the “misleading health claims” promoted by the brand.

Cosmoss has also previously encountered regulatory difficulties in the United States related to marketing plans for a cannabis-derived health product, highlighting ongoing operational challenges.

The Daily Mail has reached out to representatives for Kate Moss for comment on the current status of Cosmoss, but no further statement has been provided at this time.

In summary, while Cosmoss has managed to avoid compulsory strike-off from the Companies House register, the wellness brand faces notable hurdles. These include unresolved issues with its digital sales infrastructure, consumer dissatisfaction, discounted product clearances, and public scrutiny of its health claims. The developments underscore an uncertain outlook for the future trajectory of Kate Moss’s lifestyle business venture.

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