

Your gateway to 67 million UK customers

Compliance-First Amazon FBA Distribution

Bison Management is a UK-registered Amazon FBA distributor for consumer health, personal care, and pharmaceutical brands entering the UK and European markets. We protect your brand on Amazon before we grow your sales — every product follows a compliance-first process from authorised sourcing to compliant listing to fulfilled delivery.

01

Compliance Overview

UK & EU Regulation

- ✓ MHRA guidelines for OTC medicines, medical devices, and borderline products
- ✓ Good Distribution Practice (GDP) alignment for storage, handling, and traceability
- ✓ Product classification: medicinal vs medical devices vs food supplements vs cosmetics
- ✓ Post-Brexit divergence: UKCA vs CE marking, NI Protocol labelling
- ✓ Responsible Person requirements for cosmetics under UK and EU law
- ✓ Labelling compliance: batch numbers, expiry dates, PIL, multi-language packaging

Amazon Platform Rules

- ✓ Restricted products policy and ASIN-level gating for health categories
- ✓ Brand Registry and Transparency programme for IP and anti-counterfeit protection
- ✓ Compliant listing content: no prohibited medical claims, correct categorisation
- ✓ Advertising restrictions for health products under ASA/CAP codes
- ✓ Account Health Rating management and policy compliance metrics
- ✓ Multi-marketplace: UK, DE, FR, IT, ES, NL, SE, PL regulatory differences

02

Supply Chain Integrity

01

Authorised Sourcing

Direct from brand owners or appointed wholesalers. Full chain-of-custody documentation.

02

No Commingling

FNSKU labelling on every unit. Your inventory is never mixed with other sellers' stock.

03

Batch Traceability

Batch-level tracking from purchase order to Amazon delivery. Rapid recall identification.

04

Expiry Management

FEFO monitoring, proactive removal of short-dated stock, and rotation to protect brand reputation.

03

Company Credentials

COMPANY REGISTRATION #14441635	UK VAT GB428014813	GERMAN VAT DE367673042
UK EORI GB428014813000	EU EORI NL827809992	COMPANIES HOUSE Verify: gov.uk/company/14441635

Anti-Counterfeiting: FNSKU labelling · No commingling · Amazon Transparency programme · Authorised-only sourcing · Brand Registry expertise

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How We Start Working Together

From first conversation to first product live — a professional, compliance-first onboarding process.

01

Discovery Call

We learn about your products, regulatory requirements, distribution strategy, and what you need from an Amazon FBA distributor.

02

Compliance Review

We assess product classifications, labelling, Amazon category restrictions, and regulatory considerations for your range.

03

Agreement

Formal distribution agreement, NDA if required, pricing alignment, and channel strategy. Your template or ours.

04

Launch

Compliant listing creation, FBA preparation, FNSKU labelling, and first shipment. Regular reporting from day one.

05

Ready for Your Process

- ✓ Distribution agreements — your template or ours
- ✓ NDA and confidentiality terms ready to sign
- ✓ Product liability and professional indemnity cover
- ✓ Open to compliance audits from brand partners
- ✓ Annual compliance review commitment
- ✓ Documented escalation and issue resolution process

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Compliance Capabilities

MHRA Aware

OTC & borderline product guidelines

GDP Aligned

Good Distribution Practice principles

Anti-Counterfeit

FNSKU labelling, no commingling

Brand Registry

Amazon Transparency programme

Dual VAT

UK & EU tax compliance

Batch Traceable

Full supply chain traceability

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Why Bison

We Speak Pharma

Marketing authorisation, GDP, pharmacovigilance, Responsible Person requirements — we operate in your regulatory language.

Dual-Layer Compliance

We understand both UK/EU regulations and Amazon's platform-specific rules for health categories. You need both.

Founder-Led

You work directly with Mason Wood — one relationship, full accountability, hands-on oversight of your products.

Start a Conversation

No commitment, no application form — just a conversation about your products and how we can protect and grow your brand on Amazon.

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