

THE COSMETIC LABELLING

- PRINCIPLES AND PRACTICE
- MANDATORY INFORMATION
- MARKS AND LOGOS
- COMPLIANCE OF THE LIST OF INGREDIENTS
- CLAIMS

LES ÉDITIONS DE
L'OBSERVATOIRE
DES COSMÉTIQUES

Collection The Essential

INTRODUCTION	p. 3
THE MANDATORY MENTIONS	p. 4
The identity of the Responsible Person	p. 4
The country of origin	p. 4
The nominal content	p. 5
The date of minimum durability	p. 5
The particular precautions	p. 6
The batch number	p. 6
The function of the product	p. 7
The list or ingredients	p. 7
The impossibility for practical reasons	p. 7
The mandatory mentions for export	p. 8
THE LIST OF INGREDIENTS	p. 13
The basic rules	p. 13
The ingredients, all the ingredients	p. 13
The descending order	p. 13
Except for colorants	p. 13
Perfumes and aromatic substances	p. 14
Which names for the ingredients?	p. 14
INCI... ..	p. 14
... and only INCI	p. 15
What about the international market?	p. 15
And when INCI is mute?	p. 16
The [nano] mention	p. 16
Where to put the list?	p. 17
Precedence for the packaging	p. 17
The mandatory list	p. 18
How visible shall the list be?	p. 18
THE SPECIFIC MANDATORY INFORMATION	p. 19
Protection category and SPF	p. 19
Precautions for use	p. 19
Spray cans	p. 20
Whatever their content	p. 20
When the spray cans are classified "Non-flammable"	p. 20
When the spray cans are classified "Extremely flammable"	p. 21
Ingredients subject to restrictions	p. 21
CLAIMS	p. 22
Claims in Europe	p. 22
The 6 Common Criteria	p. 22
The Guidelines	p. 24
The Commission Report	p. 27
The Technical Document	p. 27
Claims under pressure	p. 29
Claims abroad	p. 37

E = A WEIGHTY MENTION!	p. 38
The rule of tolerated error	p. 38
The exception for small sizes	p. 38
And what about the “e”?	p. 39
THE MARK OF ORIGIN	p. 40
When is a “Made in” necessary?	p. 40
How can the “Made in” be determined?	p. 40
Who controls the “Made in”?	p. 41
The “Made in” for export	p. 41
THE SORTING INFO	p. 42
From Eco-emballages to Citeo	p. 42
Becoming a member of Citeo	p. 42
The sorting info on the label	p. 43
LABELLING AROUND THE WORLD	p. 45
Mandatory indications on the case	p. 45
Mandatory indications on the primary packaging	p. 46
Expiry date	p. 46
Mandatory indications on samples	p. 47
Special cases	p. 48
The specificities of sunscreen products	p. 49
Primary sunscreen products	p. 49
Secondary sunscreen products	p. 51

Introduction

The label of a cosmetic product cannot be conceived frivolously or too fast, nor according to the sole inspiration of the moment.

First because it is the interface between the product and the consumer, and that it is there to encourage the purchase of the product. It is therefore the reign of marketing language... which must however comply with the rules governing cosmetic claims.

Secondly, because it is a tool used by the legislator to ensure consumer information and safety: product composition, warnings and precautionary advice, sun protection factors, expiry dates, etc., are thus very precisely defined.

Finally, because the regulations (the European Cosmetics Regulation 1223/2009, of course, but also other texts) provide for a whole series of forced passages, mandatory information and indications that it is better not to neglect, otherwise it will attract the wrath of the market control authorities, with the risk of compliance orders, even product withdrawal orders.

This set of rules, which must be translated into concrete terms on labelling, are recalled in this ebook, accompanied by advice on how best to implement them, and thus design a cosmetic label that complies with European regulations, while allowing the product to be exported to other regions of the world in complete confidence.

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