



**eco-friendly**



# ENVIRONMENTAL CLAIMS

MINIBOOK 2024

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# Introduction

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For some years now, regulations have been proliferating all over the world, and environmental claims have never been as tightly regulated as they are today. The aim of legislators is clearly stated: to avoid greenwashing practices and claims likely to mislead consumers into believing that the product they are buying is more environmentally friendly than it really is.

The cosmetics industry has not been left out of this trend, which has resulted in precise rules that must be respected, not only on labelling but also in all communications aimed at the general public, with prohibited claims and information that must be published... The supervisory authorities, initially cautious and pedagogical in their interpretation of the new provisions, have now moved on to a phase of stricter controls.

This makes compliance with the regulations on environmental claims all the more crucial. This Minibook has been designed with this in mind. It recalls the basic regulations, details the new framework and gives concrete examples from France, Europe and the rest of the world.

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