

Present and future criteria for ecolabelling of cosmetics



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Nordic Ecolabelling



Nordic Ecolabel in Brief

1104 brands



100 best known brands

Consumers (ages 15-79y)
asked about their level of appreciation



Number 4/1104

Taloustutkimus Oy – Finland - October 2009



norden

Nordic Council of Ministers



93%

Recognises the brand

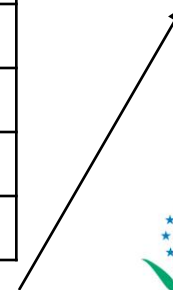
75%

Knows that it is an ecolabel

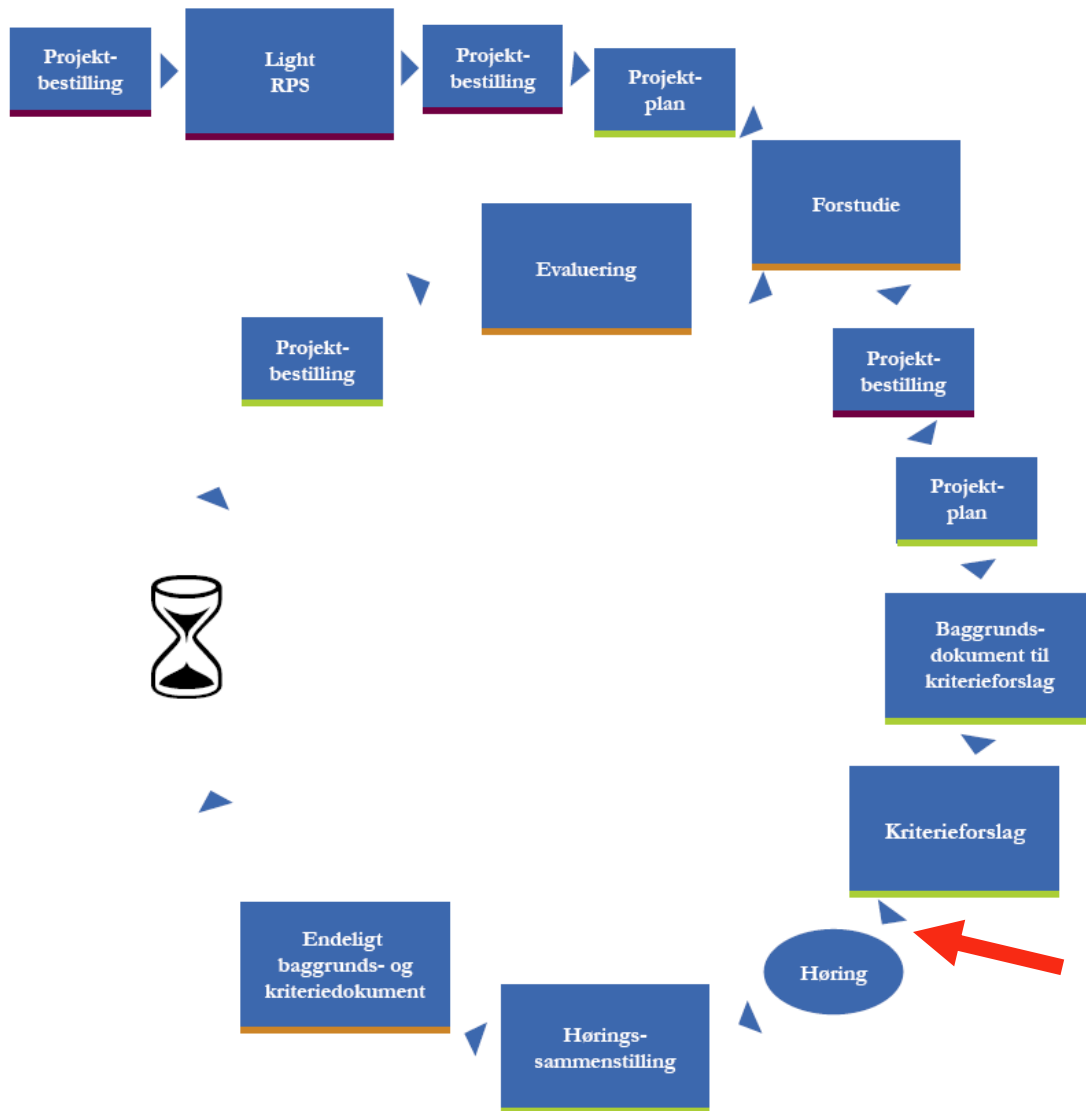
Zapera - Denmark - October 2008

	Licenses – Cosmetics (090)	Registrations – Cosmetics (090)	Licenses – Shampoo and soap (027)	Registrations – Shampoo and soap (027)
Norway	6	16	1	22
Sweden	6	13	11	13
Finland	0	7	1	13
Denmark	25	3	29	7

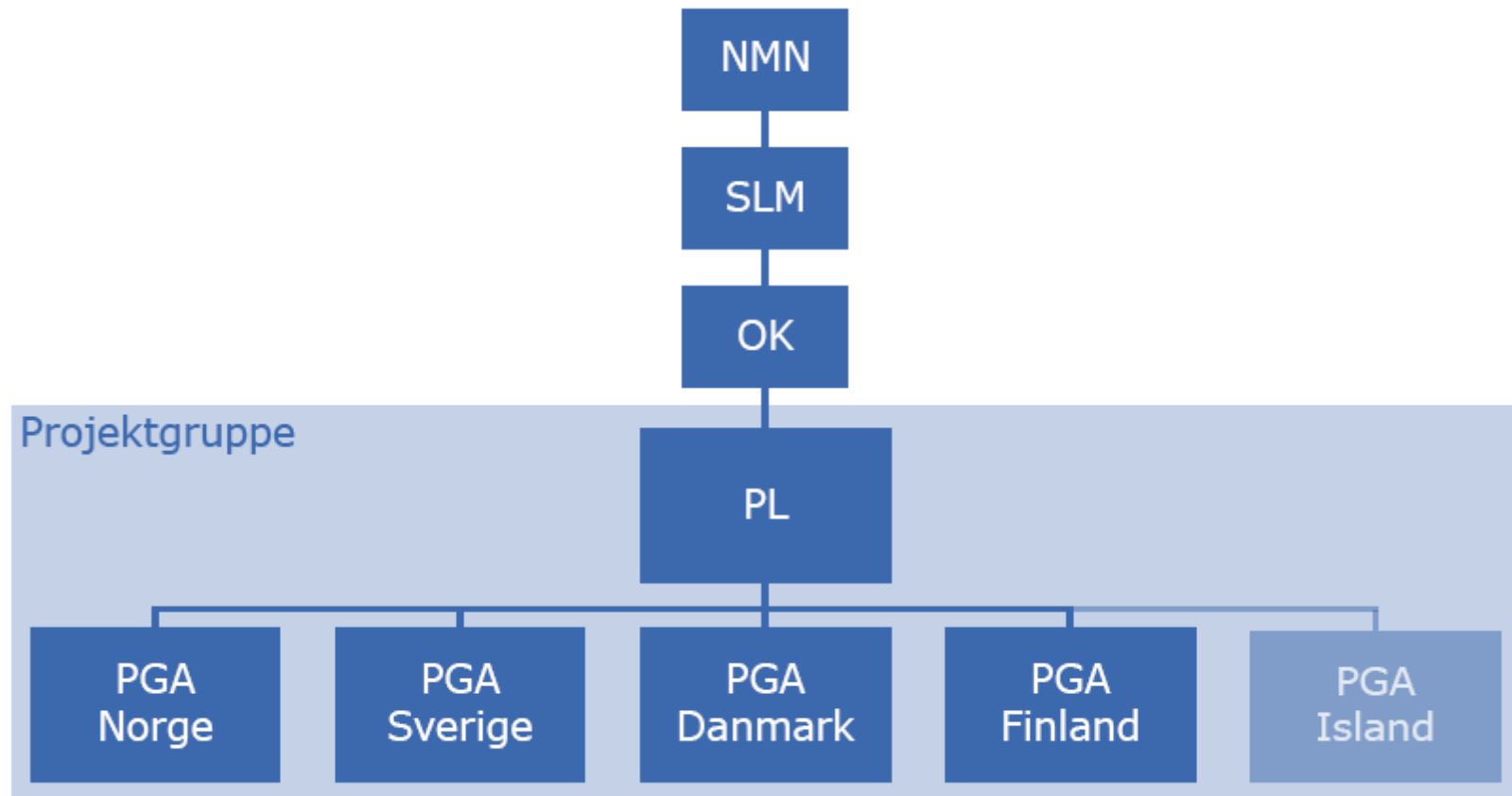
64 licences =
584 products on
Danish market




Criteria Flow – Nordic Ecolabelling



Criteria Development - Organisation



Overview – Present vs. Future

	Present	Future (proposal)
Parabens	x	x
Zinc Oxide	✓	Restrictions of 
Nano particles	✓	x
TiO ₂	✓	Allowed even as nano in sunscreens?



Overview – Present vs. Future

Most important changes:

- Merge of 2 criteria to 1
- New general requirement on degradability
- Limitation of N-classified substances
- Exclusion of new substances (e.g. siloxanes)
- Stricter requirement on CDV (Critical Dilution Volume)
- New requirements on packaging

- Requirements for liquid soaps related to dose instead of g active ingredients



Public Hearing

- Open for all stakeholders
- 16. November 2009 – 11. January 2010

"Open" questions:

- Nano particles (TiO_2 in sunscreens or not)
- Limit for non degradable substances
- Limit for N-classified substances
- Requirement for heavy metals in all raw materials or only in dyes/pigment
- Specific efficiency requirements on toothpaste
- Test for products claimed to be "mild"
- Voluntary requirement for "sustainable/renewable" raw materials

Please use the hearing to send us your feedback.



Thank You!



*Vill du vara med och
skapa morgondagens
skönhetsideal?*