



Konsumentförningen
Stockholm

Marketing of Natural Cosmetics

- Do the consumers understand it or not?





Konsumentförningen
Stockholm

Why a report?

- Study the marketing of natural cosmetics
- Is the marketing in line with marketing rules?
- Pro's and con's with the ingredients used in natural and conventional cosmetics.



Konsumentförningen
Stockholm

Natural cosmetics

- *A natural cosmetic product–
”based on ingredients and plant extracts
coming from nature. Shall contain a
minimum of – or preferably no synthetic
ingredients at all.*
- *May have organic ingredients.*





Konsumentförningen
Stockholm

Organic cosmetics

- More or less based on certified organic ingredients.
- Often follows the same criteria as agricultural products and food.
- The amount of organic ingredients varies between the standards of different certifying bodies.



Konsumentförningen
Stockholm

- Natural and organic cosmetics
 no formal definition
- A large amount of different standards
 with their own interpretation of natural and organic.



Konsumentföreningen
Stockholm

Member survey March-09



A



B



C



D



E

70 % - don't recognize any of the labels
More than 90 % don't know what they
stand for...



Konsumentföreningen
Stockholm

Labeling

Hard for an average consumer to:

- Understand what the label covers.
- Compare them to one another.
- You simply have to trust them.



A



B



C



D



E



Konsumentföreningen
Stockholm

Labelling...



A



B



C



D



E



A natural or organic ingredient might not always be the best choice for the environment.



Konsumentförningen
Stockholm

- 49 % - do not believe in “ecolabeling”.
- 37 % - believe in “ecolabeling” from time to time.
- 8 % - natural products always milder
42 % - *sometimes* milder
- 12 % - natural products always better for the environment. 48 % - *sometimes* better.
- More than 50 % - natural products have the same or better effect than conventional products



Konsumentföreningen
Stockholm

”Eco”, ”bio”, natural”,
”pure plant essences”,
”pure organic extract”,
”health and ecology”,
”natural beauty”,
”only natural colours and
fragrances”

The Marketing

”...med en ljuvlig doft av apelsinblom.”



C-vitamin ger nytt liv
och lyster till din hud

Orange Blossom Energizer väcker din hud till liv, fördjupar solbrännan och får din hud att skimra. Naturliga antioxidanter från ekologiska blodapelsiner, betakaroten, välgörande oljor från makadamianöt och fuktgivande pro-vitamin B5 ger en intensiv energikick till både hud och sinne med en ljuvlig doft av apelsinblom.

ANNEMARIE
BÖRLIND
NATURAL BEAUTY

Konsumentkontakt: 0173-311 00
www.borlind.se



ORANGE BLOSSOM FINNS I HÄLSOBUTIKERNAS SKÖNHETSÅYDELNINGAR, HOS HUÖTERAPEUTER OCH UTVALDA SPA-ANLÄGGNINGAR.



Konsumentförningen
Stockholm

No minimum limits....

- ...for the level of natural ingredients. In theory – it's sufficient to just add some natural ingredient and then push the natural angle hardest in marketing.
- Different opinion whether this is a problem or not.
- Might be a problem for products with a mix of natural and synthetic ingredients.



Konsumentföreningen
Stockholm

“Free from-marketing”





Konsumentföreningen Stockholm



"Impressive results without chemical overload"



FREE FROM Parabens Mineral oil Silicon

Logo at the back, close to the ingredients list

"Clearly developed with no nasties or obscure chemicals for your precious skin to absorb"

"Paraben free! Free from mineral oils, synthetic colours, fragrances and animal testing.



REN CLEAN BIO ACTIVE SKINCARE FOR BEAUTIFUL, HEALTHY SKIN NO PETROCHEMICALS SULFATES, PARABENS SYNTHETIC FRAGRANCE SYNTHETIC COLOURS TEA, DEA, GLYCOLS SILICONES, PEGS ET AL

Logo on the back of the package and on the product.



NICKEL TESTED PRODOTTO SOTTOPOSTO A CONTROLLO NICKEL NICKEL TESTED PRODUCT PARABEN-FREE PRODOTTO SENZA PARABENI PARABEN-FREE PRODUCT CRUELTY FREE NATURE'S DICE NO AI TEST SUGLI ANIMALI NATURE'S SAYS NO TO TESTS ON ANIMALS

Information on the back of the packing



"Without perfume, colours and preservatives"





Konsumentförningen
Stockholm

And the consumers think?

61 % – “the information makes me wonder what it’s in other products not supplying me with this information.”

37 % - “valuable information helping me in my choice of cosmetic product.”





Konsumentförningen
Stockholm

No animal testing

Testing cosmetic products on animals is not allowed (since 2004) within the EU. Thus – this is not unique for natural cosmetics products.





Konsumentförningen
Stockholm

- 32 % – a mixture of natural and synthetic ingredients
- 22 % - only natural ingredients
- 19 % - only synthetic ingredients.
- 27 % – don't know





Konsumentföreningen
Stockholm

“Naturals” or “Natural”

- 51 % – expect only natural ingredients
- 30 % – *a mixture of natural and synthetic ingredients*





Konsumentförningen
Stockholm

82 % - don't find it acceptable that a product containing both natural and synthetic ingredients is marketed with "natural arguments".

But where shall the limit be drawn?



Konsumentförningen
Stockholm

Better for my skin/health?

- Some parabens might have estrogen effects - the consumer hears: All parabens are dangerous.
- *Other discussion areas:* mineral oil versus vegetable oils, synthetic perfumes versus essential oils



Konsumentförningen
Stockholm

Better for the environment?

- Environmental effects of moving from petroleum based ingredients to palm oil?
- Fragrance ingredients – the sheer quantity of plants needed to produce certain ingredients means large areas has to be cultivated – could have been used for food?
- Energy costs in extracting an ingredient from its natural source can be very significant
- *Sometimes – synthetic or nature identical ingredients might be better for the environment.*



Konsumentförningen
Stockholm

KfS suggests

- More independent research of the effects of natural ingredients and their advantages and disadvantages for humans and environment, in order to make it easier to use natural ingredients when they're best and vice versa for synthetic ingredients.



Konsumentförningen
Stockholm

KfS suggests

- A global definition of natural and organic cosmetics is needed.



a common standard.



Konsumentförningen
Stockholm

KfS suggests

- Some kind of guidelines in order to balance information about natural cosmetics. “Free from –marketing” might be confusing for the consumers as conventional cosmetics might be perceived as worse for our health, skin and the environment, which is not the case.



Konsumentförningen
Stockholm

KfS suggests

- A cosmetic product should have been double-blind tested against a placebo or a standardised cream base in order to be able to use claims about the product's effects in marketing. Standardised scientific methods should be used.
- It should not be possible to refer to the in vitro effects of a product in marketing.



Konsumentförningen
Stockholm

Thanks for listening!

Ulrika Lamberth

+ 46 8 714 39 72

+ 46 70 341 55 31

ulrika.l@konsumentforeningenstockholm.se