



## The EU Ecolabel for Rinse-off Cosmetic products "The official European label for Greener Products"

Choose the EU Ecolabel for your Rinse-off Cosmetic products to show your commitment to a better environment.

### Once it's on your products, the EU Ecolabel guarantees

- Reduced impact on aquatic ecosystems
- Fulfilment of strict biodegradability requirements
- Limited packaging waste

The EU Ecolabel can be awarded to any rinse-off substance or mixture falling under the scope of Regulation (EC) No 1223/2009 on cosmetic products intended to be placed in contact with the epidermis and/or the hair system with a view exclusively or mainly to cleaning them (toilet soaps, shower preparations, shampoos), to improve the condition of the hair (hair conditioning products) or to protect the epidermis and lubricate the hair before shaving (shaving products).

### Meet your customers' demand

Today, consumers are more aware that protecting the environment is fundamental. Four out of five European consumers would like to buy more environmentally friendly products, provided that they are properly certified by an independent organisation.

With your products bearing the EU Ecolabel, you offer consumers a reliable logo to easily identify high performing environmentally friendly products that are available on the European market.

## Give your Rinse-off Cosmetic products a credible sign of environmental excellence... apply for the EU Ecolabel!

◆ For a quick test, use the check list on the back!

### For more information...

... on the scheme, its feature, the actors involved, the application process:  
<http://ec.europa.eu/environment/ecolabel>

... on the detailed criteria for Rinse-off Cosmetic product group:  
<http://ec.europa.eu/environment/ecolabel/products-groups-and-criteria.html>



...to market your EU Ecolabel products use our free E-catalogue: <http://ec.europa.eu/ecat>

# Checklist (for a first assessment only) in terms of requirements

This is a non-exhaustive list of EU Ecolabel criteria for Rinse-off Cosmetic products. Please see the [Commission Decision \(2014/893/EU\)](#) for full details.

Life cycle step	Criterion	Expectations
Manufacturing	Packaging	<ul style="list-style-type: none"> <li>• <b>Primary packaging</b> shall be in direct contact with the contents. No additional packaging for the product as it is sold, e.g. carton over a bottle, is allowed, with the exception of secondary packaging which groups two or more products together (e.g. the product and refill).</li> <li>• The <b>Packaging Impact Ratio (PIR)</b> must be less than 0,28 g of packaging per gram of product for each of the packaging in which the product is sold. Pre-shaving products packed in metal aerosol containers are exempted from this requirement. PIR shall be calculated (separately for each of the packaging) as specified in the full <a href="#">criteria document</a>.</li> <li>• The <b>primary packaging shall be designed to make correct dosage easy</b> (e.g. by ensuring that the opening at the top is not too wide) and to ensure that at least 90 % of the product can be removed easily from the container. The residual amount of the product in the container, which must be below 10%, shall be calculated as specified in the full <a href="#">criteria document</a>.</li> <li>• <b>Plastic packaging shall be designed to facilitate effective recycling</b> by avoiding potential contaminants and incompatible materials that are known to impede separation or reprocessing or to reduce the quality of recycle. The label or sleeve, closure and, where applicable, barrier coatings shall not comprise, either singularly or in combination the materials and components listed in the full <a href="#">criteria document</a>.</li> </ul>
Manufacturing	Sustainable sourcing of palm oil, palm kernel oil and their derivatives	Palm oil and palm kernel oil and their derivatives used in the product must be sourced from plantations that meet criteria for sustainable management that have been developed by multi-stakeholder organisations that have a broadbased membership including NGOs, industry and government.
Manufacturing/ End of life	Excluded or limited substances and mixtures	<ul style="list-style-type: none"> <li>• A list of <b>ingoing substances and mixtures</b> which shall not be included in the product, neither as part of the formulation nor as part of any mixture included in the formulation is specified in the full <a href="#">criteria document</a>.</li> <li>• The EU Ecolabel may not be awarded to any product that contains substances meeting criteria for classification with the <b>hazard statements or risk phrases</b>, as specified in the full <a href="#">criteria document</a>. Table 4 in the <a href="#">criteria document</a> contain a list of substances derogated from this requirement.</li> <li>• <b>Fragrances:</b> Products marketed as designed and intended for children shall be fragrance-free. Any ingoing substance or mixture added to the product as a fragrance shall be manufactured and handled following the code of practice of the International Fragrance Association (IFRA). The recommendations of the IFRA Standards concerning prohibition, restricted use and specified purity criteria for materials shall be followed by the manufacturer.</li> <li>• <b>Preservatives</b> in the product shall not release or degrade to substances that are classified in accordance with the requirement listed in the full <a href="#">criteria document</a>. The product may contain preservatives provided that they are not bioaccumulating. A preservative is not considered bioaccumulating if <math>BCF &lt; 100</math> or <math>\log K_{ow} &lt; 3,0</math>. If both BCF and <math>\log K_{ow}</math> values are available, the highest measured BCF value shall be used.</li> <li>• <b>Colorants</b> in the product must not be bioaccumulating. A colorant is considered not bioaccumulating if <math>BCF &lt; 100</math> or <math>\log K_{ow} &lt; 3,0</math>. If both BCF and <math>\log K_{ow}</math> values are available, the highest measured BCF value shall be used. In the case of colouring agents approved for use in food, it is not necessary to submit documentation of bioaccumulation potential.</li> </ul>
Use	Fitness for use	The product's capacity to fulfil its primary function (e.g. cleaning, conditioning) and any secondary functions claimed (e.g. anti-dandruff, colour protection) shall be demonstrated either through laboratory test(s) or a consumer test. The tests shall be conducted following the 'Guidelines for the Evaluation of the Efficacy of Cosmetic Products' and the instructions given in the user manual available on the EU Ecolabel website.
Use	Information appearing on the EU Ecolabel	<p>The optional label with text box shall contain the following text:</p> <ul style="list-style-type: none"> <li>– Reduced impact on aquatic ecosystems,</li> <li>– Fulfils strict biodegradability requirements,</li> <li>– Limits packaging waste.</li> </ul> <p>The guidelines for the use of the optional label with text box can be found in the 'Guidelines for use of the Ecolabel logo' on the European Commission website: <a href="http://ec.europa.eu/environment/ecolabel/documents/logo_guidelines.pdf">http://ec.europa.eu/environment/ecolabel/documents/logo_guidelines.pdf</a>.</p>
End of life	Toxicity to aquatic organisms: Critical Dilution Volume (CDV)	The <b>Critical Dilution Volume (CDV) of the product</b> shall not exceed the limits specified in the full <a href="#">criteria document</a> .
End of life	Biodegradability	<ul style="list-style-type: none"> <li>• All surfactants shall be readily biodegradable under aerobic conditions and biodegradable under anaerobic conditions.</li> <li>• The content of all organic ingoing substances in the product that are aerobically non-biodegradable (not readily biodegradable) and anaerobically non-biodegradable shall not exceed the limits specified in the full <a href="#">criteria document</a>.</li> </ul>

