








The European Eco-label for Soaps, Shampoos and Hair conditioners

"The official EU mark for Greener Products"

If you want to show your commitment to a better environment:

Choose the Flower for your Soaps and shampoos

Once it's on your products, the Flower guarantees:

-  Limited use of dangerous substances
-  Lower impact on the aquatic environment
-  High standards of biodegradability
-  Limited packaging waste
-  High level of performance

It can be awarded to any rinse-off substance and preparation intended to be placed in contact with the epidermis and the hair system with a view to cleaning them or to improve the condition of the hair.

Meet your customers' demand

Consumers are today more sensitive to the protection of the environment. Four out of five European consumers would like to buy more environmentally friendly products, provided they are properly certified by an independent organisation.

With the Flower on your products you offer them a reliable guide to easily identify the good environmental performers available on the market.

Give your soaps and shampoos a credible sign of Environmental Excellence...

Apply for the Flower!


For a quick test use the check list on the back


They said it!

"An EU Ecolabelled product has an increased biodegradability and very low toxicity. The main aim of the EU Ecolabel criteria for soaps, shampoos and conditioners is to provide a guarantee of strict environmental performance for consumers and a few criteria on health are also included. The European Ecolabel is therefore complete and is a good marketing argument towards consumers."

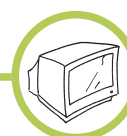
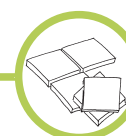
*Marianne B. Eskeland, Ecolabelling Norway,
Norwegian Competent Body leading the work on
the criteria*

For more information...

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

... on the "Soaps, shampoos and hair conditioners" product group: detailed criteria, date of revision... 
<http://ec.europa.eu/ecolabel>

Choose "product groups" on the menu on the left





Life Cycle Step	Criterion	Expectations
Manufacturing (formulation)	Safety of the product	<ul style="list-style-type: none"> The product shall not be classified with any of the following risk phrases according to Directive 67/548/EEC: R50-53, R51-53, and R52-53. Rubbing/abrasive agents in hand cleaning agents are not included. No constituent substance must be classified as carcinogenic (Carc), mutagenic (Mut) or toxic to reproduction (Rep) including rules for self-classification class III. Fragrances must have been manufactured, handled and applied following the code of practice of the International Fragrance Association. Preservatives must not release substances classified as carcinogenic (Carc), mutagenic (Mut) or toxic to reproduction (Rep) including rules for self-classification class III. Additives contained in packaging must: <ul style="list-style-type: none"> not release substances classified as carcinogenic (Carc), mutagenic (Mut) or toxic to reproduction (Rep) including rules for self-classification class III. not be based on Cd or Hg or compounds with these elements.
Use	Performance and durability criteria	<ul style="list-style-type: none"> The product's fitness for use must be demonstrated either through laboratory test(s) or a consumer test. The packaging must be designed to make correct dosage easy, e.g. by ensuring that the opening at the top is not too wide.
End of life	Limitation of the use of substances harmful for the aquatic environment	<ul style="list-style-type: none"> Critical Dilution Volume toxicity (CDV_{tox}): <ul style="list-style-type: none"> Shampoo, shower products and liquid soaps: $CDV_{tox} < 20\,000$ l/functional unit (f.u. = 1 g of Active Content. AC = weight of organic ingredients in the product calculated on the basis of the complete formulation of the product. Rubbing/abrasive agents in hand cleaning agents are not included in the calculation of AC). Solid soaps: $CDV_{tox} < 3500$ l/f.u. Conditioner: $CDV_{tox} < 30\,000$ l/f.u. Each surfactant shall be readily biodegradable. Content of ingredients exceeding 0.010% by weight of the product and not readily biodegradable (or which have not been tested for aerobic biodegradability): <ul style="list-style-type: none"> Shampoo, shower products and liquid soaps: < 30 mg/f.u. Solid soaps: < 15 mg/f.u. Conditioner: < 50 mg/f.u. Rubbing/abrasive agents in hand cleaning agents are not included. Content of ingredients not anaerobically biodegradable (or which have not been tested for anaerobic biodegradability) and having a lowest acute toxicity LC_{50} or $EC_{50} < 100$ mg/l: <ul style="list-style-type: none"> Shampoo, shower products and liquid soaps: < 25 mg/f.u. Solid soaps: < 15 mg/f.u. Conditioner: < 50 mg/f.u. Rubbing/abrasive agents in hand cleaning agents are not included. No APEOs and other alkyl phenol derivatives, NTA, boric acids, borates and perborates, nitromusks and polycyclic musks. EDTA and its salts and non-readily biodegradable phosphonates may only be added to solid soaps and ≤ 0.6 mg/f.u.. Some biocides to preserve the product are allowed, only in the appropriate dosage and if not potentially bio-accumulating. Organic dyes or colouring agents must not be potentially bio-accumulating.
End of life	Limitation of packaging waste	<ul style="list-style-type: none"> Weight/Content Relationship < 0.30 g of packaging /g of product. Plastic parts in the primary packaging shall be marked according to DIN 6120, Part 2 or the equivalent. Caps and pumps are exempted from this requirement.

Your Competent Body will inform you which assessment and verification documents are required (e.g. declarations of compliance, MSDS of ingredients), which test results must be provided and how the testing should be carried out (external test laboratories).