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#EUEcolabel

New EU Ecolabel criteria  
for **cosmetics** and  
**animal care products**  
for committed industry,  
consumers and pet lovers

## The new criteria for **cosmetics** and **animal care products** will lead to even more EU Ecolabel products on the shelves.



**The number of EU Ecolabel products has continued to increase even during the pandemic, and now stands at an unprecedented level of more than 83 000. This shows a strong interest in green products among consumers. Even more EU Ecolabel products are expected to be available to shoppers when revised criteria for cosmetics and new criteria for animal care products are issued.**

The updated EU Ecolabel **criteria for cosmetics** are set to cover a much wider scope. While the current requirements only apply to rinse-off cosmetics like body wash or shampoo, the updated rules will cover all cosmetic products as defined under the Cosmetic Product Regulation, including leave-on cosmetics like body lotion and sunscreen. Additionally, producers of sustainable animal care products now have the chance to apply for the label, as a separate product group will be set up.

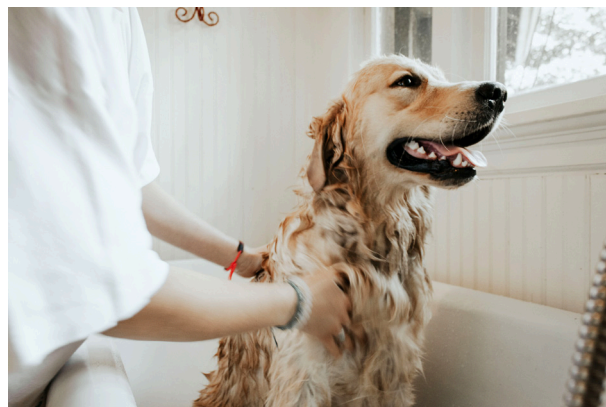
The move comes amid a rise not only in EU Ecolabel licences but also in green cosmetics in general. Customers are increasingly looking for healthy and sustainable options. Today, [three out of four care products sold in Europe](#) display an environmental claim or label. However, many of these claims are baseless or misleading.

With the strengthened and broadened cosmetic criteria, the EU Ecolabel is actively tackling greenwashing in the industry and providing consumers, manufacturers and retailers with a reliable and clear set of rules to ensure sustainability. For the cosmetics industry, it provides independent, third-party verified proof that products are truly sustainable and live up to their branding claims.

The details of the revision show how closely the EU Ecolabel is listening to the concerns of shoppers. Substances identified or suspected of having endocrine-disrupting properties, phthalates and perfluorinated or polyfluorinated substances have been banned, as well as microplastics. Fragrances cannot be used in products targeted at children, substances in UV filters that can harm precious aquatic ecosystems like coral reefs have been banned, and the list of restricted allergens has been extended. Stricter rules will also apply to the sustainable sourcing of palm oil.

The newly introduced category for **animal care products** will give pet owners the possibility to shop for goods for their companions with the same confidence that is already provided by the cosmetics category, and will guarantee that these products are not tested on animals.

The new EU Ecolabel criteria are good news for the cosmetics industry, caring consumers and pet lovers alike.



### FIND OUT MORE

The detailed criteria for cosmetics and animal care products are expected to be published in October 2021. The European Commission is hosting a public webinar on 27 October to present the new requirements in detail, if you wish to attend, please send an email to [JRC-B5-COSMETICS@ec.europa.eu](mailto:JRC-B5-COSMETICS@ec.europa.eu).

For more information on the criteria for cosmetics and animal care products, visit the [product group page](#).