



European
Commission

The EU Ecolabel for cosmetic products



October 2021
#EUGreenDeal #EUEcolabel

The EU Ecolabel is the official European Union label for environmental excellence.

The EU Ecolabel is awarded to sustainably designed products, encouraging innovation and contributing to the EU goal of **climate neutrality** by **2050**, and to the **clean** and **circular economy** with a **zero-pollution** ambition for a **toxic-free environment**.

Consumers are increasingly looking for healthy and sustainable cosmetics options. Through the EU Ecolabel, industry can offer true and reliable eco-friendly alternatives to conventional cosmetics, empowering consumers to make informed choices and play an active role in the ecological transition.

Which cosmetics can be awarded the EU Ecolabel?

- Rinse-off products, such as soaps, shampoos, shower preparations, hair conditioners, shaving preparations and toothpaste
- Leave-on products, such as creams and oils, skincare lotions, hairstyling products, sunscreen products, decorative cosmetics, personal deodorants and antiperspirants



Ambitious criteria, focusing on the main environmental impacts throughout the life cycle of the products, ensure that EU Ecolabel cosmetics are of good quality and among **the best on the market in terms of environmental performance**.

The EU Ecolabel criteria aim to reduce the environmental impact of cosmetics on air, water, soil and **biodiversity**, contributing to a **clean and circular economy** and to a **toxic-free environment**.

Specifically, the EU Ecolabel guarantees:

- Low toxicity to aquatic organisms
- Biodegradable ingredients
- Restricted use of hazardous substances
- Minimised and easy-to-recycle packaging
- Renewable ingredients of sustainable origin
- Good performance



Overview of the EU Ecolabel criteria for cosmetic products

To be awarded the EU Ecolabel, cosmetic products must comply with stringent mandatory criteria. See below how these criteria guarantee excellent environmental performance. For the full list of requirements, please refer to the official [EU Ecolabel criteria for cosmetic products](#).

The EU Ecolabel guarantees	The EU Ecolabel requires
Low toxicity to aquatic organisms	<ul style="list-style-type: none"> ✓ Overall toxicity of the ingredients complying with strict thresholds
Biodegradable ingredients	<ul style="list-style-type: none"> ✓ Use of biodegradable surfactants only ✓ Strict thresholds for non-biodegradable organic substances
Restricted use of hazardous substances	<ul style="list-style-type: none"> ✓ Ban on: substances that are carcinogenic, mutagenic or toxic to reproduction, substances of very high concern, nanomaterials, substances identified or suspected of having endocrine-disrupting properties, microplastics, phthalates and perfluorinated or polyfluorinated substances ✓ Stringent restrictions on substances that are hazardous to the environment, or sensitising, as well as on fragrances, preservatives, colorants and UV filters ✓ No fragrances for children's products or for products marketed as "mild/sensitive"
Minimised and easy-to-recycle packaging	<ul style="list-style-type: none"> ✓ Ban on: substances that are carcinogenic, mutagenic or toxic to reproduction, substances of very high concern, nanomaterials, substances identified or suspected of having endocrine-disrupting properties, microplastics, phthalates and perfluorinated or polyfluorinated substances ✓ Stringent restrictions on substances that are hazardous to the environment, or sensitising, as well as on fragrances, preservatives, colorants and UV filters ✓ No fragrances for children's products or for products marketed as "mild/sensitive"
Renewable ingredients of sustainable origin	<ul style="list-style-type: none"> ✓ Use of only sustainably sourced palm oil, palm kernel oil and their derivatives
Good performance	<ul style="list-style-type: none"> ✓ Product performance and user satisfaction validated by accredited laboratories and consumer tests

