



European
Commission

The EU Ecolabel for animal care products



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#EUGreenDeal #EUEcolabel

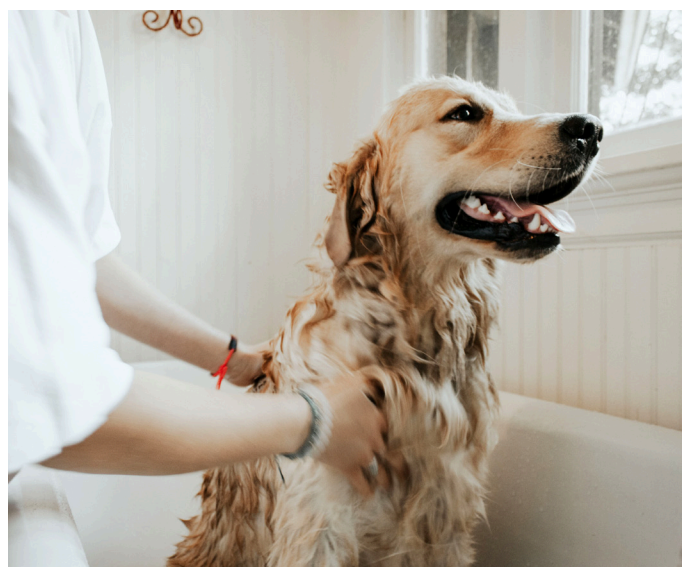
The EU Ecolabel is the official European Union label for environmental excellence.

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

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

Which animal care products can be awarded the EU Ecolabel?

- Rinse-off products, such as soaps, shampoos and shower preparations



Ambitious criteria, focusing on the main environmental impacts throughout the life cycle of the products, ensure that EU Ecolabel animal care products 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 animal care products on 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 (not tested on animals)



Overview of the EU Ecolabel criteria for animal care products

To be awarded the EU Ecolabel, animal care 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 animal care 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 and colorants
Minimised and easy-to-recycle packaging	<ul style="list-style-type: none"> ✓ Prohibition of unnecessary packaging ✓ Prohibition of packaging materials or combination of materials that cannot be recycled ✓ Encouraged sale of refills and use of recycled material
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 validated by accredited laboratories and consumer tests ✓ No animal testing

