

NOTE

From the CTPA Guide to Cosmetic Advertising Claims: 'Natural' and 'Organic' Claims.

There is no specific guidance for 'natural' and 'organic' claims. Different certification bodies have developed cosmetic natural and/ or organic standards. However, none of these standards or guidelines is specifically backed by law. They are all different, although the difference may be minor.

Between 2016 and 2017 the International Standards Organisation (ISO) published Guidance 16128 on definitions and assessment for 'natural' and 'organic' ingredients and products for cosmetics; ISO 16128 provides a technical approach to determine the 'natural' and 'organic' content of cosmetic products: it does not address product communication (claims and labelling), human safety, environmental safety or socio-economic considerations.

'Natural' or 'organic' cosmetic products must comply with the safety and product information requirements of the Cosmetic Products Regulation. In particular, 'natural' and 'organic' claims for cosmetic products have to comply with Article 20 of the Cosmetic Products Regulation and the Common Criteria for Cosmetic Claims. Companies should set defined criteria for their understanding of 'natural' and 'organic' based on the above mentioned ISO Standard and adhere to these criteria. Companies should also be transparent to consumers about these criteria and should not imply that this type of product is safer than other cosmetics just because they are making 'natural' or 'organic' claims.

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