

Full title of law or regulation	The Polish Union of Cosmetics Industry – PUCI – Code of Ethics <a href="https://kosmetyczni.pl/uploads/PZPK-Kodeks-Etyki-2016_12_13.pdf">https://kosmetyczni.pl/uploads/PZPK-Kodeks-Etyki-2016_12_13.pdf</a>
Title of relevant section	Chapter II, Sections 4 and 6. Marcoms-relevant clauses extracted from the document linked above and translated
Chapter II Rules of Conduct § 4	<p>1. A member of the Union is obliged to comply in particular with the law in the following areas:</p> <p>1) Sectoral legislation on cosmetic products, in particular considering:</p> <ul style="list-style-type: none"> <li>a) The definition and qualification of a cosmetic product;</li> <li>b) Cosmetic product composition;</li> <li>c) Cosmetic product production methods;</li> <li>d) Cosmetic product documentation;</li> <li>e) Cosmetic product safety;</li> <li>f) Marketing a cosmetic product;</li> <li>g) Labeling, including confirmation of the declared properties of the cosmetic product;</li> <li>h) Prohibition of animal testing;</li> <li>i) Cooperation with authorised supervisors;</li> <li>j) Other obligations of the responsible person and distributor.</li> </ul> <p>2) Marketing, including advertising, in particular regulations concerning:</p> <ul style="list-style-type: none"> <li>a) The prohibition of misleading advertising and that which attributes to the product features or functions that it does not have;</li> <li>b) The prohibition of advertising and marketing activities that transgress good conduct and materially distort or may distort the market behaviour of the average consumer, in particular aggressive or misleading advertising and surreptitious advertising;</li> <li>c) The prohibition of advertising that contravenes law, good practice, or undermines human dignity, that is misleading or that appeals to consumer emotions by evoking anxiety, or that exploits the superstitions or gullibility of children;</li> <li>d) Comparative advertising.</li> </ul>
§ 6	<p>1. Regarding the obligation to observe the law and good conduct, including good practices indicated in § 4 and § 5 in marketing activities, Members should observe the following principles:</p> <ul style="list-style-type: none"> <li>1) Advertising and marketing communications allow consumers to make an informed choice;</li> <li>2) Advertising and marketing communications should be socially responsible and should comply with the principles of good taste and decency;</li> <li>3) All statements regarding cosmetic products, expressed directly or indirectly, require support by appropriate and reliable evidence. Account should be taken of context and circumstances;</li> <li>4) Advertising and marketing statements used in relation to cosmetic products should not contain offensive sexual content and should avoid any sexual references that may be degrading to women or to men;</li> <li>5) Advertising may not contain discriminatory content, in particular on grounds of race, religious beliefs, gender, nationality, age, disability or sexual orientation;</li> <li>6) Advertisements should not contain elements that encourage violence;</li> </ul>

- 
- 7) Without any justifiable reason from, for example, social reasons and the role of prevention, advertising should not play on fear or exploit misfortune or suffering;
  - 8) Advertising may not abuse the recipient's trust, nor exploit his/ her lack of experience or knowledge;
  - 9) Comparative advertising is acceptable if it serves the purpose of intensifying competition and public information, but it cannot mislead the advertising recipients;
  - 10) Digital techniques should not alter the image of models in such a way that the appearance of their body or features are misleading as to the performance of the product. Pre and postproduction techniques are acceptable provided that they do not suggest that the product has properties or functions that it does not have;
  - 11) Recommendations of known persons, consumers and experts must be genuine, responsible and verifiable;
  - 12) Statements regarding the environment, used directly or indirectly, require support by adequate and appropriate evidence. The environmental statement must be used in the appropriate context and cannot exploit the recipients' lack of consumer knowledge about environmental protection;
  - 13) Advertisements should not promote attitudes that question the rights of animals;
  - 14) Advertising addressed to children or adolescents must take into account the degree of their development and may not threaten their physical, mental or moral development.
-