

From the [Technical document on cosmetic claims](#) agreed by the Sub-Working Group on Claims (version of 3 July 2017)

Criterion	Description	Examples of claims (only illustrative and not exhaustive) and remarks
Legal compliance	"Free from" claims or claims with similar meaning should not be made concerning (an) ingredient(s) which is prohibited for use in cosmetics by Regulation (EC) No 1223/2009.	The claim <i>'free from Corticosteroids'</i> is not allowed, as Corticosteroids are banned by EU cosmetics legislation.
Truthfulness	<p>In case claims in relation to the absence of ingredients are made in relation to functional groups of ingredients that are defined in Regulation (EC) No 1223/2009, such as preservatives and colorants, the product should not contain any ingredient that belongs to the group as defined in this Regulation.</p> <p>If it is claimed on the product that it does not contain a specific ingredient(s), the ingredient should not be present or released.</p>	<p>The claim <i>'free from Formaldehyde'</i> is not allowed, if the product contains a formaldehyde-releasing ingredient (e.g. Diazolidinyl Urea).</p>

Evidential support	The absence of (a) specific ingredient(s) should be demonstrated by adequate and verifiable evidence.	See Annex II on "Best practices applying to experimental studies".
Honesty	<p>"Free from" claims or claims with similar meaning should not be allowed when they refer to an ingredient which is typically not used in the particular kind of cosmetic product.</p> <p>"Free from" claims or claims with similar meaning should not be allowed when they imply guaranteed properties of the product, based on the absence of (an) ingredient(s), which cannot be given.</p> <p>"Free from" claims or claims with similar meaning addressing functional groups of ingredients should not be allowed if the product contains ingredients with multiple functions and among these is the function that the product is claimed to be free from. Exceptions might be possible (e.g. based on challenge test results of the formula without the particular ingredient(s)).</p>	<p>Fine fragrances usually contain such a high amount of alcohol that the additional use of preservatives is not necessary. In this case, it would be dishonest to highlight in advertising the fact that a certain fine fragrance does not contain any preservative.</p> <p>The claim '<i>free from allergenic/sensitizing substances</i>' is not allowed. A complete absence of the risk of an allergic reaction cannot be guaranteed and the product should not give the impression that it does.</p> <p>The claim '<i>free from preservatives</i>' should not be used when a product contains (an) ingredient(s) showing a protective effect against microorganisms, which are not included in Annex V of Regulation 1223/2009, e.g. alcohol. If the responsible person has evidence that the particular ingredient or the combination of such ingredients does not contribute to the product protection, it might be appropriate to use the claim (e.g. challenge test results of the formula without the particular ingredient).</p> <p>The claim '<i>free from perfume</i>' should not be used when a product contains an ingredient which exerts a perfuming</p>

		function in the product, regardless of its other possible functions in the product.
Fairness	"Free from" claims or claims with similar meaning should not be allowed when they imply a denigrating message, notably when they are mainly based on a presumed negative perception on the safety of the ingredient (or group of ingredients)	Certain parabens are safe when used in accordance to Regulation (EC) No 1223/2009. Considering the fact that all cosmetic products must be safe, the claim <i>'free from parabens'</i> should not be accepted because it is denigrating the entire group of parabens. Phenoxyethanol and triclosan are safe when used according to the Cosmetics Regulation. Hence the claim free from these substances should not be accepted because it is denigrating authorised substances.
Informed decision-making	"Free from" claims or claims with similar meaning should be permitted when they allow an informed choice to a specific target group or groups of end users.	The following claims should be permitted if they also comply with the other common criteria: <i>'free from alcohol'</i> , e.g. in a mouthwash intended as a family product; <i>'free from animal-derived ingredients'</i> , e.g. in products intended for vegans; or <i>'free from acetone'</i> , e.g. in nail polish, for users wishing to avoid its particular smell.