

From Guidelines to Commission Regulation (EU) No 655/2013 laying down common criteria for the justification of claims used in relation to cosmetic products

Criterion	Description	Examples of claims (only illustrative and not exhaustive) and remarks
Fairness	<p>Claims for cosmetic products shall be objective and shall not denigrate the competitors, nor shall they denigrate ingredients legally used.</p> <p>Claims for cosmetic products shall not create confusion with the product of a competitor¹³</p>	<p>A claim <i>'contrary to product X, this product does not contain ingredient Y which is known to be irritating'</i> shall not be made.</p> <p><i>'Well tolerated as it does not contain mineral oils'</i> is an unfair statement towards other products which are equally well tolerated.</p> <p><i>'Low in allergens because without preservatives'</i> is unfair because it assumes that all preservatives are allergenic.</p> <p>Comparing the effectiveness against wetness of an anti- perspirant with the effectiveness against wetness of a deodorant is not fair, as the two are different products with different functions.</p>

¹³ See Article 6 of Directive 2005/29/EC and Article 4 of Directive 2006/114/EC.