

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
Honesty	<p data-bbox="465 544 1516 576">Presentations of a product's performance shall not go beyond the available supporting evidence.</p> <p data-bbox="465 807 1516 871">Claims shall not attribute to the product concerned specific (i.e. unique) characteristics if similar products possess the same characteristics.</p> <p data-bbox="465 1134 1516 1198">If the action of a product is linked to specific conditions such as use in association with other products, this shall be clearly stated.</p>	<p data-bbox="1538 544 2045 639">The claim <i>'one million consumers prefer this product'</i> shall not be allowed if based only on the sale figure of one million units.</p> <p data-bbox="1538 663 2045 791">Claims about efficacy shall not be based on electronically manipulated 'before/' 'after' images if the display is misleading as to the performance of the product.</p> <p data-bbox="1538 815 2045 903">Claims about improved properties of a new formulation shall reflect the actual improvement and shall not be overstated.</p> <p data-bbox="1538 927 2045 1118">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 preservatives.</p> <p data-bbox="1538 1142 2045 1230">If the claimed performance of a shampoo is based on the combined use of that shampoo with a hair conditioner, this shall be specified.</p>