

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
Informed decision-making	<p>Claims shall be clear and understandable to the average end user.</p> <p>Claims are an integral part of products and shall contain information allowing the average end user to make an informed choice.</p> <p>Marketing communications shall take into account the capacity of the target audience (population of relevant Member States or segments of the population, e.g. consumers of different age and gender, or professionals) to comprehend the communication¹⁴. Marketing communications shall be clear, precise, relevant and understandable by the target audience.</p>	<p>If the product is targeting professionals, it might be appropriate to use technical language.</p>

¹⁴ See Article 5 of Directive 2005/29/EC: commercial practices which are likely to distort the behaviour of a clearly identifiable group of consumers in a way which a trader could reasonably be expected to foresee shall be assessed from the perspective of the average member of that group.