

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
Legal compliance	<p>Claims that indicate that the product has been authorised or approved by a competent authority within the Union shall not be allowed since a cosmetic product is allowed on the Union market without any governmental approval. Equally, a CE-mark shall not be applied on cosmetic products, as this would make the consumer think that they are under a regulatory regime different from the Cosmetic Product Regulation.</p> <p>The acceptability of a claim shall be based on the perception of the average end user of a cosmetic product, who is reasonably well-informed and reasonably observant and circumspect, taking into account social, cultural and linguistic factors in the market in question.</p> <p>Claims which convey the idea that a product has a specific benefit when this benefit is mere compliance with minimum legal requirements shall not be allowed.</p>	<p>The claim <i>'this product complies with provisions of the EU cosmetics legislation'</i> is not allowed since all products placed on the EU market must comply.</p> <p>The claim <i>'skin care product does not contain hydroquinone'</i> is not allowed, as hydroquinone is banned by EU cosmetics legislation for this use.</p>