

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
Truthfulness	<p>Neither the general presentation of the cosmetic product nor individual claims made for the product shall be based on false or irrelevant information.</p> <p>If a product claims that it contains a specific ingredient, the ingredient shall be deliberately present.</p> <p>Ingredient claims referring to the properties of a specific ingredient shall not imply that the finished product has the same properties when it does not.</p> <p>Marketing communications shall not imply that expressions of opinions are verified claims unless the opinion reflects verifiable evidence.</p>	<p>The claim '<i>silicone-free</i>' shall not be made if the product contains silicone.</p> <p>The claim '<i>48-hour hydration</i>' is not allowed if the set of evidence only supports a shorter period of hydration.</p> <p>Products explicitly or implicitly claiming that they contain honey must actually contain honey, and not only honey flavour, in order to be truthful.</p> <p>The claim '<i>contains moisturising aloe vera</i>' or prominently picturing aloe vera shall not be made if the product itself has no moisturising effect.</p>