

**Question for written answer E-004844/2025
to the Commission
Rule 144
Christel Schaldemose (S&D)**

Subject: Marketing of skincare products for children

‘Rini’, a new American beauty brand launched by actor Shay Mitchell, is now marketing skincare products directly to children as young as three. The products, featuring cute animals, are being promoted on social media to millions of followers, mostly girls, and contain substances that could irritate the skin or cause allergies.

Experts – including the Danish children’s rights association Børns Vilkår and dermatologists – are warning against the trend of children being increasingly influenced by beauty ideals and social media. This phenomenon, which is known as ‘Sephora Kids’, means that children are starting to use skincare and make-up at too early an age. As a result of these developments, children are at risk of feeling increasingly insecure about their bodies, and being exposed to social pressure and unnecessary chemicals.

1. Does the Commission think the current EU rules provide adequate protection for children against cosmetics and marketing that are aimed at them?
2. Is the Commission aware, through the Consumer Protection Cooperation Network, that some Member States have raised concerns about Rini or launched proceedings against the company?

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