Question for written answer E-001706/2026
to the Commission
Rule 144
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Subject: Misleading names in cosmetics

The European Parliament and the Council have protected food names (milk, cheese and steak) and reserved them for dairy and animal products, so as to prevent confusion. The Court of Justice of the European Union has confirmed that interpretation, in the TofuTown judgment, for example. However, cosmetics are still in regulatory limbo, which means terms such as ‘keratin’ can be usurped for plant-based alternatives.

In light of the requirement to provide accurate information:

1. Does the Commission consider that, under Regulation (EU) No 655/2013, the use of the term ‘keratin’ for plant-derived proteins complies with the criteria of ‘honesty’, even though keratin is, by biological definition, exclusively an animal protein, and if EU law prohibits the term ‘soya milk’ to prevent confusion, how can it permit the designation ‘plant keratin’?

2. Does it think that assigning the names of animal proteins to plant proteins – whose molecular structure cannot guarantee the structural effectiveness of the original – is honest or accurate, and is this not misleading as to the actual properties of the product?

3. Does it intend to put an end to the difference in treatment between the food and cosmetics industries by prohibiting the names of animal tissues and proteins from being used for plant products, in order to ensure full legislative consistency within the EU single market?

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