

(English version)

**Question for written answer E-001616/24
to the Commission
Céline Imart (PPE)
(4 September 2024)**

Subject: Certification of cosmetic products

A Kantar survey published in June 2024 revealed that more than 7 out of 10 consumers are drawn to cosmetic products that have a certification, including certification detailing the product's environmental impact. This corroborates a finding from a 2023 McKinsey study that products making ESG (Environment, Social and Governance) claims have recorded significant growth. A number of European companies, including the Pierre Fabre pharmaceutical firm located in my constituency, formed a consortium to develop a rating scale for environmental and societal impact, enabling consumers to better make purchases. Over 20 firms in the cosmetics and food supplements industries collaborated on the project, under the auspices of the French standardisation association AFNOR, which led to the formalisation of the AFNOR Spec 2215 guide in June 2023. This is helping to create the transparency that European citizens want.

1. Is the Commission planning to implement environmental certification labels for cosmetic products?
2. If so, will it take inspiration from models established by European firms incorporating specific criteria in this field (protection of biodiversity, nature, compliance with social and societal standards)?

Submitted: 4.9.2024

**Answer given by Executive Vice-President Vestager on behalf of the European Commission
(16 October 2024)**

The Commission welcomes private sector initiatives aiming at improving the quality and transparency of information provided to consumers as regards environmental impacts of products.

To this end, the proposal for a Green Claims Directive ⁽¹⁾ that is currently in ordinary legislative procedure sets specific requirements on the assessment methods to be used by companies to substantiate their environmental claims and labels to fight greenwashing and enable consumers to make more informed purchasing decisions.

At European level, the voluntary label for environmental excellence — the EU Ecolabel ⁽²⁾ — was developed to guide consumers to best in class products in terms of environmental performance and at the same time encourage manufacturers to improve their production processes by meeting strict environmental criteria, such as reducing the use of hazardous substances, using sustainably sourced ingredients, and minimising the overall environmental impact throughout the product's life cycle.

The EU Ecolabel is awarded to goods and services with proven lower environmental impacts in respect to similar products on the market.

Specific EU Ecolabel criteria for cosmetic products are laid down in Commission Decision (EU) 2021/1870 ⁽³⁾. They aim at promoting products that have limited impacts in terms of eco-toxicity and biodegradability, that may only contain a limited number of hazardous substances and that use less packaging, which can be easily recycled.

⁽¹⁾ COM(2023) 166 final.

⁽²⁾ https://environment.ec.europa.eu/topics/circular-economy/eu-ecolabel_en

⁽³⁾ <http://data.europa.eu/eli/dec/2021/1870/oj>