

EN

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Answer given by Executive Vice-President Séjourné  
on behalf of the European Commission  
(16.2.2026)

EU rules can help protect children as consumers and users from several angles. To start with, cosmetic products which have a ‘play value’ for children, like soaps in the shape of animals, must comply with obligations laid down both in the Cosmetics Regulation and, specifically protecting children, the Toy Safety Directive<sup>1</sup>. They are therefore subject to safety requirements, especially on chemicals, even stricter than the standard.

The Cosmetics Regulation<sup>2</sup> also requires that all cosmetic products made available in the EU are subject to strict safety assessments that must consider vulnerable groups like children. The Regulation does not restrict marketing of cosmetics to any consumer group as such but it requires specific protection with regard to children: in case a product contains a substance which may be unsafe for children, specific warnings must be displayed on the product, e.g. ‘keep out of reach of children’, ‘for adult use only’ or ‘frequent use by children is not advisable’. For some products a label must indicate the quantity of the product which can be used by a child.

With a view to marketing directed to children, the Unfair Commercial Practices Directive (UCPD)<sup>3</sup> complements sectorial EU legislation such as on the marketing of cosmetics, prohibiting misleading and aggressive commercial practices, in particular when they target vulnerable consumers such as minors. Specifically, the UCPD prohibits direct exhortation to children to buy advertised products or persuade their parents to buy such products for them.

Information collected by or communicated to the competent consumer protection authorities of the Member States and the Commission in the context of applying the Consumer Protection Cooperation (CPC) Regulation<sup>4</sup> is, pursuant to Article 33 of that Regulation, confidential. The Commission can therefore not comment on whether some Member States have raised concerns about Rini or launched investigations against the company.

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<sup>1</sup> <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:02009L0048-20221205>.

<sup>2</sup> <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:02009R1223-20250901>.

<sup>3</sup> <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:02005L0029-20220528>.

<sup>4</sup> <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:02017R2394-20250912>.