

(English version)

**Question for written answer E-004935/25
to the Commission
Maria Ohisalo (Verts/ALE), Majdouline Sbai (Verts/ALE), Tilly Metz (Verts/ALE)
(12 December 2025)**

Subject: Marketing cosmetic products to children

In the EU, the marketing of cosmetics is regulated by the Cosmetic Products Regulation and the Consumer Rights Directive.

Despite EU consumer protection legislation and existing industry guidance ⁽¹⁾, the marketing of cosmetics aimed at children is becoming increasingly common, especially on social media. There are now even skincare brands designed specifically for children ⁽²⁾.

Scientists and safety assessors concur that children are more vulnerable to the harmful effects of chemicals in cosmetic products, requiring extra caution in any use. For example, according to a recent round of testing, around 25% of sampled kids' cosmetic products failed to meet legal requirements ⁽³⁾. Additionally, many of the effects of certain ingredients on children's health, or whether certain ingredients may be dangerous for them, is as yet unknown.

According to the Medicines Directive ⁽⁴⁾, the advertising of medicines must not be directed solely or mainly at children.

1. Can the Commission consider extending the same ban to cosmetics advertised to children?
2. What else does the Commission intend to do to restrict the sale and marketing of cosmetic products for children?

Submitted: 12.12.2025

**Answer given by Executive Vice-President Séjourné on behalf of the European Commission
(11 February 2026)**

The Cosmetics Regulation ⁽¹⁾ requires all cosmetic products made available in the EU to be safe for all consumers. Cosmetic products in the EU are subject to strict safety assessments that must consider vulnerable groups like children.

The regulation forbids the use of numerous chemicals in products specifically directed to children under three years of age or requires that specific warnings are displayed on the product, e.g. that the cosmetic product must be kept out of reach of children or the quantity of the product which should be used. However, the regulation does not regulate advertising.

For all cosmetic products, and thus also for cosmetics aimed at children, the intended use of the cosmetic product and the anticipated systemic effect and exposure to individual ingredients in a final formulation must be taken into account in the safety assessment, which is part of the mandatory product information file. This file containing the safety assessment can be verified by national market surveillance authorities.

The Commission drew their attention to the problems detected in the study carried out by the European Directorate for the Quality of Medicines and Healthcare ⁽²⁾, and will discuss the matter with them.

In EU consumer legislation, it is the Unfair Commercial Practices Directive 2005/29/EC (UCPD) ⁽³⁾ that complements sectorial EU legislation such as the Cosmetics Regulation, prohibiting misleading and aggressive commercial practices, in particular when they target vulnerable consumers such as minors.

¹ Cosmetics Europe, 'Charter and Guiding Principles on Responsible Advertising and Marketing Communications', https://cosmeticseurope.eu/wp-content/uploads/2024/10/Charter_and_Guiding_Principles_on_Responsible_Advertising_and_Marketing_Communications_-_1st_Revision.pdf?

² Cripps C., 'Skincare routines for four-year olds? Why I'd never buy my children Gen Alpha beauty brands', the Independent, 15 November 2025, <https://www.independent.co.uk/life-style/health-and-families/features/shay-mitchell-kids-skincare-rini-b2863761.html>.

³ European Directorate for the Quality of Medicines and Healthcare, 'Cosmetics for kids still failing to comply with regulations', Council of Europe, <https://www.edqm.eu/documents/52006/82179/Market+Surveillance+Study+-+Summary+Report++%E2%80%9CCosmetics+for+kids+still+failing+to+comply+with+regulations%E2%80%9D.pdf/d3b7bec9-4ca0-813e-918d-99abe4b1b65d?t=1643793944987>

⁴ Directive 2001/83/EC of the European Parliament and of the Council of 6 November 2001 on the Community code relating to medicinal products for human use (OJ L 311, 28.11.2001, p. 67, ELI: <http://data.europa.eu/eli/dir/2001/83/oj>).

⁽¹⁾ <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:02009R1223-20250901>.

⁽²⁾ <https://www.edqm.eu/documents/52006/82179/Market+Surveillance+Study+-+Summary+Report++%E2%80%9CCosmetics+for+kids+still+failing+to+comply+with+regulations%E2%80%9D.pdf/d3b7bec9-4ca0-813e-918d-99abe4b1b65d?t=1643793944987>.

⁽³⁾ <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:02005L0029-20220528>. The Consumer Rights Directive (Directive 2011/83/EU), which is specifically mentioned in the written question, establishes general pre-contractual information requirements and consumers' contractual rights in the sale of goods and the provision of services to consumers.

Specifically, the UCPD prohibits direct exhortation to children to buy advertised products or persuade their parents to buy such products for them. Member States competent authorities and courts are responsible for the enforcement of the UCPD.
