













































Network Toolkit Rinse-off Cosmetics – September 2018

Dear all,

In this toolkit, you will find product-group specific communication content for **rinse-off cosmetics**. Please find below instructions on how to best use this content:

WHY use this toolkit?

This content has been developed to provide you with ready-to-use material to facilitate communication on your own social media or website pages in order to collectively optimise outreach to our B2B and B2C target audiences. The Helpdesk posts all of the content listed within each toolkit on the official EU Ecolabel social media and website pages, however in order to have increased visibility of this content, we encourage you to publish this same material on your national social media and website pages.

HOW to use this toolkit?

This material can be used as-is (copy/paste), however depending on your country it may have the most impact if the content is translated into your national language and/or edited for your target audience. The articles can in particular be shared with your partners and multipliers like NGOs, journalists or sustainability and lifestyle bloggers or any other media outlets. Make sure to follow and tag the EU Ecolabel social media pages when publishing on social media, so that we retweet and share your posts on our pages.

WHAT material is in this toolkit?

The following content is available within this toolkit for you to disseminate:

- *Social media posts for Twitter, Facebook, and LinkedIn
- Relevant hashtags to use within the posts
- Relevant social media accounts to tag on the posts
- *Articles
- Ambassador Success Story
- Product-group specific articles
- *Events
- A few upcoming events relevant to the product group month focus

Feel free to **send the Helpdesk feedback and suggestions** concerning the toolkits—your comments will help improve their content.

Best wishes,

The EU Ecolabel Helpdesk Team

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Facebook: https://www.facebook.com/EMAS.EUEcolabel/?modal=composer

Linkedin: EU Ecolabel

Site: http://ec.europa.eu/environment/ecolabel/index_en.htm





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I. Social media posts

1) Focus on fragrances in Rinse-off Cosmetics

Twitter, Facebook & LinkedIn	#DidYouKnow: A #fragrance formula may contain up to several hundred or more different ingredients and chemicals. #EUEcolabel rinse off cosmetics guarantee that substances used in product formulas won't sensitize your skin!
	http://ec.europa.eu/ecat/ #CleanBeauty #GreenCosmetics
Suggested tags	#EUEcolabel
	#EUEcolabelCosmetics
	#CleanBeauty
	#GreenCosmetics
	#SkinCare
	#EcoFriendly
	#SmartCareSolutions
	#BodyCare
Relevant social media	Cellande LinkedIn
links	Cellande Facebook: @cellandehygienedesmains
	ADA International LinkedIn
	SPODRIBA Twitter: @Spodriba
	SPODRIBA Facebook: @Spodriba
	ADEME Twitter: @ademe
	ADEME LinkedIn
	AFNOR LinkedIn
	AFNOR Twitter: @AFNOR
	AFNOR Facebook
	EU Ecolabel Twitter : @EMAS_EUEcolabel
	<u>EU Ecolabel Facebook</u>
	BEUC Twitter: @beuc





BEUC LinkedIn Karmenu Vella Twitter: @KarmenuVella Karmenu Vella Linkedin Blanca Morales Twitter: @bmoralesbailon Blanca Morales LinkedIn EEB Twitter: @Green Europe EEB Facebook: @EuropeanEnvironmentalBureau **Twitter influencers** @SustainEurope @Green_Europe @EU_ENV @ZeroWasteFR @beuc @bmoralesbailon @KarmenuVella @joelgehman Visuals (available on the PowerPoint) **Baby products** are fragrance free

2) ADA – EU Ecolabel Ambassador





Twitter	ADA's #EUEcolabel plant-based #soaps, shampoos and hair conditioners meet the strong market demand for #sustainable products in the hotel industry.
	Find more about it : https://bit.ly/2zLaaOi
	#CleanBeauty #GreenCosmetics #HotelCosmetics
Facebook & LinkedIn (article teaser)	ADA's EU Ecolabel plant-based soaps, shampoos and hair conditioners meet the strong market demand for sustainable products in the hotel industry. Its large size volume dispensers minimise product waste thanks to high-tech valves.
	Find more about it: https://bit.ly/2zLaaOj
	#CleanBeauty #GreenCosmetics #EUEcolabel
Suggested tags	#EUEcolabelCosmetics
	#EUEcolabel
	#HotelCosmetics
	#GreenCosmetics
	#SkinCare
	#EcoFriendly
	#SmartCareSolutions
	#BodyCare
Relevant social media links	ADA International LinkedIn
	ADEME Twitter: @ademe
	ADEME LinkedIn
	AFNOR LinkedIn
	AFNOR Twitter : @AFNOR
	AFNOR Facebook
	EU Ecolabel Twitter : @EMAS_EUEcolabel
	EU Ecolabel Facebook
	BEUC Twitter: @beuc
	BEUC LinkedIn
	Karmenu Vella Twitter: @KarmenuVella
	<u>Karmenu Vella Linkedin</u>





	Blanca Morales Twitter: @bmoralesbailon
	Blanca Morales LinkedIn
	EEB Twitter : @Green_Europe
	EEB Facebook: @EuropeanEnvironmentalBureau
Twitter influencers	@SustainEurope
	@Green_Europe
	@EU_ENV
	@ZeroWasteFR
	@beuc
	@bmoralesbailon
	@KarmenuVella
	@joelgehman
Visuals (available on the PowerPoint)	ECOLOR DE LOS DEL COLOR

3) Microplastics: hotspot for the EU Ecolabel





Twitter, Facebook & LinkedIn	#DidYouKnow: Between 75 000 and 300 000 tons of #microplastics are annually released into EU-surrounding #oceans. EU Ecolabel criteria contribute to a reduction of #microplastics by banning them in EU Ecolabel rinse-off #cosmetics.
	For Facebook and Linkedin: #PlasticFree #GreenCosmetics #CleanBeauty #EUEcolabelCosmetics
	Find rinse-off cosmetic products here: http://ec.europa.eu/ecat/
Suggested	#PlasticFree
tags	#CleanBeauty
	#GreenCosmetics
	#SkinCare
	#EcoFriendly
	#SmartCareSolutions
	#HotelCosmetics
	#BodyCare
	#EUEcolabelCosmetics
	#EUEcolabel
Relevant	ADEME Twitter: @ademe
social media links	ADEME LinkedIn
	AFNOR LinkedIn
	AFNOR Twitter : @AFNOR
	AFNOR Facebook
	EU Ecolabel Twitter : @EMAS_EUEcolabel
	EU Ecolabel Facebook
	BEUC Twitter: @beuc
	BEUC LinkedIn
	Karmenu Vella Twitter: @KarmenuVella
	Karmenu Vella Linkedin
	Blanca Morales Twitter: @bmoralesbailon
	Blanca Morales LinkedIn
	EEB Twitter : @Green_Europe
	EEB Facebook: @EuropeanEnvironmentalBureau





	Plastics Europe Twitter: @PlasticsEurope
Twitter influencers	@SustainEurope @Green_Europe @EU_ENV @beuc @bmoralesbailon @KarmenuVella @joelgehman
Visuals (available on the PowerPoint)	No micro-plastics, EDTA, triclosan, parabens and formaldehyde added #EUEcolabel www.ecolabel.eu

4) Focus on Spodriba

Twitter, Facebook & LinkedIn	@Spodriba EUEcolabel ECO cream soap and ECO #soap contain a low concentration of fragrances within their product formulas to avoid potential allergic reactions upon use. https://bit.ly/2xEyyyR #EUEcolabelCosmetics #CircularEconomy #GreenCosmetics	
Suggested tags	#CleanBeauty #GreenCosmetics	
	#SkinCare	
	#EcoFriendly	





	#SmartCareSolutions
	#OrganicCosmetics
	#BodyCare
	#EUEcolabelCosmetics
Relevant social	SPODRIBA Twitter : @Spodriba
media links	SPODRIBA Facebook : @Spodriba
	ADEME Twitter: @ademe
	ADEME LinkedIn
	AFNOR LinkedIn
	AFNOR Twitter : @AFNOR
	AFNOR Facebook
	EU Ecolabel Twitter : @EMAS_EUEcolabel
	EU Ecolabel Facebook
	BEUC Twitter: @beuc
	BEUC LinkedIn
	Karmenu Vella Twitter: @KarmenuVella
	Karmenu Vella Linkedin
	Blanca Morales Twitter: @bmoralesbailon
	Blanca Morales LinkedIn
	EEB Twitter : @Green_Europe
	EEB Facebook: @EuropeanEnvironmentalBureau
	Plastics Europe Twitter: @PlasticsEurope
Twitter	@SPODRIBA
influencers	@SustainEurope
	@Green_Europe
	@EU_ENV
	@ZeroWasteFR
	@beuc
	@bmoralesbailon
	@KarmenuVella







5) Focus on GFL Skin Care

Twitter, Facebook & LinkedIn	#Microplastics found in most scrubs accumulate in the sea and are ingested by marine life. GFL skin care only uses microgranules of bamboo and andiroba for its #EUEcolabel Anyah line. #Ecofriendly #GreenCosmetics #EUEcolabel
Suggested tags	#EUEcolabelCosmetics #CleanBeauty #GreenCosmetics #SkinCare #EcoFriendly #SmartCareSolutions #HotelCosmetics #BodyCare
Relevant social media links	ADEME Twitter: @ademe ADEME LinkedIn AFNOR LinkedIn AFNOR Twitter: @AFNOR AFNOR Facebook





<u>EU Ecolabel Twitter : @EMAS_EUEcolabel</u>

EU Ecolabel Facebook

BEUC Twitter: @beuc

BEUC LinkedIn

Karmenu Vella Twitter: @KarmenuVella

Karmenu Vella Linkedin

Blanca Morales Twitter: @bmoralesbailon

Blanca Morales LinkedIn

EEB Twitter : @Green_Europe

EEB Facebook: @EuropeanEnvironmentalBureau

Twitter influencers

@CP_News

@SustainEurope

@Green_Europe

@EU_ENV

@ZeroWasteFR

@beuc

@bmoralesbailon

@KarmenuVella

@joelgehman



Visuals (available on the PowerPoint)



6) Focus on Estko

Twitter	The EU Ecolabel liquid soap MediFresh Care of Estko is particularly suitable for use in nursing homes, as its formula is fragrance and colour-free, preventing skin irritation. #EUEcolabelCosmetics #HotelCosmetics #GreenCosmetics
Facebook & LinkedIn	The EU Ecolabel liquid soap MediFresh Care of Estko is particularly suitable for use in nursing homes, as its formula is fragrance and colour-free, preventing skin irritation. #EUEcolabelCosmetics #EcoFriendly #GreenCosmetics
Suggested tags	#EUEcolabelCosmetics #GreenCosmetics #SkinCare #EcoFriendly #SmartCareSolutions #HotelCosmetics #BodyCare





Relevant social media links ADEME Twitter: @ademe **ADEME LinkedIn AFNOR LinkedIn** AFNOR Twitter: @AFNOR **AFNOR Facebook EU Ecolabel Twitter: @EMAS EUEcolabel EU Ecolabel Facebook** BEUC Twitter: @beuc BEUC LinkedIn Karmenu Vella Twitter: @KarmenuVella Karmenu Vella Linkedin Blanca Morales Twitter: @bmoralesbailon Blanca Morales LinkedIn EEB Twitter: @Green Europe EEB Facebook: @EuropeanEnvironmentalBureau **Twitter influencers** @CP_News @SustainEurope @Green_Europe @EU ENV @ZeroWasteFR @beuc @bmoralesbailon @KarmenuVella @joelgehman





Visuals (available on the PowerPoint)







II. Sustainable Events on Rinse-off Cosmetics

Date	Events
9-10/10/2018	Business Cosmetics Regulatory Summit The beauty industry is evolving at a rapid pace and manufacturers are increasingly looking for new ways to stand out from the crowd. This can present challenges for regulatory professionals, who are often tasked with bringing a product to market quickly while meeting marketing demands. At the Cosmetics Business Regulatory Summit, you will learn about the latest beauty trends and innovations that are transforming the industry, and best practice when it comes to regulation and marketing. Location: Barcelona, Spain
5-7/11/2018	The Sustainable Cosmetics Summit Organised by Ecovia Intelligence (formerly known as Organic Monitor), the aim of the Sustainable Cosmetics Summit is to encourage sustainability in the beauty industry by bringing together key stake-holders and debate major industry issues. Like previous editions, the summit will bring together key stake-holders in the beauty industry, including cosmetic manufacturers, ingredient & raw material suppliers, retailers & distributors, industry organisations & certification agencies, researchers & academics, investors, etc. Only the Sustainable Cosmetics Summit brings together senior executives from across the beauty industry on a regular basis at international locations. Location: Paris, France





III. Articles

1) ADA International – EU Ecolabel Ambassador

ADA International: a driver for sustainability in the hotel rinse-off cosmetic industry

As one of the first German hotel amenities manufacturers awarded with the EU Ecolabel certification for the rinse-off cosmetics of Eco by Green Culture brand, ADA International is a key supplier of environmentally friendly products for the hotel industry, including B2B projects. ADA's "Eco by Green Culture" product line, which includes EU Ecolabel soaps, shower gels, shampoos and hair conditioners prides itself of its sustainable production models including ADA's progressive dispenser system, offering hotels the assurance that the products used by guests consider the environment from production to use and disposal.

As ADA celebrates its 10th year anniversary as an EU Ecolabel licence holder, the drive behind this long-term commitment is to ensure that its company slogan, "IN HARMONY WITH NATURE" is backed by an official third-party verified ecolabel to meet the strong market demand for sustainable products in the hotel industry.

"The most important thing for us is the quality and purity of our raw materials. We favour renewable, plant-based raw materials wherever possible."

ADA's products are manufactured via resource-efficient production with natural and renewable raw materials. Their formulas are toxic-substance free as required by the EU Ecolabel, and ADA promotes eco-design by providing larger volume sizes and progressive dispenser system technology instead of one-time use containers, and ecodesign through its.

ADA's environmentally-friendly product line "Eco by Green Culture" includes EU Ecolabel and Nordic Ecolabel awarded products. Both these Type 1 ecolabels are well-established certification systems that ADA's clients trust and recognize thanks to their high-quality performance.

ADA's eco-friendly packaging strategy

Rethinking traditional packaging towards "smart" packaging has been a long-term priority for ADA. One of the main ways this 'hotel cosmetics' market leader has chosen to push eco-design packaging is by introducing the

ADA's larger dispensers require up to 40% less material for its containers, compared to conventional bottle production.

practical and environmental benefits of larger volume size soap, shower gel, shampoo, and hair conditioner bottles to its clients in the hotel industry. The benefits are twofold since the larger volume size eliminates the waste from single-use toiletry sized bottles, and reduces the work load for hotel staff. Furthermore, ADA's large size volume dispenser prevents product waste thanks to high-tech valves which guarantee bottles are emptied at least at 90% before they are replaced.





As an example, in 2015 ADA produced 63 million cosmetics bottles and dispensers of which 84% of them were made from PET which is recyclable and 4,431,751 contained recycled materials. As a long-term goal, ADA continues to research how to increase this percentage of recycled material within its plastic bottle composition to enhance circular models. This strategy, along with the company's EU Ecolabel criteria compliance will continue to drive ADA's sustainability strategy within the hotel amenities industry.



Sources:

https://www.ada-international.com/en/





1) The EU Ecolabel promotes healthy skin care though fragrance requirements

The EU Ecolabel promotes healthy skin care though fragrance requirements

Over 3,000 chemicals exist on the market for use in consumer cosmetic fragrances. A 2012 study from the European Commission's Scientific Committee on Consumer Safety "Opinion Fragrance allergens in cosmetic products" informs consumers on the possible health risks that certain fragrances may have when in contact with skin, such as irritation and sometimes more severe allergic reactions. The EU Ecolabel criteria for Rinse off Cosmetics places requirements to restrict the use of harmful fragrances within manufacturers' formulas, helping engaged producers take a conscious step towards improving the health and safety of their products, in parallel to reducing their environmental impact.

Many soaps, shampoos, hair conditioners, and shaving gels have added fragrances in their product formula, which could potentially be harmful to users. Through skin exposure to fragrance allergens found in perfumes and rinse off cosmetic, some individuals may find symptoms such as redness, swelling, dryness, and pronounced vesicles. In fact, the 2012 European Commission's Scientific Committee on Consumer Safety study explains that 1 to 3% of the European population suffer from an allergy due to fragrance ingredients. In this regard, the EU Scientific Committee went a step further than the Cosmetics Regulation and identified more than 100 chemical substances in addition to the 26 natural extracts listed within the Regulation. It is considered that a level of 0.01% of a fragrance allergen in a cosmetic product could be tolerated by most consumers with contact allergy to the respective fragrance allergen. Spodriba, based in Latvia received the EU Ecolabel on two of its products within its ECO SEAL FOR NATURE product line. Both the ECO cream soap and ECO soap have a low concentration of fragrances within their product formulas, compliant with the EU Ecolabel requirements which limit the potential for allergic reactions.

As fragrance formulas often contain up to several hundred or more different ingredients and chemicals, it is often challenging for consumers to identify which substances they should avoid. The EU Ecolabel for rinse off cosmetics guarantees products with safe formulas and limited use of toxic substances. The EU Ecolabel requirements clearly specify that any ingoing substance or mixture added to the product as a fragrance shall be manufactured following the code of practice of the International Fragrance Association (IFRA). Baby products, for example, must be fragrance-free. Another company from the Baltics, Estko has developed fragrance and color-free liquid soap MediFresh Care which was awarded the EU Ecolabel. Such a product is particularly suitable for use in nursing homes, as its formula prevents skin irritation due to frequent hand washing. Thanks to the EU Ecolabel, it is now possible for consumers and public institutions to avoid harmful fragrances and choose healthier and safer products.

Using natural products and fragrances instead of chemicals conserves marine life and biodiversity equilibrium, while also guaranteeing high quality products with optimal efficiency and safety for





users. Many cosmetic brands across the European Union have thus decided to seek sustainable excellence through the EU Ecolabel. French licence holder Laboratoires Cellande, specializes in the development and manufacture of hand cleansers and is committed to solely using plant base and natural ingredients and extracts for their products (vegetable glycerin etc.) instead of parabens, silicones and petroleum solvents.



Sources:

http://ec.europa.eu/health/scientific_committees/opinions_layman/perfumeallergies/en/index.htm

https://www.notreplanete.info/ecologie/ecocitoyen/ingredients_chimiques_cosmetiques.php

https://www.science.org.au/curious/people-medicine/chemistry-cosmetics

https://www.ecomundo.eu/en/blog/cosmetics-allergens-europe-compliance

http://spodriba.lv





1) Fighting microplastics with the EU Ecolabel

EU Ecolabel places restrictions on microplastics, supporting EU Plastics Strategy

With 85% of global beach litter consisting of mismanaged plastics, the increasing amount of plastics in the sea has become a worldwide problem. Estimates of microplastic particles, which consist of non-biodegradable plastic particles smaller than 5 mm in the oceans, range anywhere from 15 to 51 trillion. This translates to between 75 000 and 300 000 tons of microplastics which are annually released into EU-surrounding oceans. These rising numbers have been instrumental in a recent call to action by the European Union. EU Ecolabel criteria contribute to this battle, banning the use of microplastics in rinse-off cosmetics since 2014.

The increasing amount of microplastics in the ocean is a direct consequence of the plastic particles found in many cosmetics products such as body or face scrubs, toothpaste, children's bubble bath soaps (which give the soapy foam a glittery appearance), etc. As result of its small particle-size, microplastics often are not caught by the filters in water treatment systems and ultimately end up accumulating in the ocean. Once in the ocean, marine life such as fish and plankton often mistake these beads for food and ingest them. When eating fish and other seafood, humans are therefore at risk of indirect ingestion of microplastics and toxic particles.

As microplastic particles have no geographical boundaries once released into our waterways, a global ban on their use in cosmetics would have a notable impact. In 2014, the EU Ecolabel requirements for the "Rinse-off cosmetics" product group, comprising toilet soaps, shower gels, shampoo, conditioners and shaving products explicitly restricted the use of certain substances, including parabens, formaldehyde and microplastics.

Other impactful bans on the use of microplastics in cosmetics have recently emerged. The EU's Plastics strategy for circular economy, published in January 2018, puts forward a clear focus on limiting the use of microplastics as well as ensuring that all plastics placed on the market are recyclable by 2030. To further support this objective, the European Chemicals Agency is currently reviewing the scientific basis for taking regulatory action at the EU level. The EU will also take an active role in the United Nations Environment Assembly working group, established in December 2017, to work on international responses for combating plastic marine litter and microplastics.

Many cosmetic brands have become aware of the need to reduce their environmental impact through EU Ecolabel certification. While reassuring concerned consumers about potential side effects of substances used in cosmetics, the EU Ecolabel also guarantees products with a "greener approach", to help contribute to a reduction of the hundreds of thousands of tons of microplastic particles that enter the European marine environment every year. For example, GFL Skin Care was awarded the EU Ecolabel for its Anyah collection of eco-friendly cosmetics which uses microgranules of bamboo and andiroba instead of microplastics and prefers natural ingredients, such as Shea butter, Macadamia oil, Jojoba oil, and more sustainable Palm oil. The Anyah line also





has a reduced impact on the environment and aquatic ecosystems with less toxic fragrances and no presence of EDTA, BHT, BHA, silicones, parabens, and cocamide DEA. Finally, the line has minimal packaging, and uses recycled PET bottles. While the ban on microplastics within rinse-off cosmetics is not the sole requirement promoting environmental excellence, the EU Ecolabel anticipated the importance of this topic and continues to support the objectives within the EU Plastics Strategy, guideline Europe towards a more circular economy.



Sources:

http://europa.eu/rapid/press-release_IP-18-5_en.htm

http://ec.europa.eu/environment/circular-economy/pdf/plastics-strategy.pdf

https://www.theguardian.com/environment/2016/aug/24/microplastics-ban-in-cosmetics-save-oceans-mps-say-microbeads

https://www.greenpeace.ch/fr/2017/07/21/les-microplastiques-particules-cosmetiques-et-fibres-textiles/

http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32014D0893

https://www.theguardian.com/environment/2016/aug/24/microplastics-ban-in-cosmetics-save-oceans-mps-say-microbeads

http://ec.europa.eu/ecat/category/en/46/rinse-off-cosmetic-produc https://anyah.gfl.eu/en-gb/anyah/ecolabel

