



Cosmetics Europe  
the personal care association

# COSMETICS EUROPE MANIFESTO 2024 EUROPEAN ELECTIONS





# AN INNOVATIVE, SAFE AND SUSTAINABLE COSMETICS INDUSTRY

## Ahead of the European elections, Cosmetics Europe calls for:

1. A regulatory framework based on science and fact-based policy making to ensure safe and innovative products for consumers
2. A coherent and consistent regulatory framework that encourages the development of sustainable products and reflects sectoral needs
3. Better harmonisation and implementation within the Single Market
4. Collaboration among all stakeholders to shape a strong digital framework that benefits consumers
5. Prioritisation of alternatives to animal testing





## How cosmetics improve our wellbeing

Cosmetics are an integral part of the lives and identity of European citizens.

Every day, people of all ages use a variety of cosmetic products – from soap to skincare, from toothpaste to perfume, from hair dyes to makeup - to take care of their personal hygiene and to improve their quality of life.

For example, sunscreens, skin creams, toothpaste, haircare products clean and protect our body and help people stay

healthy. We all understand the importance of simple acts like washing your hands with soap.

But cosmetics can also help people improve their mental state by boosting self-esteem and confidence.

Last but not least, cosmetics are a means of self-expression, allowing individuals to explore and celebrate their unique identities.

### EUROPEAN CONSUMERS USE



Source: Cosmetics Europe, European Consumer Perception Study 2022

Driven by the needs of our consumers, the cosmetic industry never stops evolving, investing in science-based innovation to deliver new and better products while putting human safety and environmental protection at its core.





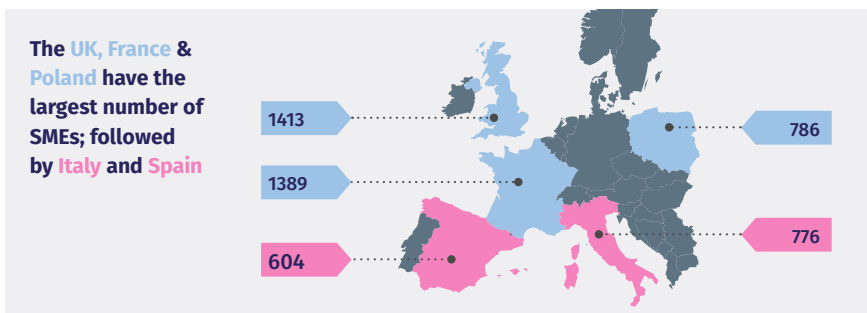
## EUROPE IS A GLOBAL FLAGSHIP MARKET FOR COSMETIC PRODUCTS

Valued at  
**€88 billion**  
at retail sales price

**€44 bn** trade in cosmetic products with Europe

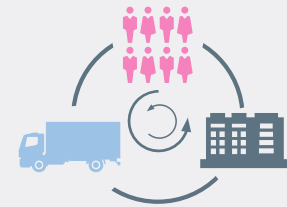
**€26 bn** total export of cosmetic products from Europe

### More than 8,500 SMEs THE NUMBER IS GROWING



Source: Cosmetics Europe, Market Performance Report 2022

Supports Over  
**3 MILLION JOBS**  
across Europe



## Key industry initiatives

Cosmetics Europe is fully supportive of the ambitions and objectives of the European Green Deal, through collective action and individual company efforts.

Launched in 2022, the Cosmetics Europe's Commit for Our Planet initiative encourages all industry actors in Europe, from SMEs to larger companies, to take part in a joint industry effort to reduce greenhouse gas emissions, improve packaging solutions and act for nature.

Through the EcoBeautyScore Consortium, the industry aims to develop an environmental impact assessment and scoring system for cosmetic products, thereby encouraging further eco-design of cosmetic products and enhancing transparency for consumers to make sustainable choices.

Transparency is also at the core of COSMILE Europe, a European cosmetic ingredient database offering consumers a one-stop-shop for verified and scientifically supported information on almost 30,000 cosmetic ingredients.

## Our Call for Action

Cosmetics Europe calls on future EU leaders to follow five key recommendations to help ensure safe and innovative cosmetic products for consumers, and to support and maintain the competitiveness of our flagship European industry.

### 1. A regulatory framework based on science and fact-based policy making

Cosmetics Europe urges EU policy makers to uphold scientific integrity in the legislative process. Regulation based on management of risk, considering both intrinsic properties of ingredients and the degree of exposure, has continuously ensured consumer safety, while allowing the industry to innovate in the face of consumer needs and demographic change.

The science-based approach at the heart of cosmetics regulation in Europe has ensured that the European legislation is a model for regulation all over the world, facilitating trade for our export driven industry, and ensuring recognition of EU products as having the highest standards in terms of safety, quality, and efficacy.

Cosmetics Europe stresses that the core principles of the European Cosmetics Regulation – assessments of safety in specific uses and applications, derived from the very best available science and undertaken by experts, should be the basis of regulatory decision.





## 2. A coherent and consistent regulatory framework that encourages the development of sustainable products and reflects sectoral needs

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It is crucial to ensure coherence and consistency across different pieces of legislation stemming from the European Green Deal (EGD). Interactions and overlaps between horizontal and/or sectoral regulations affecting cosmetics should be carefully evaluated to avoid legal uncertainty and disproportionate impact on the cosmetics sector. These could hinder long-term planning and continued investment into innovative solutions to develop more sustainable products and consequently challenge sustainability-based business models of many European cosmetics companies and eventually, put the competitiveness the sector globally at risk.

Additionally, sectoral needs should be taken into account when shaping the legislative measures resulting from the EGD. Imposing one-size fits all solutions - such as the concept of “essentiality” proposed in the EU’s Chemicals Strategy for Sustainability – for all chemicals and downstream legislation will hamper the development of safe and sustainable products and may lead to safe products being withdraw from the market.

Cosmetics Europe calls upon the policy makers to maintain coherence and consistency within the regulatory framework to foster the development of sustainable products, whilst supporting sectoral legislation which reflects the specific needs of our industry and of European consumers.

## 3. Better harmonisation and implementation within the Single Market

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The EU Single Market is a success story for the EU and for our industry. But the Single Market remains an ongoing project. In particular, differences of interpretation, implementation and enforcement across Member States create uncertainty and barriers for our industry. For a powerful EU Single Market without internal barriers, it remains crucial to ensure consistent implementation of EU legislation across Member States. New proposal details should be worked out during the legislative process, not through implementing acts or non-binding guidance afterwards. Cosmetics Europe calls for a more focused and harmonised approach on reviewing legislation in the sustainability area to promote sustainable consumption and production, and for acknowledging the challenges in implementing it.

## 4. Collaboration between all stakeholders to shape a digital framework that benefits consumers

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The digital revolution is empowering consumers to become drivers of change. Increasingly, consumers actively seek product information to make more sustainable purchasing and consumption choices.

In this fast-changing environment, digital solutions such as e-labelling can become a new interface for the provision of consumer-friendly information.

Cosmetics Europe recommends that upcoming legislation and voluntary initiatives in this area be developed in close collaboration with all the actors in the value-chain: suppliers, manufacturers, retailers, and consumers. This would help ensure increased transparency, take account of the digital transition, and foster consumer trust.

## 5. Prioritisation of alternatives to animal testing

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The cosmetics and personal care industry has been at the forefront of developing alternatives to animal testing for regulatory safety assessment for more than 30 years, most recently through the [International Collaboration on Cosmetics Safety \(ICCS\)](#).

Cosmetics Europe’s vision is of a world where authorities no longer require animal testing on cosmetic products or cosmetic ingredients. The key to realising our vision is the development and acceptance of animal free safety science for cosmetics. Our industry is committed to maintaining the momentum we have created towards science without animals.

Cosmetics Europe urges the EU authorities to prioritise further development and swift regulatory acceptance of non-animal testing methods for the purposes of EU chemical legislation, and to avoid the ‘tick box’ requirement for animal testing.