
COSMETICS EUROPE:
GUIDELINES: LABELLING OF THE MIXING RATIO ON
RETAIL AND PROFESSIONAL OXIDATIVE HAIR
COLOURING PRODUCTS

2011

Guideline

Labelling of the mixing ratio on retail and professional oxidative hair colouring products

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Background

Colipa aims to develop and promote a sustainable and respected industry in Europe by advocating best practices and consumer information that will allow consumers to benefit from continuously innovative and safe products.

It has become a legal requirement that for specific hair colouring ingredients the mixing ratio of oxidative hair colorant products be labelled (Commission Directive 2009/36/EC and 2009/134/EC).

The requirement to label the mixing ratio has been introduced upon the request of Member States in order to assist control authorities as part of their in-market control.

Oxidative hair colouring products are mainly provided as two components (colour component and developer component) and have to be mixed before application.

The mixing ratio represents additional information for consumers and users. However, it must be made clear that products are labelled for proper use and detailed use instructions are provided. Companies may decide to include in a leaflet more detailed information about the possible and proper mixing ratios for professional products.

Colipa reminds its members that it remains the sole responsibility of the manufacturer or importer to ensure that products placed on the market are safe and comply with all laws and regulations and carry appropriate warnings.

Manufacturers should always consult the Cosmetics Directive and its relevant Adaptations in order to find out which requirements apply for a specific hair colouring ingredient.

Labelling Guidance

- The mixing ratio refers to the ratio (typically volume/volume) between colour component and developer component, which are mixed together before the product is applied.
- Typical examples of how the mixing ratio could appear on the label are: “1:2” or “1:1” or “1:3” etc.¹
- The Cosmetic Directive requires labels and warnings to appear on the container and package whenever the colorant product contains the ingredient concerned. It is therefore sufficient to label the mixing ratio only on the container of the colouring component and on the outer package.
- It is worth noting that retail as well as professional products are covered by this requirement. Professional products are intended to be used with different mixing ratios. It is recommended to label the mixing ratio resulting in the highest concentration of hair dyeing ingredients in the mixture applied to the hair.

¹ Typically the first figure refers to the colouring component and the second figure to the oxidising /developer component. However, this indication does not need to be part of the label.

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