We personally care
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FOREWORD

No one expected, and no one will forget, the events of 2020. The pandemic has changed many aspects of our personal and professional lives, in some cases permanently. Some of these changes are no doubt positive, but the overwhelming sense of the year is one of loss, both of life, and of experiences which bring variety and pleasure to life.

From the perspective of our industry, we can reflect on 2020 with pride. The pandemic showed that cosmetics such as soap and other personal hygiene products help save lives. Many cosmetics companies converted production to make hand gels, addressing a shortage in the first half of the year. Cosmetics Europe played its part, providing among other things technical guidance and a forum for the exchange of information, which you can read about in our Annual Report.

But our world did not stop for COVID. From the point of view of policy and regulation, in 2020 it was more than business as usual. On issues ranging from the European Green Deal to consumer information, from ingredient safety to ground-breaking science, Cosmetics Europe worked intensively in 2020, albeit from our bedrooms, living rooms, kitchens, studies, and (weather permitting of course), terraces and gardens. You can read about these issues and much more in the pages that follow.

We can now see the green shoots of recovery in Europe, both in terms of renewed social life and in our economy. Our industry can look forward positively, since while some things have changed, the key essential role cosmetics play in the lives of our fellow citizens has not – fashions shift, products come and go, but the need for, and love of, cosmetics is a reassuring constant.

In this spirit of optimism, I commend to you our Annual Report 2020.

John Chave
Director General, Cosmetics Europe
European Green Deal

The European Green Deal (EGD) is the European Commission’s new growth strategy to transform the EU into a fair and prosperous society with a modern, resource-efficient and competitive economy. This ambitious strategy and its policy initiatives aims for net zero greenhouse gas emissions by 2050 and seeks to decouple economic growth from resource use. The EGD will drive the EU’s policy and regulatory frameworks for many years to come and will deeply affect the external operating environment for the cosmetics and personal care sector.

Political priorities

The EGD is the flagship initiative of the European Commission alongside the Digital Transition and the New Consumer Agenda (NCA). Each of these policy pillars presents a number of transformative challenges and opportunities for the cosmetics and personal care industry, bringing with them a raft of horizontal policy and regulatory initiatives under the European Commission’s mandate and work programme.

Dialogue with policymakers

Over the summer of 2020, the European Commission published a series of roadmaps, inception impact assessments and public consultations to help implement its agenda for the next decade. Cosmetics Europe successfully participated to 11 public consultations across 8 European Commission initiatives to ensure the industry’s views were considered in the policy development. Thanks to these efforts, Cosmetics Europe was identified as a key stakeholder by the European Commission and invited to participate in discussions with other industry actors. Cosmetics Europe frequently engages with relevant stakeholders and partners as part of its contribution to the policy and legislative dialogue on these topics.

Shaping tomorrow’s policies

In 2020, Cosmetics Europe provided feedback on the public consultations related to the following European Commission initiatives:

- **Chemicals Strategy for Sustainability**
  Communication adopted on 14/10/2020

- **Sustainable Products Policy Framework**
  Legislative proposal (expected adoption Q4 2021)

- **Essential requirements for packaging and reducing (over) packaging and packaging waste**
  Review (expected adoption Q4 2021)

- **New Consumer Agenda (NCA)**
  Non legislative (adopted 13/11/2020)

- **Empowering the consumer for the green transition**
  Legislative proposal (expected adoption Q3-Q4 2021)

  Proposal regulation (expected adoption Q2 2021)

- **Environmental performance of products & businesses – substantiating claims**
  Legislative proposal (expected adoption Q3-Q4 2021)

- **Digital Services Act**
  Legislative proposal (adopted on 15/12/2020)
Cosmetics Europe provided feedback on 11 public consultations across 8 European Commission initiatives in 2020.
Covid-19 Working together in crisis

Covid-19 Task Force Response

The enormity of the COVID-19 crisis called for solidarity and a collective response. When the pandemic broke out in early 2020, Cosmetics Europe immediately set up a Task Force to deal with all issues emerging from the crisis. The Task Force drafted guidelines to assist companies in their production of hydroalcoholic hand gels, which were categorised as cosmetics under the Cosmetics Products Regulation (CPR). The Task Force also acted as an interface between the industry and the European Commission, particularly DG GROW, with respect to the business impacts of the crisis. At several different points, Cosmetics Europe provided the Commission with the latest market data.

Hand Gel Guidance

The pandemic dramatically increased the demand for hand cleansing and hygiene products. This led to acute shortages in several EU member states in the first half of 2020. Many cosmetic and personal care manufacturers restructured their product portfolio to ensure sufficient supply, and donated products to the public. To support this effort, Cosmetics Europe developed guidance on regulatory and technical aspects such as formulation, packaging compatibility, labelling, manufacturing, and safety assessment. This included input into the dialogue on the distinction between “hand cleansing” and “hand disinfection” outlined by the European Commission, allowing companies to correctly position their product on the market as either a cosmetic or a biocide.

Working Together in Crisis: Communication Platform

Cosmetics Europe also established a “Working together in crisis” platform on its website in early April 2020 to provide an overview of the actions taken by companies and national associations to address the crisis. It acted as a one-stop shop providing easy access to information on Cosmetics Europe activities, policy positions, links to EU institutions’ statements and initiatives, updates on industry’s actions and educational guidelines in relation to the COVID-19 crisis. The platform helped to demonstrate how proactive and supportive the cosmetics industry is, working hard to ensure that safe and effective personal hygiene products essential for hand washing and cleansing are available for all consumers in Europe.

COVID: International Response

The pandemic had a significant impact on the international trade in cosmetics, not least due to the closure of government offices and embassies around the world. This presented new challenges in obtaining certain export documents, such as Certificates of Free Sale (CFS) and Good Manufacturing Practices (GMP) certificates. IAC, the International Association Collaboration between national and regional cosmetic associations, issued a joint request to international regulators. IAC called for pragmatic solutions for CFS and/or GMP certificates procedures to be eased in light of crisis conditions and to ensure the continuation of trade. In particular, IAC requested that, temporarily, documents could be forwarded electronically and without the usual official stamps and signatures. These documents would then be submitted for the existing procedure when the authorities returned to normal operations. The solution was accepted by a large number of international regulators and helped maintain trade during the height of the crisis.
04/
Essentials for Daily Life Film Series

Cosmetics Europe launched the “Essentials for Daily Life” landmark film series produced by BBC StoryWorks during a live webinar on June 11, 2020. The series is the result of a unique collaboration between the two organisations and partner companies and associations.

Released on a dedicated website, “Essentials for Daily Life” offers a behind-the-scenes look at the dynamic, innovative, and progressive cosmetics and personal care sector, exploring what the sector is doing to enhance people’s lives, support the planet, and improve products.

With an emphasis on sustainability, cosmetic product safety and wellbeing, the series brings into focus the sometimes-overlooked ways in which the cosmetics sector enhances the lives of millions of Europeans on a daily basis.

Virtual launch

To launch the series, Cosmetics Europe organised a virtual event during which trailer videos and the three main themes of the series – People, Planet, Products – were presented and a discussion on key challenges in improving understanding of the cosmetics industry and building trust took place. The panel of speakers included Gurpreet Brar, General Manager of Edelman Brussels, Simon Shelley, Global Director of Programme Partnerships, BBC Global News and John Chave, Director General of Cosmetics Europe. The virtual event was attended by nearly 500 participants.

In December 2020, a set of three articles was added to the Essentials for Daily Life website to look at issues like how we make sure products are safe, how cosmetics help us feel better, and how our industry is tackling the challenge of environmental sustainability.
Informing and Empowering Consumers

With the publication of its New Circular Economy Action Plan together with the New Consumer Agenda, the European Commission has focused the European Green Deal (EGD) on providing consumers with the necessary tools to make informed, healthy and sustainable choices. Cosmetics Europe and its members are leading the way on establishing principles of responsible marketing and contributing to European policy on labelling requirements and the substantiation of green claims.

Principles of responsible marketing communications

In 2020, Cosmetics Europe revised its “Charter and Guiding Principles for Responsible Advertising and Marketing Communications”. First adopted in 2012, the Charter and Guiding Principles were reviewed to better reflect the challenges of today’s highly digitalised world. They continue to pave the way for responsible advertising and marketing communications that respect human beings, body image, and human dignity across Europe, via all media (print, tv, radio, internet), while complementing the existing comprehensive legislative framework.

Marketing communications should be framed to empower consumers to make sustainable choices. The Charter and Guiding Principles addresses the industry’s responsibility when promoting the environmental benefits of products. They also include specific commitments on responsible advertising and marketing communications towards vulnerable consumers, including children and teens. There is a special focus on advertising via social media platforms, smartphone applications and games. The document received a warm welcome from key stakeholders, underlining the importance of such tools in the context of the EGD and upcoming legislation on empowering consumers in the green transition.

Compendium of regulations

To provide an educational resource, facilitate stakeholder awareness and support industry compliance, Cosmetics Europe assembled the most important components of the comprehensive regulatory and self-regulatory landscape for cosmetic product claims into the “Compendium of regulations, self-regulation, guidance and best practices applicable to cosmetic product claims”. The Compendium provides an introductory overview of the regulatory and self-regulatory landscape and a user-friendly index with links to the main pieces of legislation, self-regulation, best practices, and guidance.
**Fragrance ingredients**

In 2020, Cosmetics Europe continued to contribute extensively to the European Commission’s study assessing the impact of introducing on-pack and off-pack (digital) labelling requirements for 60 additional fragrance ingredients. Cosmetics Europe participated in the stakeholder and public consultations launched by the Commission, as well as in a Stakeholder Roundtable on this topic.

**Green claims**

Cosmetics Europe contributed to the European Commission’s public consultation on the substantiation of green claims. The Commission’s objective is to ensure that environmental claims made by companies are reliable and meaningful for European consumers, empowering them for the green transition while reducing administrative burdens for SMEs. As already required by the EU regulatory framework for cosmetic product claims and advertising, any voluntary claims must be truthful, supported by adequate and reliable scientific evidence, and be meaningful to the consumer. To effectively help achieve the EU policy objectives, such communications to consumers should be easily understandable and should focus on the meaningful environmental benefits that are relevant to each product or product category.
06/ EU Cosmetics Regulation

2020 was a relatively quiet year from a regulatory development perspective. The main focus was on the application of the legislation, including the management of the annual CMR Omnibuses (substances classified as Carcinogenic, Mutagenic or Reprotoxic under chemical legislation) and issues around the borderlines of cosmetics with other legislations on specific issues such as probiotics or products with secondary biocidal benefits. The regulatory status of hydroalcoholic hand gels was also an area of intense discussion (see section 3).

It was a fitting time to take stock of the Cosmetics Products Regulation (CPR) strengths and weaknesses and identify issues which could possibly be raised in case of a revision, including: management of endocrine disruptors, the interpretation of the definition of nanomaterials, enforcement of products sold via online channels, and the functioning of regulatory links to other pieces of legislation. These include the Classification, Labelling and Packaging of chemicals (CLP) regulation, and the link of some cosmetic colorants to purity criteria under the food regulation.

Cosmetics came firmly in the scope of regulatory initiatives under the European Green Deal and the Chemicals Strategy for Sustainability, and it is expected that they will trigger a revision of the CPR in the coming years. Eleven years after its publication, this first update will be an important milestone in the long history of harmonised cosmetics legislation in Europe and is expected to integrate new policies and requirements in line with EU plans for a sustainable economy.

07/ Digital Shift

Digital technologies have been fully adopted by today’s cosmetics industry as a means to reach consumers. Digital channels are used to sell directly to the consumer or via retailers in the network, or to reach the consumer with additional information on the product to enhance the consumer experience. Cosmetics Europe is assisting in shaping a regulatory environment fit for the digital needs of its members, protecting selective distribution models online, creating a level playing field for online sales and ensuring the accuracy of the product information provided digitally to consumers.

Over the course of 2020, Cosmetics Europe participated in the public consultation on the revision process of the Vertical Block Exemption Regulation (VBER) and its guidelines. The overall objective is maintaining a seamless consumer experience regardless of the distribution channel. Consumer safety remains paramount during digital sales. The public consultation on the revision of the General Products Safety Directive (GPSD) provided an opportunity for Cosmetics Europe to submit comments on how online consumer safety can be ensured through improved market surveillance. Cosmetics Europe looks forward to maintaining the dialogue on online enforcement and product safety with all its stakeholders to guarantee that consumers always have access to safe and compliant products.
08/ Ingredient Safety

The cosmetics and personal care sector is consumer driven, meaning it responds to consumer needs and expectations in an increasingly diverse society. Cosmetic products contribute to consumer health and well-being. The ingredients used in cosmetic products are essential for the product performance and product appeal – both decisive factors in the consumer’s purchasing choice.

Ingredients in a cosmetics formulation: a delicate balance

Some groups of cosmetic ingredients provide benefits which are of particular importance for the overall functionality of a cosmetic product. For example, UV filters are responsible for the protective properties of sunscreens against UV radiation. Other ingredients, like fluorides and various minerals, provide health benefits in toothpaste and mouthwash. Colourants are responsible for the various shades and effects of decorative cosmetics. Another group of ingredients, preservatives, are important in protecting products from microbial contamination and spoiling, which could have a negative impact on the product’s safety.

Besides these special groups of ingredients, there are numerous other ingredients which contribute to the optimal performance and appearance of cosmetic products. They all have their role to play and are part of the architecture of a formulation – like bricks in a building. None of the ingredients of a formulation can be removed arbitrarily without changing or compromising the functionality of the product. Replacements need to have the exact same functionality, or else the architecture of the formulation needs to be changed.

Consumer safety comes first

All cosmetic and personal care products available in the EU must comply with very strict EU legislation and every product is covered by robust safety laws that require them to be assessed for safety, including any health effects. The EU Cosmetic Products Regulation is one of the most stringent and respected regulatory frameworks in the world and protects consumers’ safety. Rigorous safety assessments apply to all the ingredients in every cosmetic product on the market, taking into consideration how the product is made, how it will be used, by whom and how often. Cosmetics Europe actively participates in scientific dialogue with safety regulators to protect consumers from any adverse effects that could possibly be caused by any cosmetic ingredient.
09/ International Cooperation

Although the cosmetics industry as a whole proved highly resilient throughout the COVID-19 crisis, the impact across the industry was far from even. While the market for personal care and hygiene products increased, other sectors such as travel retail and fine perfumes were hit hard by significantly lower demand.

Cosmetics Europe worked together with its international partners to maintain trade flows at national, regional and global level, providing an efficient platform for sharing experience and best practice, and to work together with regulatory institutions.

Keeping up with the digital shift

COVID-19 slowed down not only international trade, but also international regulatory initiatives. It affected the physical movement of goods and halted simple regulatory actions such as notifying or registering new products, obtaining Free Sales Certificates, or carrying out in-market control inspections – which often require physical presence or physical documents.

This shows that online communication tools cannot (yet) completely replace face-to-face meetings and contacts. Over the course of 2020, the global cosmetics industry, represented by the International Association Collaboration (IAC) promoted the introduction of new electronic documents and processes. These solutions, originally intended as temporary, will hopefully inspire more efficient permanent processes.

International Symposium 2020

On December 10, 2020, Cosmetics Europe organised a virtual International Symposium, which took place in conjunction with the International Cooperation on Cosmetics Regulation (ICCR) Annual Meeting, hosted by the European Commission. Under the title “Who Needs Cosmetics?” and featuring distinguished industry speakers, the symposium addressed the broader societal value of cosmetics and personal care products. Through discussion and debate, it provided insights on topics such as the role of the cosmetics industry in addressing the COVID crisis, the broader health benefits of cosmetics and personal care products beyond COVID, and other ways in which cosmetics and personal care products boost wellbeing, self-confidence, and quality of life.
ICCR

The International Cooperation on Cosmetics Regulation (ICCR) is an international group of cosmetics regulatory authorities from the EU, the US, Canada, Japan and Brazil. Together with observer countries, they meet in plenary meetings and working groups to discuss common issues on cosmetics safety and regulation.

The EU took over the ICCR secretariat for the 2020 cycle, and Cosmetics Europe closely cooperated with the European Commission in preparing the group’s 2020 (virtual) plenary session. Key areas of discussion included alternatives to animal testing, Next Generation Risk Assessment (NGRA), pre-, pro- and post-biotic ingredients, and an overview of how ISO standards are considered and implemented in the ICCR jurisdictions.

An updated public ICCR website was launched on the occasion of the 2020 plenary. During the session, the Republic of South Korea and Taiwan China were accepted as full members to the ICCR.

Ground-breaking regulations in China

As the world’s second-largest cosmetics market, China’s regulation reforms affect companies around the world. Following 10 years of intense collaboration with Chinese industry and regulators, the revised Cosmetics Supervision and Administration Regulation (CSAR) was published by China State Council in June 2020. The regulatory principles established in CSAR are big step towards international compatibility and equal treatment between imported and domestic products. The success or failure of China’s regulatory reforms will ultimately be determined by its implementing legislations, which will come into force over the course of 2021. Cosmetics Europe and many of its international sister associations have responded to public consultations and encouraged their regulatory authorities to comment under the WTO/TB mechanisms.

Key features of CSAR include moving all non-special cosmetics and all low-risk ingredients from a pre-market registration to an in-market-control approach, introduction of EU-style safety assessments, mandatory claim substantiation, and cosmetovigilance. One of the most important evolutions is the possibility for imported cosmetic products to waive mandatory animal testing of finished products and replace it with an in-house safety assessment. However, this possibility is linked to obtaining a GMP certificate for the product from the exporting country’s authorities. Cosmetics Europe has been working through its national association network to ensure that a maximum of EU member states are in a position to issue such statements.
Cosmetics Europe continued to build on partnerships in science and research in 2020. The development of the new global cosmetics industry science programme is already underway and the programme is expected to be launched in 2022. This will be a global programme covering safety science in the areas of human health and the environment. The programme will consist of three pillars to further build safety science capabilities, make the new approaches widely available, and demonstrate the use of these approaches in the regulatory decision-making context.

The cutting edge of cosmetics research

In 2020, within the framework of the Long Range Science Strategy (LRSS) Programme, Cosmetics Europe embarked on a series of environmental research activities. These, while still in a development phase, will feature projects on SPERCS (Specific Environmental Release Categories) and marine exposure modelling, and will be integrated into the clear regulatory acceptance objectives of Cosmetics Europe’s LRSS.

The LRSS initiated 14 case studies to demonstrate the applicability of NGRA (New Generation Risk Assessment) approaches and NAMs (New Approach Methodologies) to show that safety assessment can be performed without the use of data generated in animal toxicological studies. These case studies provide excellent vehicles for scientific and regulatory engagement. While this dialogue was somewhat hindered by the COVID-19 crisis, a number of virtual workshops were held with various stakeholders to discuss the science base underpinning the case studies and promote alternatives.

A number of Cosmetics Europe LRSS case studies (caffeine and propyl paraben) were published by the Organisation for Economic Co-operation and Development (OECD), which gathered concrete examples of how NAMs applied to the Adverse Outcome Pathway (AOP) framework can deliver predictions that are practical and fit for regulatory use. Many LRSS papers were also published in scientific journals in 2020, including the application of the NGRA framework for the assessment of skin sensitisers in the Regulatory Toxicology and Pharmacology Journal.

Leading the way on non-animal testing

Cosmetics Europe is a partner in three new publicly funded projects, including by the European Commission framework programme Horizon 2020, on alternatives to animal testing representing a total value of over 40 million Euros:

- The Virtual Human Platform (VHP) is an ambitious project to develop the world’s first virtual human platform to determine the safety of chemicals and pharmaceuticals for human health based solely on human biology. By integrating innovations in data science, human tissue culture models and transition management, its aim is to accelerate the transition to animal-free safety assessment.

- Riskhunt3R, the successor of EUToxRisk, aims to develop a reliable, efficient, and cost-effective chemical safety assessment approach. It will be based entirely on non-animal methods and provide improved protection of the human population against the systemic health effects caused by (chronic) chemical exposure.

- ONTOX was built on the joint Cosmetics Europe/CEFIC ontology project on systemic toxicity. The vision of the ONTOX consortium is to provide a functional and sustainable solution for advancing human risk assessment of chemicals without the use of animals in line with the principles of 21st century toxicity testing and next generation risk assessment.
The development of the new global cosmetics industry science programme is already under way and the programme is expected to be launched in 2022.
Our Team
We take pride in our team. We personally care
Our Members and Expert Committees

For more than 50 years Cosmetics Europe has been an established European trade association for the cosmetics and personal care industry. Our members include cosmetics and personal care manufacturers as well as associations representing our industry at national level, right across Europe.

Our experts have been a trusted partner to policy makers on regulatory and scientific matters. We are committed to working collaboratively with all stakeholders to shape a successful future for our members.

Our Vision
A flourishing European cosmetics and personal care industry.

Our Mission
To shape an operating environment conducive to long term growth and a sustainable and responsible future for our industry.
Active Association Members
Active Association Members (AAM)

1. Austria
   Fachverband der Chemischen Industrie Österreichs - FCIO

2. Belgium & Luxembourg
   Belgian -Luxembourg Association for manufacturers and distributors of cosmetics, detergents, cleaning products, adhesives and sealants, biocides, related products and aerosol technology - DETIC

3. Bulgaria
   Bulgarian National Association Essential Oils, Perfumery and Cosmetics - BNAEOPC

4. Croatia
   Detergents and Cosmetics Affiliation of the Croatian Chamber of Economy

5. Czech Republic
   Czech Association for Branded Products - CSZV

6. Denmark
   Kosmetik- og Hygiejnebranchen - K&H

7. Estonia
   Estonian Chemical Industry Association - ECIA

8. Finland
   Kosmetiikka- ja hygieniateollisuus ry

9. France
   Fédération des Entreprises de la Beauté - FEBEA

10. Germany
    Industrieverband Körperpflege- und Waschmittel - IKW

11. Greece
    The Hellenic Cosmetic Toiletry and Perfumery Association - PSVAK

12. Hungary
    Hungarian Cosmetic and Home Care Association - KOZMOS

13. Ireland
    Irish Cosmetics & Detergents Association - ICDA

14. Italy
    Cosmetica Italia – Associazione Nazionale Imprese Cosmetiche

15. Latvia
    The Association of Latvian Chemical and Pharmaceutical Industry - LAKIFA

16. Lithuania
    Lithuanian Cosmetics and Household Chemicals Producers Association - LIKOCHEMA

17. The Netherlands
    Nederlandse Cosmetica Vereniging - NCV

18. Norway
    Kosmetikleverandørenes Forening - KLF

19. Poland
    Polish Association of Cosmetics and Detergent Industry - PACDI

20. Poland
    The Polish Union of Cosmetics Industry – Kosmetyczni.pl

21. Portugal
    Associação dos Industriais de Cosmética, Perfumaria e Higiene Corporal - AIC

22. Romania
    Romanian Union of Cosmetics and Detergent Manufacturers - RUCODEM

23. Slovakia
    Slovak Association for Branded Products - SZZV

24. Slovenia
    Association of Cosmetics and Detergents Producers of Slovenia - KPC

25. Spain
    Asociacion Nacional de Perfumeria y Cosmética – STANPA

26. Sweden
    Kosmetik- och hygienföretagen - KoHF

27. Switzerland
    Schweizerischer Kosmetik und Waschmittelverband - SKW

28. United Kingdom
    Cosmetic, Toiletry & Perfumery Association - CTPA

SUPPORTING ASSOCIATION MEMBERS (SAM)

Russia: Association of Perfumery, Cosmetics and Household chemistry Manufacturers - APCoHM

Russia: Perfumery and Cosmetics Association of Russia - PCAR

Serbia: Association of Detergents and Cosmetics Producers and Importers of Serbia - KOZMODET

South Africa: Cosmetic Toiletry & Fragrance Association of South Africa - CTFA

Turkey: Turkish Cosmetics & Cleaning Products Industry Association - KTSD

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The International Association Serving the Nonwovens and Related Industries - EDANA

Intercos
Board of Directors and Member Committees

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Our Expert Teams (ET)

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- ET CHINA
- ET CLAIMS & ADVERTISING
- ET ENVIRONMENTAL SCIENCE
- ET EURASIAN CUSTOMS UNION
- ET EXPOSURE
- ET FUTURE OF MANDATORY CONSUMER INFORMATION
- ET HAIR PREPARATION
- ET INDIA
- ET INGREDIENT MONITORING ASSESSMENT
- ET INHALATION
- ET NANOTECHNOLOGIES
- ET NATURAL/ORGANIC PRODUCTS
- ET ORAL CARE
- ET PERFUMES
- ET PRODUCT PRESERVATION
- ET REGULATORY ASPECTS OF SUN PRODUCTS
- ET TRACES
- ET TRIAGE
We personally care