LABELLING OF ORGANIC AND NATURAL COSMETIC PRODUCTS IN HARMONIZED STANDARDS

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ABSTRACT
Ingredients of natural/organic origin for consumers may play a crucial role in cosmetics purchase. Lack of information about labelling of those products causes insufficient consumers awareness. There are two main standards of certification on the continuous developing natural/organic cosmetics market. The aim of this article is to gain knowledge about labelling of natural and organic products.

Keywords: labelling, natural, organic cosmetics products

ORGANIC, NATURAL INGREDIENTS - UNIQUE PRODUCTS’ FEATURE

Comparing different products on the cosmetic market makes conscious clients decisions to make the purchase more cost-effective, environmental friendly, beneficial in use. Just to find the best product at the best price.

According to Business Dictionary - quality is - in manufacturing, a measure of excellence or a state of being free from defects, deficiencies and significant variations, brought about by the strict and consistent adherence to measurable and verifiable standards to achieve uniformity of output that satisfies specific customer or user requirements [11]. ISO 8402-1986 standard defines quality as "the totality of features and characteristics of a product or service that bears its ability to satisfy stated or implied needs” [3]. Philosophy tend to see quality as related either to subjective feelings or to objective facts. Subjectively, something might be good because it is useful, beautiful, environmental friendly or simply because it exists. This definition matches the perception of cosmetic products, especially natural and organic ones, because of their ecological features. This unique products’ feature gave predominance on the market, but it must be communicated on the marketing channel. Effective argument appears in consumer’s awareness and cause purchase of this products.
Now, thinking about organic, natural products begins on the design stage. Good example is the project Design for Environment.

There are three main concepts of DfE [4]:
1. Design for environmental processing and manufacturing - ensures that raw material extraction (mining, drilling, etc.), processing (processing reusable materials, metal melting, etc.) and manufacturing are done using materials and processes which are not dangerous to the environment or the employees working on above processes. This includes the minimization of waste and hazardous by-products, air pollution, energy expenditure and other factors.
2. Design for environmental packaging - ensures that the materials used in packaging are environmentally friendly, which can be achieved through the reuse of shipping products, elimination of unnecessary paper and packaging products, efficient use of materials and space, use of recycled and/or recyclable materials.
3. Design for disposal or reuse. The end-of-life of product is very important, because some products emit dangerous chemicals into the air, ground and water after they are disposed of in a landfill. Planning for the reuse or refurbishing of a product will change the types of materials that would be used, how they could later be disassembled and reused.

Design for Environment (DfE) aims to approximate the two different functions: product development and environmental management [4].

Eco-design allows to increase the value and quality of production, the greater recognition in the market and thus increase of demand. Final product meets the requirements of customers in a more complex way: ecological, mental, qualitative [2]. According to the author implementation of eco-design in practice is possible (easy) for the production of organic products. Their product life cycle is known for:
- controlling the cultivation,
- breeding,
- harvesting and all subsequent stages of production.

THE DEFINITION OF NATURAL AND ORGANIC COSMETICS

The definition of cosmetics in Polish Legislation for cosmetics products [8] compatible to Cosmetics Directive 76/768/EEC is based on two criteria:
1. place of their use,
2. purpose they serve.

A ‘cosmetic product’ shall mean any substance or mixture intended to be placed in contact with the various external parts of the human body (epidermis, hair system, nails, lips and external genital organs) or with the teeth and the mucous membranes of the oral cavity with a view exclusively or mainly to cleaning them, perfuming them,
changing their appearance and/or correcting body odors and/or protecting them or keeping them in good condition [7,8]. In these requirements there is nothing about natural or organic cosmetic products. Definition of natural cosmetic products (approved by the Committee of Experts on Cosmetic Products, September 2000) obtained from ingredients of natural origin (plant, animal mineral), obtained by physical methods (pressing, extraction, filtration, distillation, drying), microbiological or enzymatic. Natural ingredients in cosmetics should not contain any contaminants that may endanger human health. According to the majority of certifying companies those products are made from 95% certified organic ingredients. Natural cosmetics and their ingredients may not be tested on animals. The greatest difficulty is to find the replacement of synthetic support materials such as synthetic preservatives, emulsifiers, antioxidants with their natural equivalent. Very important thing is to distinguish natural ingredients from organic – derived from organic farming or controlled "wild" sets.

ORGANIC COSMETIC PRODUCTS MARKET

Development of natural and organic cosmetics market increased 20% annually. The estimated value of this market in Europe (2010) will exceed 2 billion €. Those markets in France and Germany accounting for more than 70% of total sales. In Germany and Austria, natural cosmetics have more than 4–5% of the total cosmetics sales. Significantly the share of private label products is increasing, Weleda, Dr. Hauschka and Lavera dominates the market. Many companies have created their own line of organic cosmetics: Sephora – Green Connection, Yves Rocher – Bio Culture. In the United States in 1997 American company Estée Lauder took over the famous brand Aveda, in 2006 Colgate bought the brand Tom's of Maine, in Europe L'Oréal in 2006 took over the brand The Body Shop and Sanoflore [9, 13].

Significant impact on the development of such products may have Regulation (EC) No 66/2010 about EU Ecolabel [5].

This regulation shall apply to any goods or services which are supplied for distribution, consumption or use on the community market whether in return for payment or free of charge (hereinafter ‘products’). This regulation shall apply neither to medicinal products for human use or for veterinary use, nor to any type of medical device [5 art. 2].

Fig. 1. Labelling Ecolabel [10]
LABELLING OF NATURAL AND ORGANIC COSMETICS
IN HARMONIZED STANDARDS

Standard organic certification is carried out by independent certification organizations. In Europe, the cosmetic products are often certified by the French ECOCERT, German Demeter, BDiH (Bundesverband der Industrie-und Handelsunternehmen) Kontrolierte Naturkosmetik, in the UK by the Soil Association. Certification of those organizations are valid internationally, however all of them operate independently and have their own rules for certification. They have been trying for several years to create mutual harmonization of requirements and certification process.

However, there are two main standards of harmonization of those rules.

The proposed standards are very close in terms of:
− production methods,
− composition,
− ingredients and labeling.

The first standard is COSMOS (Cosmetics Organic Standards) AISBL (Association Internationale Sans But Lucratif (International Non-Profit Organization).

COSMOS develop a common and uniform rules for the certification of cosmetics since 01.01.2010. This Standard has been developed at the European level by BDIH (Germany), COSMEBIO&ECOCERT (France), ICEA (Istituto Certificazione Etica e Ambintale) (Italy) and Soil Association (UK).

There are two COSMOS standards: Cosmos Natural - applies to natural products and Cosmos Organic - organic products. These standards cover:
− origin and processing of ingredients,
− composition of total product,
− storage, manufacturing and packaging,
− environmental management,
− labelling and communication,
− inspection, certification and control define common requirements and definitions for organic and/or natural cosmetics. [12]

Cosmetic products under organic certification must have: at least 95% of the physically processed organically produced agro-ingredients. At the end of transition period of 26 months after this Standard comes in force, the remaining physically processed agro - ingredients must be organic if they are available (in sufficient quantity and quality). At the end of transition period of 60 months after this Standard comes in force, at least 30% of the chemically processed agro-ingredients, must be of organic origin.

At least 20% of the total product must be organic. By exception, for rinse-off products, non-emulsified aqueous products, and products with at least 80% minerals or ingredients of mineral origin, at least 10% of the total product must be organic.
There is no requirement to use a minimum level of organic ingredients for cosmetic products under natural certification [1].

The Cosmos standard signature appear in conjunction with the company name or brand of a member of the Cosmos standard AISBL and under the auspices of which the product has been certified (e.g. Fig. 2).

**NaTrue** - second proposed standard.

In 2007 several European manufacturers of natural and/or organic cosmetics founded Standard NaTrue. This standard created by EEIG (European Economic Interesting Grouping) are uniting European cosmetic companies as: Laverana, Logocos, Primavera, Santaverde, Wala i Weleda and Bart’s Bees from US.

In collaboration they created a positive list of natural substances, derivatives of natural substances and natural identical, describes acceptable methods and processes, established minimum quantities of natural, organic ingredients for natural and organic cosmetics and conditions of quality packaging and packaging materials.

**Fig. 3. Labelling NaTrue** [14]

NaTrue standard consists of three levels of certification in cosmetic products which exactly characterizes the composition and the share of natural and organic ingredients in the product.

Certification levels are marked by adding characteristics to logo.

The first standard – "natural cosmetic" have cosmetic products which meet all basic requirements for cosmetics made from natural ingredients. What is more, minimum and maximum amounts of those ingredients are specified for individual product groups.

The second standard – "natural cosmetics with organic portion" are cosmetic products in which 70% ingredients are natural vegetable, animal origin, derived from certified organic production or / and controlled "wild" sets in accordance with EC regulations Eco.

The third one – "organic cosmetics" are the products in which 95% of the plant or animal ingredients are organic - these are products that can be called organic. [14]
Harmonization of standards has many benefits for the consumer, also allows certification of different kinds of cosmetics, promote policies for sustainable development and consumption, as a result it obviously increases the use of certified raw materials - organic farming products [6].

OTHER MARKING

Producers often emphasize the natural, organic origin of their products. A good example is labelling of products from Rossmann. One of the most popular brands of their own networks is Alterra. The line was created under the motto "Beauty is in nature", which indicates that a series of cosmetics based on natural ingredients and plants. Many of the raw materials used in the production have certification Vegan, which means that none of the components is not of animal origin, also plant ingredients are not derived from genetically modified crops and organic farming methods [16].

Products of this brand are certificated by BDIH, and this logo exists on the package next to Altera logo. In this case products are tested, natural, not only from packaging. But still this type of labelling (Fig. 4) raises many objections. Information about natural ingredients appearing on the packaging of cosmetics may be the only marketing activity called - greenwashing. Greenwashing is the use of ecological suggestions in relation to products which are not ecological, environmental friendly at all. In case of cosmetic products - greenwashing very often deals with the form of presenting the product - mainly its packaging, by inverting the attention of consumers on the origin of the ingredients or possession of the certificates.

Cosmetics products have often signs with different logos informing about environmental friendly approach to the products e.g. green point, not tested on animals, care for cleanliness and similar, but this logos did not mean the origin of the natural or organic ingredients and production methods.

CONCLUSIONS

Summing up, the described standards or other eco-labels are voluntary, they are developed by private sector without any government influence.

Clearly positive perception of natural, organic ingredients and certification standard has huge impact on conscious consumer choices.
What is very important, those two standards harmonizing production methods, composition, ingredients and labelling, clearly distinguish natural cosmetic products from organic one.

European law prohibits misleading of consumers, but on the cosmetics market greenwashing still exists.

Consumers must know that the existence of one natural ingredient in a product does not make it natural. Only certification mark on the packaging gives the consumer confidence in the origin of ingredients and processing methods.

REFERENCES