



CERC ENVIS



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ENVIS Centre on:

Eco-labelling and Eco-friendly Products

Foreword

Although the saying is "You are what you eat," what we put on our face and body can be affecting who we are as well. Selection of cosmetics might be more than just good for the body. They might also be good for the planet.

It is often said that 60 percent of what we put on our skin is absorbed into the bloodstream. Frequent use of cosmetics laced with chemical preservatives is adding impurities in our body. Additives in cosmetics may have impact on the environment. Some are derived from petroleum products, while others may be animal based or tested on animals. In both cases it is not good for environment.

Chemicals and preservatives used in cosmetics may causes cancers. Parabens and phthalates may be carcinogenic in high doses or with frequent use. Mercury, coal tar colours, and formaldehyde are also found in many cosmetics. These are also believed to be identified as human carcinogens.

Selection of environmentally friendly cosmetics can improve health of the environment's and ours as well. Going green involves subtle lifestyle changes, such as switching cosmetics to eco-friendly options. With growing interest in environmental issues, it's now possible to find green cosmetics at nationwide retailers and not just specialty shops.

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Green Cosmetics and Certification



Many cosmetic products are not under regulations but are self-regulating. These are tested for their effects after a one-time application and majority has no negative results. So manufacturers claim that any chemical ingredient of cosmetics is harmless. These tests do not consider the application of cosmetics for a long run.

The concept of green cosmetics is to provide natural, botanic, and organic products and to protect environment from deterioration.

Green cosmetics help us to look best and so can our environment. Buying organic makeup products is a huge support to the environment. Eco friendly cosmetics do not allow animal testing and use natural ingredients that make our skin healthy and glow. Organic products are generally rich in essential vitamins and minerals that keep and maintain the skin healthy. These products are natural and their ingredients are from the nature itself. Other products may or may not have toxins but they may react to our skin negatively.

Herbal Cosmetics have growing demand in the world market and "Green" word is a fast growing line in cosmetics. Huge ranges of products are launched by cosmetic industries and market is flooded with innumerable products of numerous brands. While selecting the products consumers should give due thought to the quality and safety. As per US FDA

green cosmetics are not always "Safe". Some cosmetics are known to cause irritation and health problems over a period of time. Many plants, whether they are grown organically or not, may have toxic or allergenic substances. Under the FD&C Act, all cosmetic products and ingredients are subject to the same safety requirement: They must be safe for consumers under labeled or customary conditions of use (FD&C Act, section 601(a)). Companies and individuals who market cosmetics have a legal responsibility to ensure that their products and ingredients are safe for the intended use.

European Union has developed a cosmetics organics and natural standard in order to define minimum requirements and common definitions for organic and/or natural cosmetics. Main aim of the standard is to establish a sustainable development to maintain the natural balance of the planet. Sustainable development changes the pattern of production and consumption practices. Recognizing these challenges, the organic and natural cosmetics sector are willing to go further in sustainable development with the setting at the European and international level of new standard for organic and natural cosmetics. To encourage the sustainable production and consumption, the cosmetic industries (organic and natural sectors) are following some simple rules governed by the principles of prevention and safety at all levels of the chain from production of raw ingredients to the distribution of finished products. With this "Green Philosophy" and "Sustainable Development" the cosmetics sector is committed to implement a standard for organic and natural cosmetics. The ultimate objective is to address the major issues crucial to the environment and welfare of man on the planet.







Source: <http://www.cosmos-standard.org/docs/COSMOS-standard-final-jan-10.pdf>
<http://www.fda.gov/Cosmetics/ProductandIngredientSafety/ProductInformation/ucm203078.htm>
http://www.healthytomorrow.org/attachments/Cosmetics_FactSheet.PDF










Green Certification











Ecolabel is an environmental certification. It symbolizes a product's effect on the environment- cradle to grave concept- from its 'birth' as a raw material through its entire life cycle till it becomes waste and beyond. These eco labels give us guarantee of sustainable, exclusive beauty products that pamper and protect without any damage to us, and/or the environment.





Many countries have developed a number of programs for eco labeling of cosmetic products. The

following symbols are used to the cosmetic products to explain their credentials towards environment. These symbols inform consumer about the environmental impact of their purchasing decision. It also simultaneously providing manufacturers with a tool for exploring market preference and hence the market share. There are a number of eco-labels that have a very specific focus, such as allergen content or a product's carbon footprint using carbon-neutral packaging

Eco Label	Organisation	Country
	Associação Brasileira de Normas Técnicas (ABNT) (the Brazilian Association of Technical Standards)	Brazil
	AIAB (Italian Association for Organic Agriculture)	Italy
	Australian Certified Organic	Australia
	BASF Eco-Efficiency	Germany
	B Corporation	USA
	Carbonfund.org Foundation	Maryland, USA

Eco Label	Organisation	Country
	Verus Carbon Neutral	Atlanta, USA
	Carbon Trust Certification Limited	London, UK
	BDIH (German Association of Industries and Trading Firms for pharmaceuticals, health care products, food supplements, and personal hygiene products)	Mannheim, Germany
	Wildlife Friendly Enterprise Network	Wisconsin, USA
	China Environmental Labelling	China
	Climatop	Zurich
	Coop	Basel, Switzerland
	MBDC	Virginia, USA
	Degree of Green	Wisconsin, USA

Eco Label	Organisation	Country
	Demeter Association, Inc.	Oregon, USA
	Institute for Environmental Research and Education	Washington, USA
	Ecocert	France
	EcoLogo	Ottawa, Canada
	Ecomark	Central Pollution Control Board, Ministry of Environment and Forest, India
	Environmental Choice New Zealand	Auckland, New Zealand
	Environmental Product Declarations (EPD®)	Vasagatan, Stockholm
	Fair for life	Weinfelden, Switzerland
	FairWild Foundation	Weinfelden, Switzerland
	The Ethical Company Organisation	London, UK

Eco Label	Organisation	Country
	Green Crane	Ukraine
	Green Seal	Washington, DC, USA
	Ecospecifier	Queensland, Australia
	Green Tick Certification Limited The Institute for Marketecology	Wellington, New Zealand
	Ministry of Environment and Regional Development	Hungary
	The Institute for Marketecology	Weinfelden, Switzerland
	International Organic and Natural Cosmetics Corporation BDIH Standard	Mannheim, Germany
	Korea Environmental Industry & Technology Institute (KEITI)	Seoul, Korea
	Coalition for Consumer Information on Cosmetics' (CCIC)	Philadelphia, USA

Eco Label	Organisation	Country
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Green America

Washington,
DC, USA



NATRUE – The International
Natural and Organic Cosmetics
Association Aisbl

Brussels, Belgium



Natlurland Association
for Organic Agriculture

Bavaria, Germany



The Nordic Ecolabel

Sweden



Natural Products
Association

Washington,
DC, USA



NSF International

Michigan, USA









Oregon Tilth

Oregon, USA



Organic Farmers &
Growers Ltd

Shropshire,
England

Eco Label	Organisation	Country
	QAS International	Wiltshire, United Kingdom
	The Institute for Market Transformation to Sustainability	Washington, DC, USA
 Soil Association	Soil Association	Bristol, UK
	Thailand Environment Institute	Bangkok, Thailand
	NP "Ecological Union"	St.-Petersburg, Russia
 WINDMADE™	WindMade asbl	Brussels, Belgium

Source: http://www.ecolabelindex.com/ecolabels/?st=category,cosmetics_personal_care

There is still some confusion surrounding the organic industry regarding how genuinely natural/organic a product is - especially in personal care market, since there is no legal definition of natural cosmetics. There is also confusion and lack of consistency around standards and certifications. Some certifications are considered to be sufficiently stringent, while others raise some doubts. However, there are proposals to solve the inconsistency surrounding standards and certifications. In April 2009, harmonized European standards were launched and certification bodies have time until 2014 to certify these new standards.

Source: http://susproc.jrc.ec.europa.eu/soaps_and_shampoos/docs/Market%20Analysis_Draft%20Repor.pdf

Product Test - Choose your Lipstick

Lipstick is really magical. It holds more than a waxy bit of color - it holds the promise of a brilliant smile, a brilliant day, both literally and figuratively.

– Roberta Gately (Author of *Lipstick in Afghanistan*)

The Indian market is flooded with various types of cosmetic products and lipstick is one of the wonderful inventions. Lipstick is an integral part of the appearance many women strive to attain. Lipstick is an instrument for women to transform their image.

Ahmedabad based consumer organization, Consumer Education and Research Center (CERC) has tested 43 varieties of lipsticks covering 19 brands and 3 varieties of lip-glosses by 3 brands for the most critical parameter - lead. Scientific studies and health experts suggest that exposure of lead to women and children are not safe. Lead is a proven neurotoxin linked to learning and behavioral disorders. It is also linked to miscarriage, reduced fertility in men and women, hormonal changes, menstrual irregularities, and delays in the onset of puberty in girls.

The test was done as per Indian standards IS 12074-1987 reaffirmed 2005 for lead, Lipstick Specification IS 9875: 1990 for standards of heavy metals. Microbial examination was done as per IS 14648: 2005. The brands covered are Elsie18, Lakme, L'Oreal, Maybelline, EyetexDazeller, Max Factor, Oriflamme VISIONS, Fendi, Roorvalla, Personi, Revlon, Chambor, Streetwear, ADS, ColorBar, TianNuo, Lips & Tips, Lipcare and IVOVI for lipsticks. Lakme, Diamond, and Silora for lip-glosses. Brown and red shades of lipsticks were tested.

The key findings are:

All tested lipsticks and lip-glosses had detectable levels of lead content.

Manufacturers violated mandatory labeling information rules. 23 lipsticks and 1 lip-gloss have not mentioned batch number. 10 lipsticks and 2 lip-glosses missed license number. 90% did not carry the date of manufacturing and expiry. 35 varieties had no MRP. Imported brand Maybelline, L'Oreal, and

Chambor mentioned the list of key ingredients on the packs.

High price is not linked to safety against lead. Higher the price higher the lead. Lead content of lipsticks priced at Rs. 10 ranged from 2-17 ppm and those priced above Rs. 100 ranged from 11-23 ppm.

Brown lipsticks have more lead than Red lipsticks. Lead in the 16 varieties of brown lipsticks ranged from 7-25 ppm while 20 varieties of red lipsticks ranged from 4-23 ppm.

CERC publishes its test reports in its bimonthly magazine "Insight". For details please visit www.cercindia.org

US FDA also finds trace amounts of lead in 400 lipsticks. However, the amount found is at a low level to not cause a serious health risk. 9Health Reporter Dr. John Torres says it could potentially pose a health risk for children.

"The small amount of lead exposure especially in young children, developing brains in young children, can cause a problem and the main problem it can cause is development of that brain," Dr. John said. "Essentially, they start having problems in language development, with math development, those types of things. It doesn't take much lead for that to happen; but again, these lead levels are very, very small. I wouldn't be too concerned using it on a casual basis, but if it's something they are playing with on a daily basis, or they are ingesting or eating it, then stay away from that." The Campaign for Safe Cosmetics argues that there is no safe level of lead exposure and wants the government to set lead limits for lipsticks.

For details of the FDA's report on how much lead is in each lipstick tested please visit <http://www.fda.gov/Cosmetics/ProductandIngredientSafety/ProductInformation/ucm137224.htm#expanalyses>.

Source: Insight: The Consumer Magazine Vol. 30 No. 1 January-February 2010
<http://www.usatoday.com/news/health/story/health/story/2012-02-15/FDA-finds-trace-amounts-of-lead-in-400-lipsticks/53103152/1>

ECO NEWS

1. India's influence on beauty Industry across the world

India-inspired beauty products have evoked the heady scents of patchouli oil and sandalwood soap since ancient time. But today, India is penetrating the mainstream cosmetic industry in a big way. High-end brands creating makeup shades based on the country's bright colors to skin- and hair-care lines capitalizing on Ayurveda, an ancient medicinal system using herbs and other natural ingredients. When it comes to beauty, inside and out, the industry is increasingly turning to the world's most-populous country- India.

According to Irina Barbalova, the global head of beauty and personal care research for Euromonitor International, a London-based market research firm, the vivid shades in these Indian-driven products are part of a larger trend of consumers' gravitating toward more color in their cosmetics. "Hues have become more prominent, and today, it's the brighter, the better, which has evolved from far more muted tones," she said.

Paris-based Clarins has introduced a line of cosmetics inspired by colours of Holi. Lip-gloss named as Pink Jaipur. Nail collections are inspired by the colours of spices or medicinal plants like bright blues and reds, which are ethnic as well as modern at the same time.

Shalini Vadhera Potts, who authored the book "Passport to Beauty," which details beautifying secrets from around the world, says, "The country is rich with powerful herbs that really work wonders on the hair and skin, and consumers are starting to recognize that. There is an awareness now to taking care of yourself in a holistic way beyond just what you can see on the surface, and that's what these centuries-old beauty ingredients from India are all about."

Source: <http://www.nytimes.com/2012/07/19/fashion/skin-deep-inspiration-is-coming-from-india.html?pagewanted=all>

2. Indian Cosmetic Industry Going Green

Noida based RNCOS - a market research consulting services company has done a research on Indian cosmetics market - "Indian Cosmetic Sector Forecast to 2015". According to this research report it is found that market for herbal cosmetics will flood in the near future contributing majorly to the growth of cosmetic industry in India. As per their consumer behavior analysis, it is observed that consumers are increasingly shifting towards 'natural' and 'herbal' cosmetic products, as they are associated with bio-active ingredients and safe for human skin. For grooming themselves, now women are spending more on cosmetics. Besides, rural India is also spending more on cosmetic to look attractive. The study revealed that color cosmetics market is growing at a rapid rate in comparison to other segments.

Its comprehensive study also provides a brief analysis of markets for Hair & Beauty Salon, Spa and Cosmetics Surgery that are an important part of the Indian cosmetics industry. With a view to understanding the industry's competitive landscape and presenting its balanced outlook to clients, it has included an overview of the activities of key players like Hindustan Unilever, Marico and L'Oreal in the report, which will prove decisive for clients.

For more detail visit:- <http://www.rncos.com/Market-Analysis-Reports/Indian-Cosmetic-Sector-Forecast-to-2015-IM388.htm>

Source: http://www.rncos.com/Press_Releases/Indian-Cosmetic-Industry-Going-Green.htm

Environmental Labels World - Wide

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