

# TRADE IMPACT ASSOCIATION



## MONTHLY MEMBERSHIP SERIES

**“Packaging Compliance for Natural Cosmetics”**  
By Carol Nyazika



**NDANAKA**

# COMPLIANCE

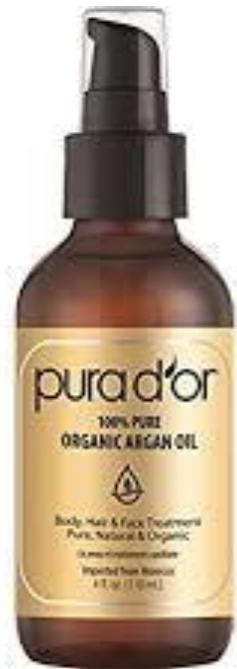


- ❖ With the Internet opening up global sales channels for skincare formulators around the world, businesses need to be aware of the relevant legislation of the countries where they're selling their product.
- ❖ Just because you are selling one product through a website does not mean that you don't need to comply with the international regulations of the country to which you're selling.



# BRAND AND NAME

Your packaging design should be visible, clear and compliant with legislation.



# INGREDIENT LIST

- ❖ Every single cosmetics law in the world requires that you list the ingredients on your cosmetics.
- ❖ You must always list every ingredient that has gone into the product, unless it is no longer in the final formulation.
- ❖ The ingredients must also be ranked in descending order of weight, where the main ingredient in terms of weight is listed first.
- ❖ Most countries around the world require you to use INCI labelling
- ❖ INCI – I N C I – (pronounced as inky) stands for International Nomenclature of Cosmetic Ingredients.



# ALLERGENS AND SENSITIZERS

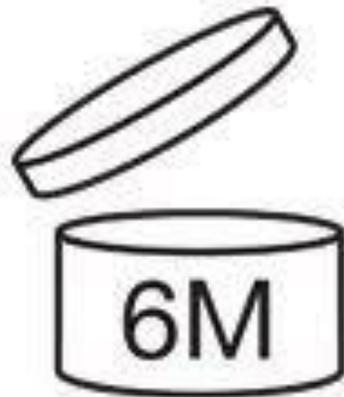
- ❖ Essential oils contain allergens, which can cause skin sensitization in a small percentage of the general population.
- ❖ Most natural skincare companies list these sensitizers in italics and mention that they are naturally occurring compounds of essential oils.
- ❖ At the moment you are required to list any of the 26 sensitizers mandated by the EU.

# CONTACT DETAILS

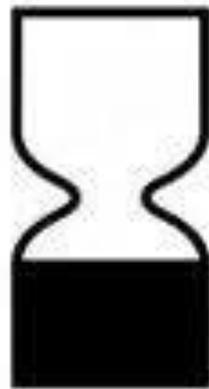
- ❖ Most cosmetics laws around the world require you to list your registered business address – you can't just publish a website.
- ❖ If you are selling any products to customers in the EU, then you will further need to have what they call a 'Responsible Person' registered within the EU.

# EXPIRY DATE

- ❖ You must always tell your customer what the shelf life is of their product
- ❖ Most countries accept a straight-forward expiry date



Period After Opening (POA)

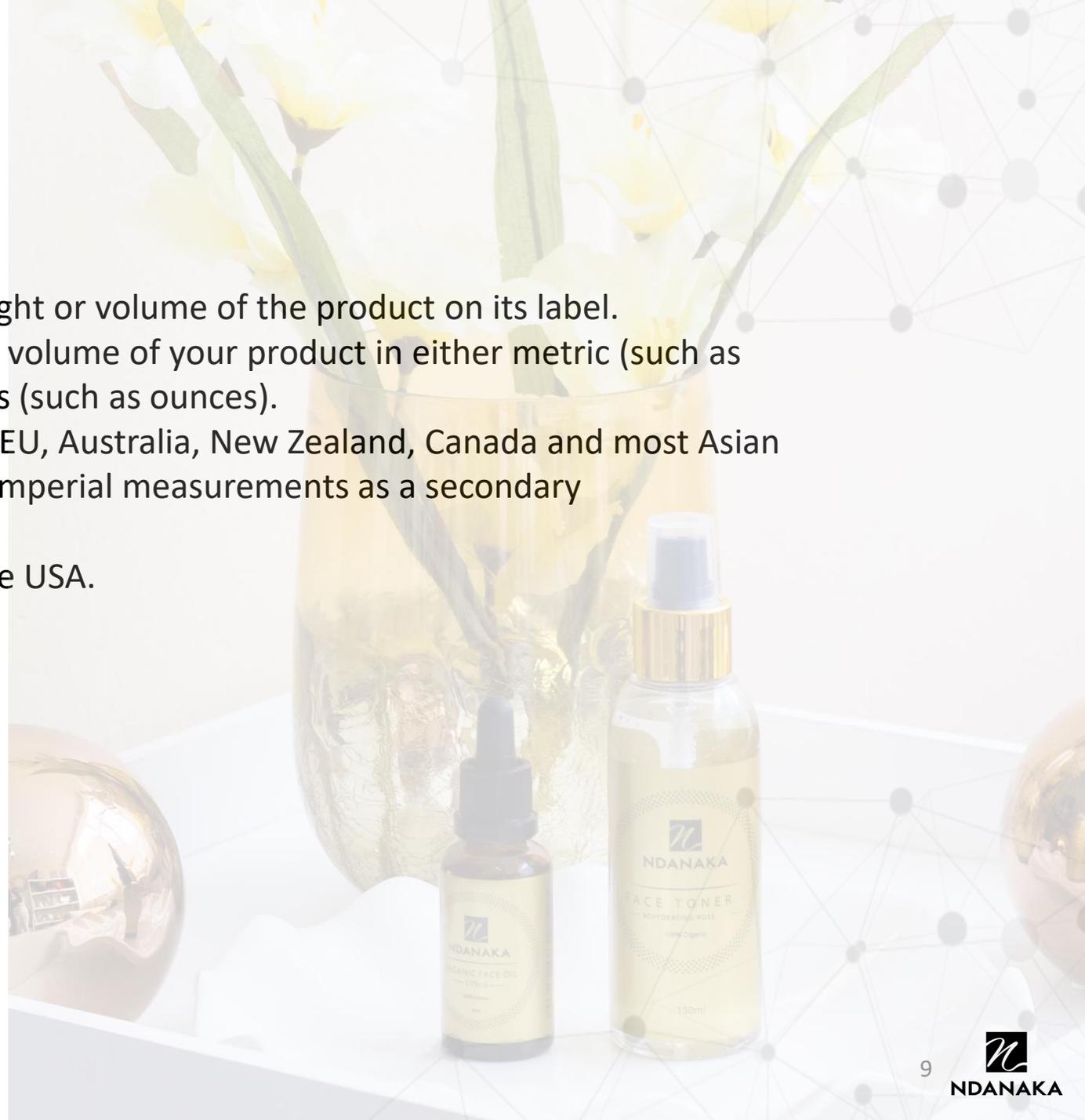


Best Before End (BBE)



# WEIGHT

- ❖ All cosmetics laws require you to list the weight or volume of the product on its label.
- ❖ The labels will need to contain the weight or volume of your product in either metric (such as grams / milliliters) or Imperial measurements (such as ounces).
- ❖ Metric measurements are mandatory in the EU, Australia, New Zealand, Canada and most Asian countries, but you are permitted to include Imperial measurements as a secondary measurement.
- ❖ Imperial measurements are mandatory in the USA.



# FUNCTIONS AND PRECAUTIONS

- ❖ Always describe what a product does
- ❖ Include any instructions on how to use it and also any precautions for use

**SHAKE WELL BEFORE USING  
KEEP REFRIGERATED**

# BATCH CODE

- ❖ Always include a batch code on your cosmetic label
- ❖ Some artisan manufacturers use label printers and place batch code labels on the bottom of the packaging.
- ❖ Some leave a small space on the label and write it on in permanent ink.
- ❖ A batch code is imperative for your products because if a bunch of clients complain about skin reactions, it will enable you to trace back to the ingredients, suppliers, who made it and the date it was made to investigate what was different or if you need to make a recall for that batch made.

## FRONT



## BACK



# BONUS: COSMETIC CLAIMS

- ❖ You are not allowed to make any curative or healing claims for cosmetics
- ❖ Cosmetic product claims should be honest, fair and truthful.
- ❖ Claims for a product that refer to a specific ingredient shall not imply that the finished product has the same properties as the individual ingredient if this is not the case.
- ❖ Claims for cosmetic products, whether explicit or implicit, shall be supported by adequate and verifiable evidence regardless of the types of evidential support used to substantiate them



# Examples of Claims You CANNOT Make

- ❖ You cannot claim your product is ‘free from’ ingredients that are banned. e.g. “This skincare product does not contain hydroquinone” is not allowed, as hydroquinone is banned in the EU
- ❖ Your claims must be honest. You cannot claim that “one thousand people prefer this product” if you’ve sold 1,000 units. If you claim that your perfume with high percentages of alcohol (which has a preserving effect) does not contain a preservative, then you are being dishonest.
- ❖ It’s best to comply with the strictest cosmetics legislation in the world which is the legislation in the EU. However, check with each legislation before entering the country to ensure that you comply.

Read the EU regulations on Cosmetic Claims at: [http://ec.europa.eu/consumers/sectors/cosmetics/files/pdf/guide\\_reg\\_claims\\_en.pdf](http://ec.europa.eu/consumers/sectors/cosmetics/files/pdf/guide_reg_claims_en.pdf)

# CHECK LIST



- ❖ PRODUCT NAME ✓
- ❖ INGREDIENTS ✓
- ❖ FRAGRANCE ALLERGENS ✓
- ❖ CONTACT DETAILS ✓
- ❖ EXPIRY DATE ✓
- ❖ NET CONTENT ✓
- ❖ FUNCTION ✓
- ❖ PRECAUTIONS ✓
- ❖ BATCH CODE ✓



THANK YOU