

COSMETICS EUROPE CHARTER ON RESPONSIBLE ADVERTISING AND MARKETING COMMUNICATION

The European cosmetics industry recognizes the importance of responsible advertising and marketing communication, being essential means of informing consumers about characteristics and qualities of the cosmetic products. In particular, the cosmetics industry commits, through this Charter, to ensure that advertising and marketing communication shall:

- comply with the relevant European and national legal and self-regulatory framework;
- be sincere, truthful and not misleading;
- allow informed choices by the consumer;
- be socially responsible.

The purpose of this charter is to set the cosmetics industry common ground towards responsible cosmetics advertising and marketing communication in Europe.

This charter is endorsed by Cosmetics Europe members, on the basis that it is a fair and honest representation of their commitment. Cosmetics Europe members encourage the respect of its principles.

This charter is completed by a framework including the European Commission list of common criteria and the Cosmetics Europe self-regulation guiding principles on responsible advertising and marketing communication.

Compliance with the relevant European and national legal and self-regulatory framework

The European cosmetics industry commits to fully abide by relevant regulations, directives, laws, and codes of practice. Such legal and self-regulatory framework allows responsible trade and benefits both consumers and economic operators. The industry will also continue to further cooperate with public authorities and self-regulatory organisations at European and national level.

Sincere, truthful and not misleading advertising

The European cosmetics industry commits that its advertising and marketing communication will be sincere and truthful, and will deliver to the consumer accurate and not misleading information. Members of the cosmetics industry will make true and substantiated claims about their products. In particular, environment-related claims should be addressed with special care. Members will not unfairly criticise nor denigrate competitor products.

Informed Choices

The European cosmetics industry commits to provide consumers with advertising and marketing communication enabling them to make informed choices and buy products that best suit their needs and expectations. Advertising and marketing communications should not seek to exploit credulity, lack of knowledge or inexperience whilst being varied, innovative, entertaining and aspirational.

Social Responsibility

The European cosmetics industry commits to respect society's evolving values regarding social responsibility and to recognise the variety of cultures and standards. Advertising and marketing communication should comply with taste and decency principles and pay special attention to the respect of human beings and vulnerable consumers.

Facts about:

Cosmetics Europe – The Personal Care Association (formerly Colipa), has been the voice of Europe's EUR 70 billion cosmetic, toiletry and perfumery industry since 1962. Cosmetics Europe membership includes 18 international companies, 27 national associations of the EU Member States and beyond, and 7 associated members.

Cosmetics Europe represented the interests of more than 4000 companies ranging from major international cosmetics manufacturers to small family-run businesses operating in niche markets. Direct and indirect employment in the European cosmetics industry is approximately 1.7 million.

