

COSMETHICALLY ACTIVE CERTIFICATE

MODERN COSMETICS





INTRODUCTION

Information regarding cosmetic ingredients is not difficult to obtain today and consumers are becoming more and more educated, capable of setting their own criteria and choosing only cosmetic products of the highest quality.

The much bigger challenge, in the context of an abundance of information, is to recognise which information is reliable. Only the right amount of accurate knowledge allows us to distinguish between conventional and truly natural cosmetics, and cosmetics that only claim to be natural. It is even more difficult for the consumer to distinguish between cosmetic products carrying empty marketing claims and those that actually deliver them.

What is the CosmEthically ACTIVE certificate?

CosmEthically ACTIVE is the first certificate that reviews a cosmetic product not only by the natural origin of the ingredients, but also by the concentration of cosmetically active ingredients and the science-based evidence behind them, and the cosmetic efficacy of the product itself.

It allows you to immediately identify cosmetic products that are formulated with ingredients of natural origin in cosmetically active concentrations.



BACKGROUND

Many products deliver less than they claim

Marketing claims regarding cosmetic products are becoming more and more daring, even provocative, but many products on the market deliver less than claimed. Marketing claims are based on the presence of cosmetically active ingredients and their cosmetic effects. However, without the suitable (i.e. sufficient) concentration, absolutely no significant cosmetic effects can be expected. This raises the question: How can we evaluate the enormous range of cosmetic products available today?

Cosmetic evidence is the new black

The answer to the question above seems to be simple: by identifying cosmetically active ingredients and, more importantly, by identifying the concentrations of those ingredients in a cosmetic product. These two steps are clearly the only defining element of a product's quality in terms of its cosmetic effects.

Cosmetic regulations and evidence-based cosmetics

Cosmetic regulations are poorly defined in terms of cosmetically active concentrations. There is currently no clear and strict regulatory requirement nor recommendation that would back the consumer, and offer or evaluate information regarding the content of cosmetically active ingredients, or at least ensure that a cosmetic product is truly of acceptable quality in this respect.



Need for independent regulation

The founders of the CosmEthically ACTIVE certificate have recognised the urgent need to specify the aforementioned deficient area of cosmetic regulations, and to bring cosmetics to a higher level: to set new standards for modern, high-quality natural cosmetics with the aim of meeting the rising demands of consumers.

OBJECTIVES OF THE CERTIFICATE

The certificate achieves the following objectives:

- to establish the concept of active cosmetics, and protect the consumer against empty claims and misleading advertising;
- to define stricter conditions when selecting natural ingredients that will facilitate the improved protection of our environment; and
- to set a superior quality level for cosmetic products that are based on the skin's natural needs.

The principles and criteria of the CosmEthically ACTIVE certificate are based on the highest level of knowledge, and are continuously updated and amended based on new scientific evidence in the areas of cosmetology, toxicology and pharmacy.



Nature above all when selecting ingredients

Only ecologically and physiologically acceptable cosmetic ingredients can be used: those found in nature and derived from natural sources, and those that do not occur in nature. When the latter are irreplaceable by cosmetic ingredients of natural origin due to their specific chemical or technological characteristics, it is strictly required that they can be broken down into natural building blocks, meaning they are highly biodegradable.

Evidence-based cosmetics

The selection of individual cosmetic ingredients is rational and evidence-based. Cosmetically active ingredients are incorporated at evidence-based concentrations that have been proven to express cosmetic effects after application, or desired cosmetic effects may be predictable based on the ingredient's chemistry when scientific evidence on activity is not available. The cosmetic ingredients of a vehicle must also be logically selected.

Less is more

Rational cosmetic products are demanded: individual cosmetic ingredients must be selected on a case-by-case basis, based on their functions and the desired cosmetic activity, and technological and sensory aspects, without redundant ingredients, and their total number should be kept to a minimum.

No animal testing

A cosmetic product must not be tested on animals because the concept of the CosmEthically ACTIVE certificate pursues the highest of values and ethical principles.

For detailed criteria and recommendations, please see the document, “Complete Guide to CosmEthically ACTIVE products”.



A WORD FROM THE FOUNDERS OF THE COSMETHICALLY ACTIVE CERTIFICATE

The trend of natural, including going back to natural values, is becoming a realistic fact of the modern world in different areas of our lives. We are proud to see that people are increasingly aware that we are solely responsible for our health and the environment in which we live.

The vision of the CosmEthically ACTIVE certificate is to build a new cosmetics era based on a completely unique, innovative and revolutionary understanding of cosmetics: products based on the skin's natural needs, formulated with ecologically acceptable ingredients that have evidence-based activity and are used in cosmetically active concentrations. The ultimate objective of the CosmEthically ACTIVE certificate is to gain international recognition as a synonym for high-quality, evidence-based, natural, healthy and sustainable cosmetics.

We believe deeply that this is the only possible long-term future for cosmetics, cosmetic manufacturers, the users of cosmetics and our planet. We therefore encourage you to take the challenge, and follow us in supporting, promoting and creating a natural, sustainable and healthy world.

Last but not least, we are also an advocate for change in consumer consumption habits, with an emphasis on reducing the overall consumption of cosmetic products.

Use natural but use rational, and use less but use smart. What you apply is who you are.



www.cosmethicallyactive.com