

COMPLETE GUIDE TO THE COSMETHICALLY ACTIVE PRODUCTS

—
COSMETHICALLY ACTIVE CERTIFICATE

MODERN COSMETHICS



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 the 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.

That's where CosmEthically ACTIVE certificate plays a significant role.



What does the name **CosmEthically ACTIVE** stand for?

CosmEthically ACTIVE is a construction that summarises our principles. We believe that cosmetic products should be cosmetically active – meaning they contain the right ingredients in suitable concentrations to deliver the desired skin effect, and ethical – meaning they contain only natural ingredients that are ecologically and physiologically acceptable and are not tested on animals. By merging these concepts, CosmEthically ACTIVE was born.

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.

What does cosmetically active mean?

A product can be described as cosmetically active when it contains the right ingredients in suitable concentrations to deliver the desired cosmetic activity on the skin.

CosmEthically ACTIVE certificate

- only natural ingredients;
- ingredients used in cosmetically active concentrations;
- no animal testing.



What's the difference between the CosmEthically ACTIVE certificate and other natural cosmetics certificates?

The major difference between the CosmEthically ACTIVE and other certificates of natural cosmetics is that the CosmEthically ACTIVE examines the cosmetic activity of the product, identifies the cosmetically active ingredients and, even more importantly, evaluates the concentrations of those ingredients in a cosmetic product.

The basis of the CosmEthically ACTIVE certificate lies in standards of the existing natural cosmetics certificates, but goes a step further toward the skin and environment compatibility. It doesn't look only at the natural origin of an ingredient or formulation, but also at its ecological and dermal impacts. For example, a natural shampoo with pH 7 cannot be approved because the pH value is not physiologically compatible with the human scalp.

Completely new concept

Evaluation of the cosmetic activity of a product.

BACKGROUND

Cosmetic products are an indispensable part of our lives, making the cosmetics industry one of the most innovative and lucrative economic sectors. Due to intensive development, new cosmetic products are launched continuously with the aim of meeting consumers' demands for active, skin friendly and environmentally friendly products, as well as manufacturers' desires driven by innovation and continuous progress.

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.

Good to know

A cosmetic product consists of cosmetically active ingredients, the ingredients of a vehicle and various other cosmetic ingredients, e.g. perfuming ingredients and preservatives. Cosmetically active ingredients are responsible for the desired skin care effects such as antioxidative effects. Marketing promises are therefore primarily based on the presence of cosmetically active ingredients and their 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.

This raises the question: How can we evaluate the enormous range of cosmetic products available today?

Example: Ceramides

Ceramides are mainly used as emollients for skin with an impaired barrier function. Based on scientific studies, the content of ceramides that delivers such activity was shown to be above approximately 0.2%. However, cosmetic products with ceramides available on the market contain as low as 0.0000001% of ceramide III, which is much too low to express beneficial cosmetic effects.

References:

Huang HC, Chang TM. Ceramide 1 and ceramide 3 act synergistically on skin hydration and the transepidermal water loss of sodium lauryl sulfate-irritated skin. *Int J Dermatol* 2008; 47(8):812-819.

Cosmetic Ingredient Review Expert Panel. Safety Assessment of Ceramides as Used in Cosmetics. *Cosmetic Ingredient Review*, 2015.



OBJECTIVES OF THE CERTIFICATE

The CosmEthically ACTIVE certificate recognises the urgent need to specify and regulate the aforementioned deficient area of cosmetic regulations, and to raise 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 to change cosmetics for the better.

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.



BASIC PRINCIPLES

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.



CRITERIA AND RECOMMENDATIONS

Basic regulations

A cosmetic product must comply with the applicable cosmetic regulations to ensure quality and safety for consumers. Depending on the markets where a product is registered, it should comply, for example, with the following regulations:

- European Union: Regulation 1223/2009 on Cosmetic Products, Regulation 655/2013 on claims used in relation to cosmetic products;
- USA: Federal Food, Drug & Cosmetic Act (FD&C Act); Summary of color additives for use in the United States in Foods, Drugs, Cosmetics and Medical devices;
- Australia: Industrial chemicals (Notification and assessment) Act 1989, Trade Practices (Consumer product information standards) (Cosmetics) regulations 1991; etc.

Compliance with other certificates

The compliance of cosmetic products with the applicable certification standards for natural and/or organic cosmetics is supported; please note that they may differ from the CosmEthically ACTIVE certificate. This is, however, only a recommendation, not a necessary condition.

- Europe: COSMOS, NaTrue, ECOGEA;
- USA: USDA NOP, COPA, NSF ANSI 305, NPA;
- Australia: BFA, ACO, NASAA, OFC; and
- other: fair-trade certificates, palm-free certificates or sustainable palm oil certificates, etc.



Animal testing

A cosmetic product must not be tested on animals. An animal testing ban has been enacted in the EU.

Origin of cosmetic ingredients

Only the use of physiologically and ecologically acceptable cosmetic ingredients, both of completely natural origin and synthetic origin, is permitted:

1. substances that are naturally present in the skin or body, and substances that are naturally present in our environment (e.g. in the plant, fungi and animal world, and of mineral origin, except petrochemical-derived cosmetic ingredients);
2. substances synthesised from the skin's or body's own building blocks into which they are subsequently broken down; and
3. substances that can be broken down into the skin's, body's or environment own building blocks.

Cosmetic ingredients of animal origin may only be used if they are produced by animals, but are not a living part of an animal. Cosmetic ingredients of animal origin are acceptable if animals are not hurt during the process of obtaining the ingredients. It is strictly forbidden to use cosmetic ingredients of animal origin or raw materials of animal origin for the production of cosmetic ingredients if animals were killed solely for the purpose of obtaining those ingredients or raw materials.

The use of cosmetic ingredients of organic origin is strongly supported. The use of palm oil from sustainable sources is strongly supported. The use of vegan ingredients is strongly supported. These are, however, only recommendations, not necessary conditions.

Selection of cosmetic ingredients

Only cosmetic ingredients scientifically accepted to be safe for use in cosmetics are permitted.

The selection of individual cosmetic ingredients is rational and evidence-based. Individual cosmetic ingredients in a final formulation must be selected on a strictly case-by-case basis, based on their functions and the effects that are expected in terms of desired cosmetic activity and technological and sensory aspects, without redundant ingredients. The total number of ingredients should be kept to a minimum. 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.





Cosmetic ingredients not permitted

- Denaturated alcohol
- Petrolatum, mineral oil, paraffin and other petrochemical-derived cosmetic ingredients
- Silicones
- Cosmetic ingredients produced by direct ethoxylation or propoxylation
- Sodium lauryl sulfate, ammonium lauryl sulphate and sodium coco sulfate
- Nanomaterials
- Synthetic polymers
- Synthetic fragrances
- Cosmetic ingredients produced from or using genetically modified organisms
- Antiperspirants



Permitted cosmetic ingredients

Permitted are substances that are naturally present in the skin or body, substances that are naturally present in our environment (e.g. in the plant, fungi and animal world, or of mineral origin, except petrochemical-derived cosmetic ingredients), substances synthesised from the skin's or body's own building blocks, and substances that can be broken down into naturally occurring building blocks.

- Herbal drugs and powdered herbal drugs, plant extracts and juices
- Vegetable butters and oils, and hydrogenated vegetable butters and oils
- Essential oils, absolutes, CO₂ extracts and hydrolates
- Cosmetic ingredients obtained by microbial fermentation
- Lanolin, beeswax and vegetable waxes
- Sugars and polysaccharides (gums, mucilages and pectins)
- Amino acids, peptides and proteins

For synthetic cosmetic ingredients, please see the document, "List of permitted (semi)synthetic cosmetic ingredients".



Review

The list of cosmetic ingredients that are permitted and not permitted will be reviewed based on the availability of new scientific or technical data, and on the evolution of legislation.



Assessment of cosmetic products during the CosmEthically ACTIVE certification process

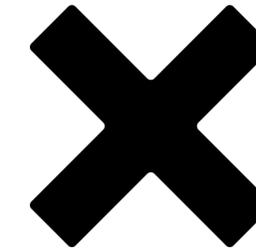
Modern CosmEthics is a certification body that awards the CosmEthically ACTIVE certification mark.

The key element of the certification process is the evaluation of cosmetic products for their compliance with the CosmEthically ACTIVE certificate criteria. A professional opinion regarding a cosmetic product is given by an assessor from the Modern CosmEthics Expert Team. Assessors are scientists professionally active in the fields of cosmetology, pharmacognosy, pharmacy and chemistry, with competencies in the area of cosmetic formulation and in-depth knowledge about ingredients of natural origin.



**EXAMPLES OF APPROVED AND
NOT APPROVED FORMULAS**

INCI	Content (%)	Function	Comment
Water	q.s.	solvent	permitted
Glycerin	5	humectant	permitted
Acrylates/C10-30 Alkyl Acrylate Crosspolymer	0.2	viscosity controlling	not permitted
Caprylic/Capric Triglyceride	6	emollient	permitted
Helianthus Annuus Seed Oil	2	emollient	permitted
Dimethicone Copolyol	2	emollient	not permitted
Ceteareth-25	1.5	emulsifying	not permitted
Glyceryl Stearate	1	emulsifying	permitted
Argania Spinosa Kernel Oil	0.1	emollient	too low
Retinyl Palmitate	0.0001	skin conditioning	too low
Tocopheryl Acetate	0.0001	antioxidant	too low
Achillea Millefolium Extract	0.008	skin conditioning	too low
Aloe Barbadensis Extract	0.001	skin conditioning	too low
Althea Officinalis Extract	0.001	skin conditioning	too low
Panthenol	0.1	skin conditioning	too low
Niacinamide	0.05	smoothing	too low
Parfum	0.25	perfuming	synthetic; not permitted
Phenoxyethanol, Methylparaben, Ethylparaben, Propylparaben, Butylparaben	0.8	preservative	not permitted

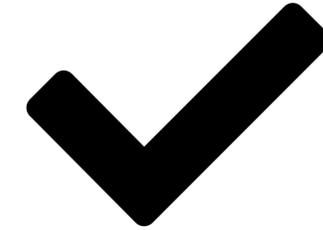


NOT APPROVED

Antioxidant cream moisturiser for mature skin, enriched with argan oil, and aloe and yarrow extracts

The formulation is not approved: it contains cosmetic ingredients that are not permitted in natural cosmetics (non-biodegradable ingredients, ingredients obtained through ethoxylation, synthetic fragrances, etc.), and the cosmetically active ingredients that should support the claimed cosmetic effect (antioxidant moisturiser with argan oil, and aloe and yarrow extracts) are used in amounts that are too low to express the desired cosmetic activity on the skin.

INCI	Content (%)	Function
Water	q.s.	solvent
Glycerin	3	humectant
Xanthan Gum	0.2	viscosity controlling
Caprylic/Capric Triglyceride	5	emollient
Prunus Domestica Seed Oil	3	emollient
Butyrospermum Parkii Seed Butter	5	emollient
Argania Spinosa Seed Oil	5	emollient
Cetearyl Glucoside	q.s.	emulsifying
Cetearyl Alcohol	4	emulsifying
Niacinamide	0.5	smoothing
Sodium PCA	2	humectant
Aloe Barbadensis Powder	0.1	skin conditioning
Achillea Millefolium Extract	0.5	skin conditioning
Panthenol	1	skin conditioning
Dehydroacetic Acid, Benzyl Alcohol	q.s.	preservative



APPROVED

Antioxidant cream moisturiser for mature skin, enriched with argan oil, and aloe and yarrow extracts

The formulation is approved: it contains only cosmetic ingredients that are permitted according to the CosmEthically ACTIVE certificate, and the cosmetically active ingredients are used in concentrations that have been proven to express the cosmetic activity on the skin and support the marketing claim (antioxidant moisturiser with argan oil, and aloe and yarrow extracts).

A WORD FROM THE FOUNDERS OF THE CERTIFICATE

The presented concept of CosmEthically ACTIVE cosmetics is a completely new, unique and revolutionary understanding of cosmetics, based on the highest level of knowledge. The ultimate objective of the CosmEthically ACTIVE certificate is to gain international recognition as a synonym for high-quality and 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 encourage you to take the challenge, and follow us in supporting, promoting and creating a natural, sustainable and healthy world.





Change your habits, change the world

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, e.g. in the food sector, textile industry and, finally, in cosmetics. 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. 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.

All cosmetic products that meet the requirements of the CosmEthically ACTIVE certificate are truly active, natural, skin friendly and environmentally friendly. Given the current level of knowledge, they are the purest and most priceless investment in our health, the health of our children and future generations, and the health of our planet.



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