



Products that not only make promises,  
but can actually keep them!



Ljubljana, Slovenia  
April 2020

## COSMETICALLY ACTIVE - CREATING A NEW ERA OF COSMETICS

Press release

### NEW CONCEPT OF COSMETICS CERTIFICATION

CosmEthically ACTIVE is the first certificate that reviews natural cosmetics with a science-based approach about cosmetic efficacy. It differs from all other certificates by recognising products that contain the right ingredients in suitable concentrations to deliver the desired cosmetic activity, by identifying cosmetically active ingredients and, even more importantly, by evaluating the concentrations of those ingredients in a cosmetic product.

The certificate allows you to immediately recognise products that are rationally formulated with ingredients of natural origin. It represents a unique understanding of cosmetics that are based on the skin's physiological needs, high dermal compatibility and good environmental acceptability, supported by the highest level of science-based knowledge.



- NATURE ABOVE ALL WHEN SELECTING INGREDIENTS
- USE OF INGREDIENTS IN COSMETICALLY ACTIVE CONCENTRATIONS
- RATIONAL USE OF INGREDIENTS WITH NO REDUNDANCY
- HIGH LEVEL OF SKIN COMPATIBILITY
- PURSUIT OF ETHICAL PRINCIPLES WITH NO ANIMAL TESTING OF PRODUCTS

### WHY CONCENTRATION MATTERS?

Cosmetically active ingredients are responsible for the desired skin care effects such as antioxidative effects. Marketing claims are therefore primarily based on the cosmetic activity of those ingredients. Without a suitable concentration, however, no significant activity can be expected.

**MODERN COSMETICS**

Unfortunately, cosmetic regulations are poorly defined in this respect. This generally allows cosmetic manufacturers to hide behind their claims and include only the minimum, and not necessarily the effective, quantities of cosmetically active ingredients.

The CosmEthically ACTIVE certificate provides you the certainty of an evidence-based cosmetic product, formulated using natural ingredients at cosmetically active concentrations.

For the benefit of aware consumers,  
future generations and the only nature we have.



## **THE HIGHEST STANDARDS – SERVING THE SKIN AND NATURE**

CosmEthically ACTIVE products are based on the skin's functions and needs, physiologically and ecologically acceptable cosmetic ingredients, and the science behind them.

- Ingredients are incorporated into cosmetic products in active concentrations.
- Products are formulated rationally, with ingredients selected on a case-by-case basis, based on their role, the desired cosmetic activity, and technological and sensory aspects, without redundancy, and their total number is kept to a minimum.
- The certificate allows only environmentally friendly ingredients that are highly biodegradable.
- Cosmetic products must not be tested on animals because the concept of the CosmEthically ACTIVE certificate pursues the highest of values and ethical principles.

## WHY US

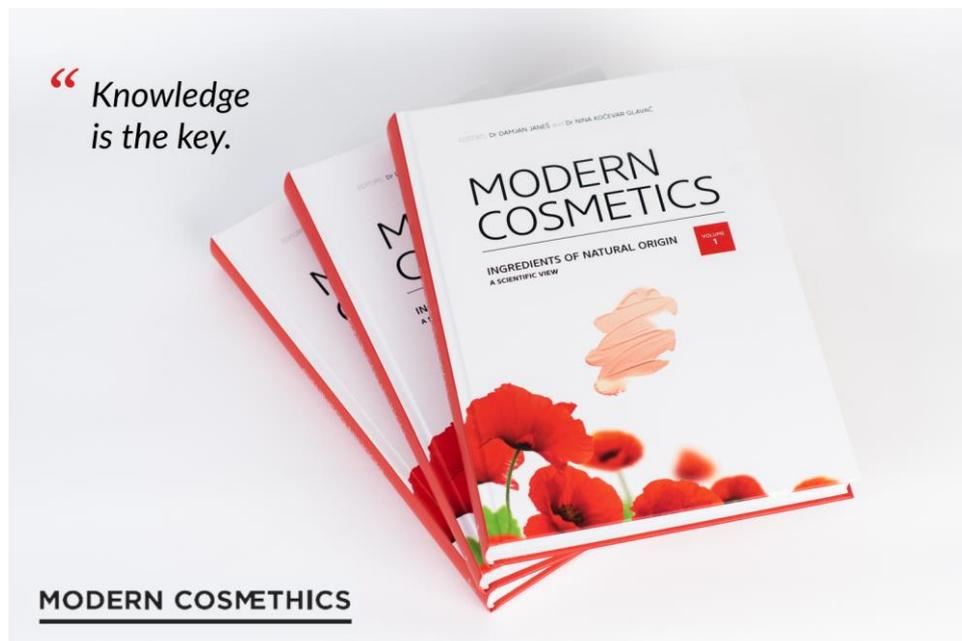
Modern CosmEthics is an international association of cosmetology professionals that promotes natural, organic, sustainable, ethical and cosmetically active products.

- We enforce the concept of active cosmetics and protect the consumer against empty marketing claims.
- We comply with strict conditions when evaluating the naturalness of cosmetic ingredients to ensure the improved protection of our environment.

## COSMETHICALLY ACTIVE MOVEMENT

Our young community pursues the ultimate goal of connecting all of us, professionals and enthusiasts, who care for the health of our skin and planet.

- We highly support investment in knowledge at the individual, academic and public level, as educated consumers will help us raise awareness about natural and cosmetically active products to a higher level.
- We promote the Modern Cosmetics book, the world's most comprehensive publication about cosmetic ingredients of natural origin. Written by 11 scientists professionally active in the fields of cosmetology and medicinal plants, and comprising of 482 pages, 26 chapters and 272 monographs.



We encourage you to take the challenge, and follow us in creating and promoting a natural, sustainable and healthy world.

Contact: Katja Schoss, Bachelor of Cosmetic Science  
[katja@moderncosmethics.com](mailto:katja@moderncosmethics.com)

**MODERN COSMETHICS**