

REGULATORY GUIDELINES ALL COSMETICS



EXAMPLE

Artwork with elements mandatory for all cosmetics

This example artwork includes all mandatory elements for all cosmetic products mentioned in this guide, which are highlighted in green. Use it as an example when designing your artwork.



7. Ingredients list (INCI)

1. Company name, adress and country of the Responsible Person in EU & ESS 14. Recycling information

white background



GUIDE

Regulatory guidelines for all cosmetic products

Cosmetic products require specific information to be printed directly on the can or label. This PDF outlines and explains mandatory requirements for all cosmetic products, and can be used as a guide to ensure your art work design complies with relevant regulations.

In the **Elements** column, you'll find the mandatory details that must be included on your label, along with other elements that require your attention during the artwork design process. In the **Explanation** and **Examples & symbols** column, we clarify what each element entails, why it is required or not permitted, and when it should be considered.

Please note that this PDF outlines the **mandatory requirements for all cosmetic products**. If your product is an aerosol, wet wipe, sunscreen, or is sold in the UK, an additional PDF will be provided with specific additional requirements for those categories.

Elements	Explanation	Examples & symbols
1. Company name, adress and country of the Responsible Per- son (RP)	The company name, address and country of the Responsible Person within EU & EES* countries must be stated on the label. *Norway, Iceland and Lichenstein.	Example of a product with details of the Responsible Person in Sweden. The Shampoo Company The main street 1 Beauty City, Sweden
2. Country of origin	For products imported into or exported outside the EU, the country of origin must be clearly stated on the label.	Example of stated country of origin: MADE IN SWEDEN
3. Net volume If aerosol, see PDF "Aerosols".	The Net volume is the weight or volume of the product at the time of packaging. The declared amount shall be clearly shown on the label and must be expressed using one of the following units: kilograms (kg), grams (g), litres (L), centilitres (cl), or millilitres (ml). This is not required for packaging containing less than 5 grams or 5 milliliters, free samples, single-use products, or multi-packs.	Example of a product with a Net volume of 250 ml: $250 \text{ml}:$ $250 \text{ml}:$ $Minimum \text{font size for}$ $Net \text{volume / Net weight}$ The minimum height of the Net volume or Net weight number and unit must follow legal requirements, as shown below:
4. Shelf life	There are three alternatives regarding how shelf life information should be presented on the product. In the <i>Mandatory Label Information</i> document, you will find details on which alternative applies to your product.	Examples and more information are shown on the next page.



Elements	Explanation	Examples & symbols
4.1. Shelf life Specify the Best Before Date	If the product is stable for less than 30 months, the exact best before date must be printed on the product. This will be applied during production together with the batch code.	Example of alternative A when shelf life is <30 months See bottom of the product.
	On your artwork, you must indicate that the product has a best before date and where the consumer can find it. There are two ways to do this:	Example of alternative B when shelf life is
	A. Use the hourglass symbol together with a short text referring to the location of the date. B. Use the written phrase "best used before the end of", without the symbol.	"Best used before the end of: see bottom"
4.2. Shelf life Indicate Period After Opening (PAO)	If the product is stable for 30 months or more, you must indicate how long it can be used after first opening. This should be shown using the "open jar" symbol with the number of months (e.g., 12M).	Example of the "open jar" symbol when shelf life is ≥30 months
4.3. Shelf life No Shelf Life Indication Required	For certain product types, such as specific aerosols, no shelf life indication is required. This applies only when neither a best before date nor a PAO is necessary	
5. Instructions for use and Precautions If sunscreen, see PDF "Sunscreen".	Depending on the product type, the label must include specific precautionary statements and instructions for use. These texts must be in the official language(s) of the country where the product is being sold. English is only accepted in Cyprus, Ireland, Malta and UK.	Example of precautionary statement for intimate products: • For external use only. If irritation occurs discontinue use.
	If the precautions and instructions for use doesn't fit on the primary package, add the "hand in book" symbol on the label for the primary container and include the precautions and instructions for use in an enclosed leaflet or label on the secondary package, tape, tag or card. Please refer to the Mandatory Label Information document provided to you for details on instructions for use and precautionary statements for your product.	The "Hand in book" symbol:
6. Function of the product	Unless it's clear from the presentation and / or name (e.g. hairspray, lipstick, eye- shadow), the function of the cosmetic product must be stated. This text must be in the official language(s) of the country where the product is being sold. English is only accepted in Cyprus, Ireland, Malta and UK.	Example The product is called a Beauty Spray and has the function of a hair spray. "Hair spray must therefore be stated on the label.



Elements	Explanation	Examples & symbols
7. List of Ingredients (INCI)	All ingredients must be listed in descending order of quantity. The list should be preceded by the term "Ingredients". If the ingredients list doesn't fit on the primary package, add the list of ingredients in an enclosed leaflet, label on secondary package, tape, tag or card. Please refer to the Mandatory Label Information document provided to you for details on the ingredients list for your product.	Example Ingredients: Butane, Isobutane, Alcohol Denat., Propane, Solanum Tuberosum (Potato) Starch, Aluminum Starch Octenylsuccinate, Isopropyl Myristate, Polysorbate 20, Glycerin, Aqua, Hydrated Silica, Potassium Sorbate, Sorbic Acid, Parfum.
8. Background for EAN code	For the best readability and scanning performance, the barcode should always be black on a white background. This is the recommended and preferred combination. Some color variations may be acceptable if thoroughly tested and verified to ensure scan readability, such as: Dark-colored bars (e.g. dark blue, dark green, or dark brown) on a light (e.g. white or light grey) background. Important: If you plan to use an alternative color combination: Always test the barcode with a barcode verifier or handheld scanner. Ensure it meets GS1 verification standards, such as a minimum grade of Class C according to ISO/IEC 15416. Get final approval from the responsible party, such as a quality manager or design lead.	Example of black EAN code on white background Example of black EAN code on white background Example of black EAN code on white background



GUIDE

Claims, other symbols and third-party certifications

The following elements are not mandatory on your artwork but require supporting evidence, third-party certification, or documentation if included.

Elements	Explanation	Examples & symbols
9. Product claims	Claims about the product's function must be supported by evidence. Please refer to the Mandatory Label Information document provided to	Examples of such claims: Heat protection Moisturising
	you for details on the approved claims for your product.	
10. "Free from" claims	"Free from" claims for ingredients that are banned under EU cosmetics legislation are not permitted . "Free from" claims for ingredients that are permitted under EU cosmetics legislation are not allowed , as they may mislead consumers. Please refer to the Mandatory Label Information document provided to you for details on the approved claims for your product.	Examples of "Free from" claims that are not allowed regarding: Banned ingredients: Free from microplastic Free from phthalates Permitted ingredients: Free from mineral oils Free from parabens Free from sulphates Free from PEGs
11. Claims regarding animal testing	Claims such as "not tested on animals" are prohibited under EU law. Since animal testing for cosmetic products and ingredients is already banned in the EU, making this claim is considered redundant and potentially misleading.	
12. Claims and symbols that requires third-party certifications	Claims and symbols like "Cruelty Free," "Leaping Bunny," "Vegan Certified," and "EU Ecolabel" require proper third-party certification. You must be able to provide supporting documentation for these certifications if requested. For instructions for the logos to the right, see third party websites or links below: Svanen_ecolabel_guidelines_se_v3.pdf EU ecolabel - Publications Office of the EU 231228-Bra_miljoval-Kom_manual.pdf VeganSociety logo guidelines Asthma Allergy Nordic (AAN) - See apendix. Please refer to the Mandatory Label Information document provided to you for details on the approved third pary certifications for your product.	Nordic Swan Ecolabeling: EU Ecolable: Vegan Society: Vegan Asthma Allergy Nordic:
13. Other elements	All label elements, including product photos, design, symbols, packaging, and overall presentation, must comply with legal requirements and guidelines. They are not allowed to create confusion with food, medicinal products, or any product category other than cosmetics.	



Elements

Explanation

Examples & symbols

14. Recycling information for the container material and / or cartonnage

Paragon Nordic does not review labelling related to recycling information, such as container materials or packaging (e.g. cartonnage). We are also unable to provide guidance on national legislation in individual EU countries. For further assistance, please contact the relevant national trade organisation or authority.

The customer or importer, as the Responsible Person for the cosmetic product, is responsible for ensuring compliance with national legislation related to recycling, packaging, and the correct use of packaging symbols. This includes meeting all relevant requirements in the countries where the product is placed on the market.

Good to know:

Several countries have national legislation requiring specific labeling of packaging materials for recycling and/or disposal. Products sold in these countries must comply with each country's specific regulatory requirements: France, Spain, Portugal, Bulgaria, Slovakia.

The "Universal recycling" symbol:



If a product is classified as aquatic toxic ("fish and tree" symbol) and or acute toxic ("the skull" symbol) or as

hazardous waste, this symbol shall not be used.

The "Green dot" symbol:



Paragon Nordic has license for Sweden and Norway. The customer/importer must have license in all other

countries to use the symbol "Green dot" in all other countries than Sweden and Norway.

The "Metal recycles forever":



If a product is classified as aquatic toxic ("fish and tree" symbol) and or acute toxic ("the skull" symbol) or as

hazardous waste, this symbol shall not be used.

Flammability information

For products that contain high levels of flammable liquids (like ethanol or ethyl acetate), industry guidelines recommend including clear information about the product's flammability on the label.

For details on your product's classification, refer to the *Mandatory Label Information* document provided to you.

15. Flammability information

If aerosol, see PDF "Aerosols".

Trade organisations recommend that flammable liquids include a flammability label if a risk is identified under reasonably foreseeable conditions of handling or use.

The label must include either:

- The word "Flammable" in the official language(s) of the country where the product will be sold, or
- A clearly recognizable flame symbol, the flammability pictogram.

The flammability pictogram must follow GHS (Globally Harmonized System) standards:

- Color: a black symbol on a white background with a red frame.
- Design: <u>The original GHS pictograms can be sourced</u> from UNECE.

Example

EN Flammable

or

The "flammable" symbol from UNECE:



The symbol must be at least 16×16 mm in size. For small packages (less than 125 ml), a reduced size of no less than 10×10 mm is acceptable.



CHECKLIST

Mandatory elements applicable to all cosmetic products

Use this checklist to ensure that your artwork design complies with the regulatory requirements outlined in this guide.

This checklist covers mandatory elements applicable to all cosmetic products. If your product is an aerosol, wet wipe, sunscreen, or is sold in the UK, an additional PDF will be provided with a specific checklist for those categories. For detailed explanations of each checklist item, please refer to the guide in this document.

Please note that the Responsible Person is responsible for ensuring that all additional regulatory requirements are met in accordance with current legislation.

The artwork contains correct company name, adress and country of the Responsible Person (RP) within EU and ESS.
The artwork states the products country of origin.
The artwork states the Net volume or Net weight: The unit is expressed in kg, g, L, cl or ml.
The artwork states the shelf life (if required).
The artwork specifys the function of the product clearly.
The artwork specify precautions and instructions for use correctly.
The artwork has the correct List of Ingredients (INCI).
The EAN code has a white background.
The artwork includes only product claims provided by Paragon Nordic in the document <i>Mandatory Label Information</i> .
The artwork does not contain any elements that can be confused with food, medicin or any other product category than cosmetics.
If flammable product:
☐ The artwork has the word flammable in text or a pictogram.
If in text:
☐ The word flammable is provided in all the official languages where the product will
be placed on market.
If with pictogram:
☐ The pictogram is at least 16x16 mm in size (or 10x10 if the package is very small).
☐ The pictogram follows the GHS standards.
We have correct recycling information for the container material and/or cartonnage. Not reviewed by Paragon Nordic.



APPENDIX 1 ANN Logotype guidelines

This appendix provides a summary of the correct usage of the Asthma Allergy Nordic (ANN) logotype.

For information on your approved claims and symbols for your products label, please refer to the Mandatory Label Information document.



GUIDELINES Asthma Allergy Nordic (ANN) Logotype

Size

- The recommended minimum size is 12 mm \emptyset , and the logo should never be smaller than 8 mm \emptyset .
- It is important that the text "Asthma Allergy Nordic" remains easily legible at any size.
- The space surrounding the logo must be at least equal to the distance between the top of the wreath and the tip of the wing.

Color

- The logo may only be used in blue, black, or white.
- The blue color must not be altered or toned in any way and must always be printed at 100% intensity.
- If the logo is printed on a dark background, a white circle must be used behind it.

Print colours

• **Pantone:** 300 C

CYMK: C: 100 M: 57 Y: 4 K: 1RGB: R: 0 G: 96 B: 167

• **HEX:** #0060A7

Obligatory label / Precaution text

Spray products must be labelled:

• People with sensitive air ways, should only use spray products in a distance of at least 25 cm from the face and not directly pointed towards the nose or mouth.