



REGULATORY GUIDELINES

# **WET WIPES**



## EXAMPLE

### Artwork of a wet wipe product

This example artwork includes all the elements outlined in this guide. Elements highlighted in green are mandatory for wet wipes containing plastic. Elements highlighted in yellow are recommended for all wet wipes, regardless of whether they contain plastic, but are not mandatory. Use it as an example when designing your artwork.

Note: The artwork also includes mandatory elements for all cosmetic products, which are explained in the PDF “Regulatory Guide - All Cosmetic Products.”



3. Text information on disposal of waste  
*Recommended for all wet wipes*

2. Disposal of waste symbols  
*Recommended for all wet wipes*

1. The "plastic in product" symbol  
*Mandatory for all wet wipes  
 made of plastic-based materials  
 (e.g. nonwoven PP/PET/PE/blended)*



## GUIDE

### Regulatory guidelines for wet wipes

**This PDF explains the additional artwork requirements that are mandatory for wet wipe products. Use it as a guide to ensure your artwork design complies with the relevant regulations.**

In the **Elements** column, you'll find 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 and why it is required. Each of these elements will be reviewed by Paragon Nordic, unless otherwise specified.

Paragon Nordic reviews text only in Swedish and / or English. All other languages must be reviewed by the customer.

Please note that this PDF outlines the additional mandatory artwork requirements for wet wipe products. If your product is sold in the UK, you will receive a separate PDF detailing the specific requirements for products sold in the UK. You will also be provided with a general guide covering the mandatory requirements for all cosmetic products.

### Wet wipes containing plastic vs. plastic-free

If the wipe material contains plastic- either wholly or partially (e.g., in nonwoven fabrics) - specific labelling requirements must be followed (see element 1. The "plastic in Product" symbol).



It is also recommended that your artwork includes one or both of the optional waste disposal symbols (see element 2. Symbols of disposal of waste). These waste disposal symbols are equally recommended for wipes that do not contain plastic and are instead made from natural materials such as 100% cellulose, viscose, lyocell, or cotton.

If you choose not to use a symbol, it's advisable to communicate the material composition clearly in text on the packaging.



This guide is therefore divided into two sections: **Mandatory elements**, which applies to wet wipes containing plastic, and **Recommended elements**, which applies to both plastic-containing and plastic-free wipes.



## Mandatory elements for wet wipes containing plastic

Element	Explanation	Examples & symbols
<b>1. The "Plastic in product" symbol</b>	<p>If the wipe material is wholly or partially made of plastic (e.g., nonwoven fabrics), and the packaging has a surface area of 10 cm<sup>2</sup> or more, the "Plastic in Product" symbol must be included on the label.</p> <ul style="list-style-type: none"> <li>The design and colour must exactly match the official symbol.</li> <li>The symbol must be clearly visible each time a wipe is dispensed.</li> <li>It can be placed horizontally or vertically.</li> <li>The boxes within the symbol must remain connected and can not be separated.</li> <li>The height-to-width ratio of the symbol must be 1:2.</li> <li>The symbol must be at least 6% of the surface area where it is placed. <ul style="list-style-type: none"> <li>Min size: 1.4 cm x 2.8 cm (3.92 cm<sup>2</sup>)</li> <li>Max size: 3 cm x 6 cm (18 cm<sup>2</sup>)</li> </ul> </li> <li>The phrase "PLASTIC IN PRODUCT" must appear: <ul style="list-style-type: none"> <li>In uppercase letter using the Helvetica Bold font with a font size between 5 pt and 14 pt.</li> <li>In the official language(s) of the country where the product is being sold. English is only accepted in Cyprus, Ireland, Malta and UK.</li> </ul> </li> </ul> <p><i>Please refer to the Mandatory Label Information document provided to you for details on precautions for your product.</i></p>	<p>The "Plastic in product" symbol:</p>  <p>Examples of use when the product is sold in countries where English is not the official language:</p>  <p>Translations may also be placed near the symbol, outside of the black box.</p>

## Recommended elements for all wet wipe products

Elements	Explanation	Examples & symbols
<b>2. Symbols for disposal of waste</b>	<p>It is recommended that all wet wipes - whether they contain plastic or not - display one or both of the following symbols:</p> <ul style="list-style-type: none"> <li>The "Do not flush" symbol, which indicates that the item should not be flushed down the toilet.</li> <li>The "Tidy man" symbol, which encourages people to dispose of waste responsibly.</li> </ul> <p>The design and colour of these symbols must be as the originals shown in the Examples and symbols column. Standard size is at least 2% of the surface area on which it is placed.</p>	<p>The "Do not flush" symbol:</p>  <p>The "Tidy man" symbol:</p> 
<b>3. Text-only information on waste disposal (without symbol)</b>	<p>If no symbol for disposal of waste is used, clear instructions for disposal should be provided.</p> <p>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.</p>	<p>Examples:</p> <ul style="list-style-type: none"> <li>Do not flush. Dispose of in household waste.</li> <li>Use the wipe, then throw it in the trash. Do not flush.</li> <li>This wipe is plastic-free but should not be flushed. Dispose of in household waste.</li> </ul>



## CHECKLIST

### Mandatory and recommended elements applicable to wet wipe products

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

This checklist includes the mandatory elements required for wet wipe products. If your product is sold in the UK, you will also receive an additional PDF with a UK specific checklist, along with a separate PDF outlining the regulatory requirements for all cosmetic products.

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

For detailed explanations of each checklist item, please refer to the guide in this document.

☐ I have followed the PDF *Regulatory Guide - All Cosmetics*.

#### Mandatory elements when the wipe material contains plastic

- ☐ The artwork has a clearly visible "Plastic in product" symbol.
- ☐ The symbol matches the design and colour of the official symbol.
  - ☐ The boxes within in the symbol is connected.
  - ☐ The symbol is at least 1,4 x 2,8 cm.
  - ☐ The symbol is at most 3 x 6 cm.
  - ☐ The phrase "PLASTIC IN PRODUCT" is in uppercase and clearly visible.
  - ☐ The phrase is written in the font Helvetica Bold.
  - ☐ The font size is between 5 pt and 14 pt.
  - ☐ The phrase is written in all the official language(s) of the country where the product is being sold.

#### Recommended elements for all wet wipe products

*Not reviewed by Paragon Nordic.*

- ☐ The artwork has either:
- The "Do not flush" symbol (no text needed)
  - The "Tidy man" symbol (no text needed)
  - Clear instructions for disposal of waste (only text, no symbol)

##### *If use of symbol:*

- ☐ The symbol has the exact design and colour as the official symbols.
- ☐ The symbol covers at least 2 % of the surface of the products package.