Certified Natural and Organic Cosmetics

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Cosmetics Certification Officer
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### 1. Overview of Ecocert

#### 1.1 Description of Ecocert

**Company Background**

- **Founded in 1991** on strong ethical values
- Control and certification organization
- Governed accordingly by the public authorities and legislation
  - USDA for NOP certification
  - NAPP for JAS certification
- Extension to non food products
- **85 countries** on all continents
- **450 employees** in the world

**Main Services**

- **Organic Farming**
- **Eco-Products:**
  - **Natural and Organic cosmetics**
  - Organic Textiles/GOTS
  - Natural Detergents
  - Organic Home Perfumes
- Certification of system: **ISO 9000, ISO 14001**

*By building the support of players and consumers alike, ECOCERT has become a leading reference in organic certification around the world and certifies over 70% of producers in France*
1. Overview of Ecocert

1.1 Description of Ecocert

ECOCERT In the world

- Brazil: Florianopolis
- Burkina Faso: Ouagadougou
- Canada: Québec
- China: Beijing
- Colombia: Bogota
- Ecuador: Guayaquil
- France: L’Isle Jeourdain
- France: Paris - Ecopass
- Germany: Northeim
- India: Aurangabad
- Japan: Tokyo
- Madagascar: Antananarivo
- Morocco: Casablanca
- Portugal: Peniche
- Romania: Bucarest
- Serbia: Belgrade
- South Africa: Pretoria
- Spain: Barcelona
- Tunisia: Sfax
- Turkey: Izmir
- USA: San Francisco
1. Overview of Ecocert

1.2 Focus on the Cosmetic Certification Division

ECOCERT Cosmetic Certification Division

- **Ecocert world leader in cosmetics certification**

- **Ecocert pioneer** in developing an organic and natural cosmetics standard

- A standard set up in **partnership with cosmetic firms**

- Worldwide recognition from customers: the Ecocert seal is a **true guarantee and a strong commercial tool**

**Technical knowledge**

- Certification committee
- Technical follow up committee

**International presence**

- Inspectors in 85 countries
- Offices around the world
2. Natural and Organic Cosmetic Market
2.1 A Booming Market: Focus on the global Market

Market Dynamics

In the world in 2009:
- Natural and organic market in = 6.7€ billion
- Total conventional market = €160 billion (i.e.: 4.3% market share)
  Annual growth rate of 13.5% in natural and organic cosmetics
- Matured markets: Europe (69.5b€), US (41b€) et Japon (21.7b€)
- Growing market: Brazil, China, Russia (Africa on a long term basis).
2. Natural and Organic Cosmetic Market

2.2 Ecocert: A Central Role in This Booming Market

Ecocert Key Figures\(^1\)

- Certification in **45 countries**: France, Germany, USA, Italy, Spain, Switzerland, Brazil, Australia, Japan, Korea, etc.

- Over **13 000 products**

- Over **948 certified companies**

- **Increase of 16%** in the number of certified companies in 2010 compared to 2009.

\(^1\) As of 31.12.2010

Number of Customers

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Customers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>43</td>
</tr>
<tr>
<td>2004</td>
<td>67</td>
</tr>
<tr>
<td>2005</td>
<td>114</td>
</tr>
<tr>
<td>2006</td>
<td>242</td>
</tr>
<tr>
<td>2007</td>
<td>482</td>
</tr>
<tr>
<td>2008</td>
<td>651</td>
</tr>
<tr>
<td>2009</td>
<td>816</td>
</tr>
<tr>
<td>2010</td>
<td>948</td>
</tr>
</tbody>
</table>
2. Natural and Organic Cosmetic Market

2.3 Market’s organization

Organic Cosmetics Distribution Channels

- Parapharmacy: 35%
- Organic & specialized stores: 50%
- Internet sales: 5%
- Institutes & perfum stores: 5%
- Wholesalers: 5%
2. Natural and Organic Cosmetic Market

2.4 Recent Investments

- L’ORÉAL
- L’Occitane
- Yves Rocher
- Estée Lauder
- Clarins Paris
- Monoprix

![Image of natural and organic cosmetic brands]
3. The Ecocert Cosmetic Standards

3.1 The Creation of the Ecocert Standards

A tool for professional use: Ecocert Standards

- Distinction of **genuine natural cosmetic** products
- **Requirement level superior** to the conventional regulation governing cosmetics
- Standards validated by industry professionals and by the DGCCRF (French organism against frauds)
- Standards approved by the French Ministry of Industry
- In France, certification can be issued only by a certification body approved by the authorities

*The ECOCERT label is recognized by consumers, who, through their confidence in us, are helping to uphold a symbol of professionalism, consistency and commitment.*
3. The Ecocert Cosmetic Standards

3.1 The Creation of the Ecocert Standards

Origin of the Standards

Standards BASIS

- **Competences in Organic Agriculture**: respect of our environment, consumers, and traceability

- **Impartiality** by inducing independent scientific expertise

- **Selectivite** but not Restrictive

- **Progressive System** according to scientific progress, and regulations modifications
3. The Ecocert Cosmetic Standards

3.2 Description of the Ecocert Standards

Requirements for the Product

- List of compliant ingredients
- Checking of manufacturing processes
- Minimum % of natural origin ingredients and of organic ingredients
- No irradiation, no GMO
- Packaging (recyclable material)
- Labeling (Certification mentions)
3. The Ecocert Cosmetic Standards

3.2 Description of the Ecocert Standards

Wide range of products

- Face Creams
- Body care products: moisturizers, body milks, massage oils, scrubs etc...
- Foaming products (shampoos, shower gel and bath)
- Soaps
- Make-up
- Eaux de toilette
3. The Ecocert Cosmetic Standards

3.3 The certification process

Ingredients Verification - Categories

SYNTHETIC INGREDIENTS

Organic ingredient

Certificates according to EU, JAS, NOP, Cosmetic

Vegetal origin

Marin origin

Animal production

Mineral origin

Vegetal ingrédient

Allowed physical process

Allowed chimical process

NATURAL ORIGIN INGREDIENTS
### 3. The Ecocert Cosmetic Standards

#### 3.3 The certification process

Formulas validation – two labels

<table>
<thead>
<tr>
<th></th>
<th>Minimum ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Logo</strong></td>
<td><img src="image" alt="Logo" /></td>
</tr>
<tr>
<td><strong>Organic ingredients</strong></td>
<td>5%</td>
</tr>
<tr>
<td><strong>Organic Plant ingredients</strong></td>
<td>50% of the total plant ingredients</td>
</tr>
<tr>
<td><strong>Natural origin ingredients</strong></td>
<td>95%</td>
</tr>
<tr>
<td><strong>Synthetic ingredients</strong></td>
<td>5% Maximum</td>
</tr>
</tbody>
</table>
3. The Ecocert Cosmetic Standards

3.3 The certification process

Formulas validation - Diagram of the Required proportions

- **Preservatives:**
  - Benzoic acid
  - Benzylique alcohol
  - Dehydroacetic acid
  - Sorbic acid
  - Salicylic acid

- **Water,**
  - tocophérol,
  - glycerin,
  - xanthan,
  - vegetal esters

- **Plant ingredients with a minimum of 95% certified organic**

- **Minimum 10% of Organic ingredients**

- **Maximum 5% of Synthetic ingredients**

1. Kozmetik Kongresi, 18-20 Subat 2011, Antalya
### 3. The Ecocert Cosmetic Standards
#### 3.3 The certification process

**Formulas validation - Example of an Emulsion**

<table>
<thead>
<tr>
<th>Category</th>
<th>Requirement</th>
<th>Solution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emulsifiers</td>
<td>No PEG</td>
<td>Sucro Ester, Polyglycerol Ester,…</td>
</tr>
<tr>
<td>Emollients</td>
<td>No mineral oils, or silicones</td>
<td>Vegetable oil, or esters of natural origin (C8C10TG)</td>
</tr>
<tr>
<td>Gelling agents</td>
<td>No carbomer</td>
<td>Xanthane, Starch, Cellulose</td>
</tr>
<tr>
<td>Preservatives</td>
<td>No preservatives like Phenoxyethanol, parabens, DMDM,…</td>
<td>positive list (sorbic acid and its salts, benzylic alcohol /DHA…)</td>
</tr>
<tr>
<td>Perfumes</td>
<td>No synthetic perfumes</td>
<td>e.o. or fractions from e.o</td>
</tr>
<tr>
<td>Dies</td>
<td>No synthetic dies</td>
<td>Natural Dies (mineral)</td>
</tr>
<tr>
<td>Actives</td>
<td>No petrochemical solvents (hexan)</td>
<td>Natural solvents, allowed preservatives</td>
</tr>
</tbody>
</table>
3. The Ecocert Cosmetic Standards

3.3 The certification process

Label validation: Transparency Towards the Consumer

**Ingredients:** Aqua (spring water), Sucrose (raw cane sugar)*, Sodium coco sulfate (from coconut), Cocamidopropyl betaine (mild cleansing, foaming agent from coconut), Decyl glucoside (from corn), Glycerin (vegetable source)*, Levulinic acid, Aloe barbadensis (aloe vera) powder*, Camellia sinensis (green tea) extract*, Triticum vulgare (wheat) gluten, Ananas sativus (pineapple) extract, [Citrus aurantium dulcis (orange) oil*, Cymbopogon citratus (lemongrass) oil*, Citrus medica limonum (lemon) oil*, Zingiber officinalis (ginger) oil*, Eugenia caryophyllus (clove) oil*], Citral, Eugenol, Limonene (from essential oils), Potassium sorbate, Citric acid.

*Mandatory mentions

*Asterisk in the INCI list referring to "Ingredient from organic farming"

*Reference to the certified characteristics, 2 mandatory percentages

Reference to the the certification body

**99.7% of the ingredients are from natural origin**
**77.1% of the total ingredients are from Organic Farming**

Natural and Organic Cosmetics certified by ECOCERT Greenlife according to ECOCERT Standard available at http://cosmetics.ecocert.com
3. The Ecocert Cosmetic Standards

3.3 The certification process

Packaging validation

- Recyclable materials (PE, PP, PET, glass, Aluminim, ..)
- No PS or PVC
- Some non recyclable materials can be allowed under derogation (technical justification and small proportion)
- No over packaging
3. The Ecocert Cosmetic Standards

3.3 The certification process

**Audit – Production requirements**

- Raw material reception
- Transport, storing
- Manufacturing process, hygiene, and cleaning procedure
- Energy, waste, discharge management (selective sorting, and recycling)
- Global quality system evaluation (traceability)
- Cleaning products from natural origin
Conclusion and perspectives

- Ecocert leader in natural and organic cosmetic certification in a booming market.
- Level superior requirements
- Wide range of products certified
- Meticulous certification process

*Perspectives: Cosmos, European Natural and Organic Cosmetic Standard*
Contact

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