

## **COSMOS-standard**

### **COSMOS-standard LABELLING GUIDE**

**Version 3.0 – 1 September 2018**

Developed by leading associations and  
certifiers in organic and natural cosmetics

[www.cosmos-standard.org](http://www.cosmos-standard.org)

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# 1. Introduction

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This guide is intended to give guidance on satisfying the minimum requirements for labelling products according to the COSMOS-standard as from time to time amended.

This guide does not conflict with or attempt to replace EU regulation 1223/2009 on cosmetic products<sup>1</sup>, other statutory national or international requirements for cosmetic products, or other relevant national rules or guidelines. All clients are advised to contact their relevant national authority if they are unsure what specific or additional legal requirements apply to their products.

The **COSMOS** term and **COSMOS** signatures are registered trade marks (®) of the COSMOS-standard AISBL and must only be used in accordance with the COSMOS-standard and this Labelling Guide.

Please note, the trademark registration is an ongoing process: it is complete in some countries and not in others. COSMOS-standard AISBL will inform certifiers and operators of the status of trademark registration in a country on request.

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<sup>1</sup> <http://eur-lex.europa.eu/legal-content/FR/ALL/?uri=celex:32009R1223>

## 2. Certification and labelling

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The steps to achieving approval of product labelling within the certification process are:

1. Approval (by the authorised COSMOS-standard certification body) of the product specification;
2. Submission and approval of the proposed product labelling;  
Note: it is possible to submit generic label designs for ranges of single-ingredient products, if the basic design is the same for all products.
3. Where the product specification cannot be approved first, the labelling can only be given provisional approval;
4. Printing of labelling must only be carried out after the certification body has given full approval of the labelling (the certification body may make an exception in urgent cases, but this will be at the client's risk and in any event such labels must not be placed on the market before the certification process is completed);
5. If any subsequent changes need to be made to the product or its labelling, details of these must be sent to the certification body, who will send written approval and, if appropriate, an updated certificate;  
Note: specification changes that result in a change of the organic percentage or of the ingredients list will require an amendment to the ingredients section of the labelling, and will therefore need the approval of the certification body.
6. Prior to product launch, the labelling must have been approved and the product must be included on the COSMOS-standard certificate. If labels are printed without approval and are found to be non-compliant, the certification body may require withdrawal of those products.

### 3. General labelling requirements

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The **COSMOS** terms and signatures must not be used on products without prior approval from the authorised COSMOS-standard certification body.

Product labels must identify the certification body when this is not clear elsewhere on the product.

Please note that in cases where the size of a label restricts the labelling of a product, the certification body may exercise flexibility in implementing these requirements, whilst maintaining the general principles and minimising the deviation from this Labelling Guide. As a minimum, the nature of the certification (COSMOS ORGANIC/NATURAL/etc) and the identity of the certification body must be included, in addition to the other requirements in section 10 of the COSMOS-standard.

Please note that some countries have national laws for labelling which must also be complied with in addition to the requirements of the COSMOS-standard. Where there is a conflict, the requirements in this Labelling Guide should be applied as far as possible.

## 4. Product names, descriptions and information

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The **COSMOS** terms and signatures must only be used on other literature such as company stationary or web sites under the following conditions:

- in conjunction with the company name or brand only if **all** the products are certified (for example, 'we are COSMOS ORGANIC certified' may be stated only if the whole of the company's range is certified as COSMOS ORGANIC) or it is otherwise clear that certification applies only to specific and/or specified products;
- otherwise, only in conjunction with products that are certified; and
- always only in ways that do not mislead the consumer.

Labelling must clearly and accurately describe the product. The sales description and product name must accurately describe the product in such a way as to not mislead the consumer. For example a product labelled as 'organic mint foot balm' must contain organic mint (as well as complying with other relevant aspects of the COSMOS-standard). If the product does not contain organic mint, it can only be labelled as, for example, 'organic foot balm with mint' (if it still contained sufficient organic ingredients according to the COSMOS-standard).

For products with COSMOS ORGANIC certification that are less than 95% organic, the wording 'COSMOS ORGANIC certified' can be used on the packaging of a product.

Not allowed (reserved only for products with 95+% organic):

- "organic shampoo"

Examples of what is allowed:

- "certified COSMOS ORGANIC shampoo"
- "shampoo COSMOS ORGANIC certified";
- "organic certified shampoo"
- "certified organic shampoo"
- "shampoo certified organic"
- "shampoo organic certified".

If the company name or product range includes the word organic, the use of the name or branding in conjunction with certified products must not be such that it might mislead the consumer. For example, all the products in a range called 'organic foot care range' must be COSMOS ORGANIC certified. Alternatively, if some of the products are not COSMOS ORGANIC certified (for example, some products may have COSMOS NATURAL certification), it must be clear on those products that they do not have organic certification, and/or contain no organic ingredients. It must be stated clearly if some products in the range have no certification at all.

The use of pseudo organic logos and seals, that might mislead or confuse consumers, must not be used in conjunction with COSMOS certified products or approved ingredients.

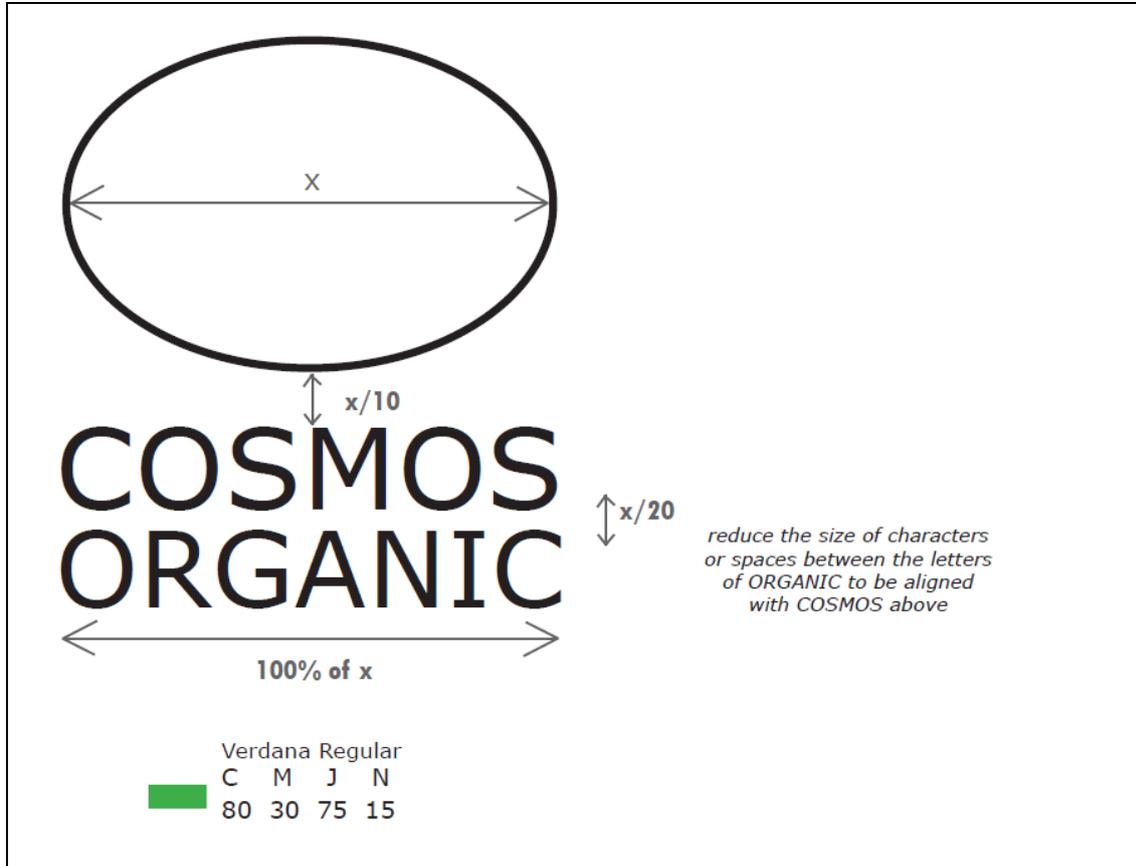
## 5. COSMOS ORGANIC

The COSMOS ORGANIC signature must:

- only be used with products under organic certification of the COSMOS-standard;
- only appear in combination with the seal or logo of an association, standards organisation or certification body that is a member (or associate member) of the COSMOS-standard AISBL and under the auspices of which the product has been certified;
- be written in capitals on two lines, both in the same size, width and colour and in the font 'Verdana Regular';
- be the same width as the associated logo with a gap of 1/10 the width between logo and signature;
- be either green (see specifications at the end) or black or white or the same colour as the associated logo or other colour by special permission.

It is recommended that the signature and associated logo appear on the front of the pack in a clear and prominent position.

The certification body must be mentioned elsewhere on the label if its logo does not appear in combination with the COSMOS ORGANIC signature.



## 6. COSMOS NATURAL

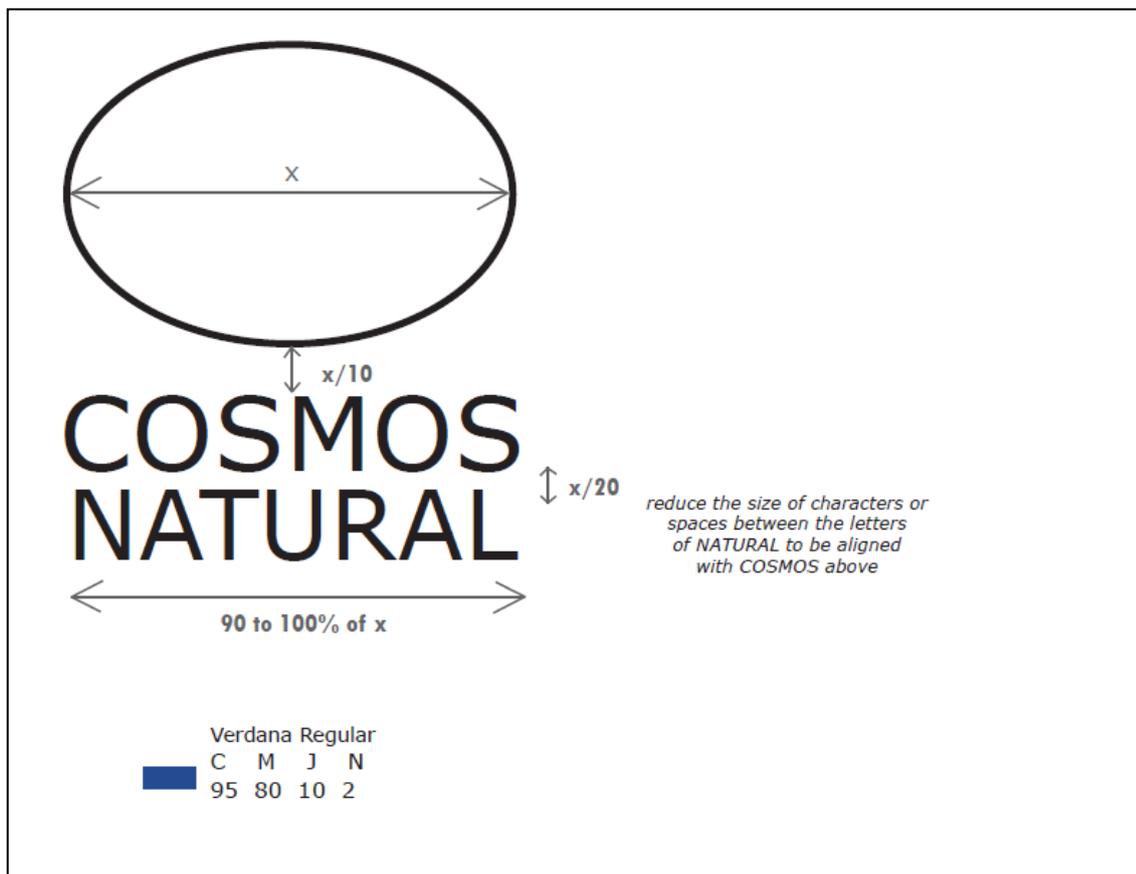
The COSMOS NATURAL signature must:

- only be used with cosmetic products under natural certification of the COSMOS-standard;
- only appear in combination with the seal or logo of an association, standards organisation or certification body that is a member (or associate member) of the COSMOS-standard AISBL and under the auspices of which the product has been certified;
- be written in capitals on two lines, both in the same size, width and colour and in the font 'Verdana Regular';
- be the same width as the associated logo with a gap of 1/10 the width between logo and signature;
- be either blue (see specifications at the end) or black or white or the same colour as the associated logo or other colour by special permission, but it must not be green.

The associated logo or seal must not include the word 'organic' or its derivatives, such as 'eco', 'bio'.

It is recommended that the signature and associated logo appear on the front of the pack in a clear and prominent position.

The certification body must be mentioned elsewhere on the label if its logo does not appear in combination with the COSMOS NATURAL signature.



## 7. COSMOS CERTIFIED

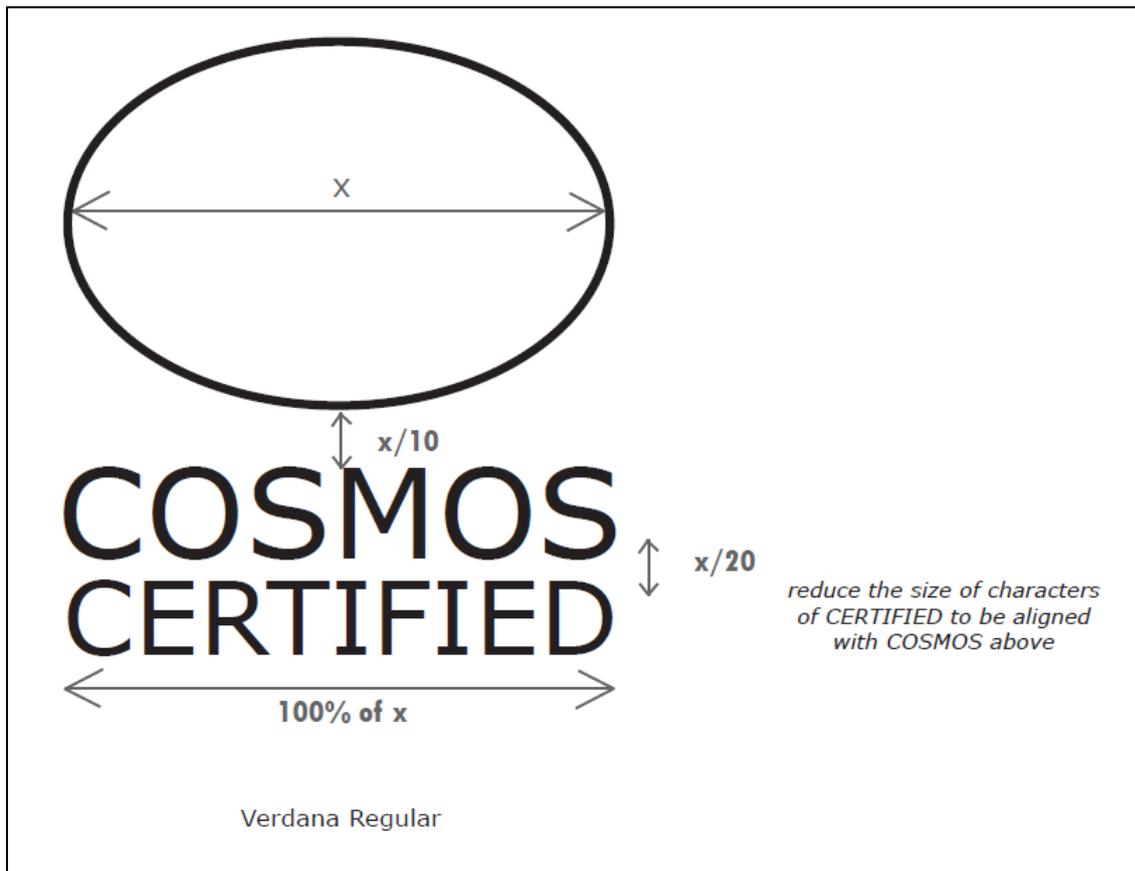
The COSMOS CERTIFIED signature must:

- only be used with cosmetic ingredients with organic content that are certified to the COSMOS-standard;
- only appear in combination with the seal or logo of an association, standards organisation or certification body that is a member (or associate member) of the COSMOS-standard AISBL and under the auspices of which the ingredient has been certified;
- be written in capitals on two lines, both of the same width and colour and in the font 'Verdana Regular';
- be the same width as the associated logo with a gap of 1/10 the width between logo and signature;
- be either black or white or the same colour as the associated logo or other colour by special permission, but it must not be green or blue.

It is recommended that the signature and associated logo appear on the front of the pack in a clear and prominent position.

The certification body must be mentioned elsewhere on the label if its logo does not appear in combination with the COSMOS CERTIFIED signature.

If the ingredient is (or can be) certified as a cosmetic product, it may display the COSMOS ORGANIC or COSMOS NATURAL signature (as appropriate), instead of COSMOS CERTIFIED.



## 8. COSMOS APPROVED

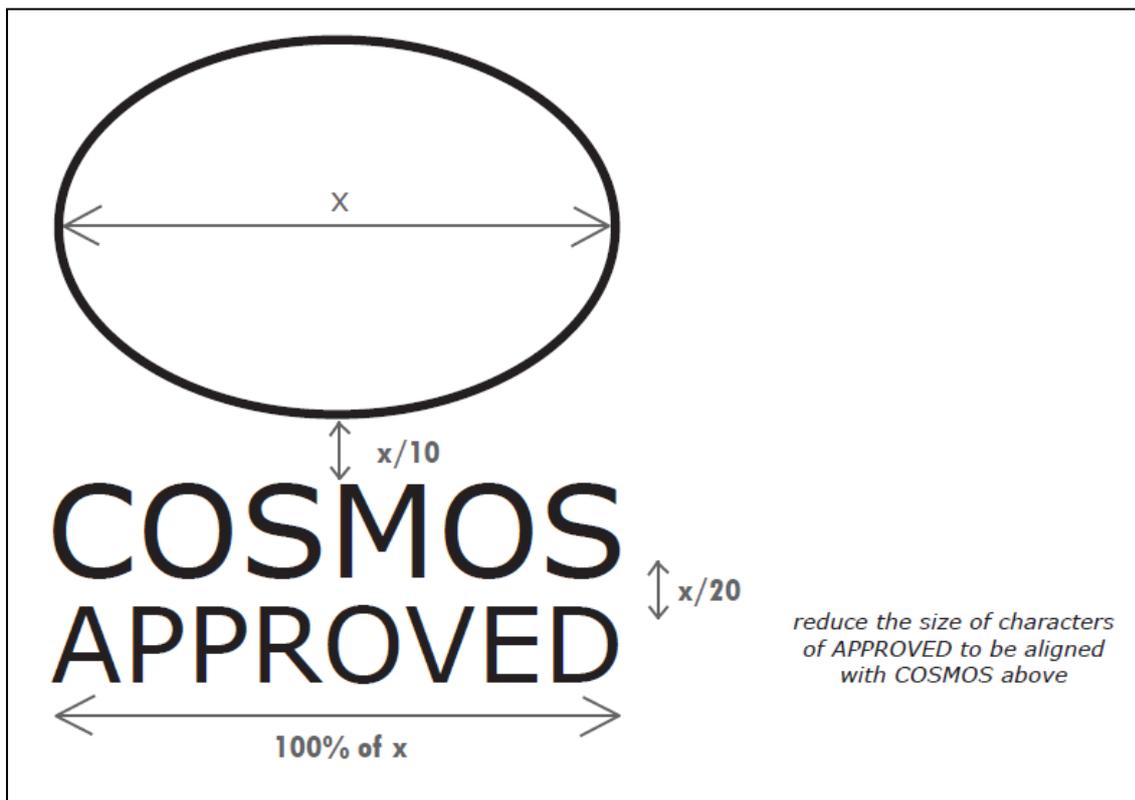
The COSMOS APPROVED signature is not obligatory, but if used it must:

- only be used with cosmetic ingredients with no organic content that are approved for use in products certified to the COSMOS-standard;
- only appear in combination with the seal or logo of an association, standards organisation or certification body that is a member (or associate member) of the COSMOS-standard AISBL and under the auspices of which the ingredient has been approved;
- be written in capitals on two lines, both of the same width and colour and in the font 'Verdana Regular';
- be the same width as the associated logo with a gap of 1/10 the width between logo and signature;
- be either black or white or the same colour as the associated logo or other colour by special permission, but it must not be green or blue.

The associated logo or seal must not include the word 'organic' or its derivatives, such as 'eco', 'bio'.

If used, it is recommended that the signature and associated logo appear on the front of the pack in a clear and prominent position.

Ingredients with no organic content must be approved as acceptable for use according to the COSMOS-standard. This approval requires provision of all necessary information to the certification body but it is not a full inspection and certification. Therefore the labelling of such ingredients must not state or indicate that the ingredient is certified according to the COSMOS-standard and must not include the COSMOS ORGANIC, COSMOS NATURAL or COSMOS CERTIFIED signatures.



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