



**COSMOS-standard  
certification with BDIH/IONC**

**be natural.**

[www.ionc.info](http://www.ionc.info)



**COSMOS  
NATURAL**



**COSMOS  
ORGANIC**

BioFach Japan  
21. November 2014

Dr. Roland Grandel  
BDIH e.V.

## **BDiH** - the association

- Association of Manufacturers and Distributors for Pharmaceuticals, Health Products, Food Supplements and Cosmetics
- Founded in 1951 as a private, non-profit organisation, located in Mannheim, Germany
- More than 400 member companies
- Focus on the market of food supplements and cosmetics (here with a focus on natural and organic cosmetics)
  - Manufacturers (brand owner / private label manufacturer)
  - Distributors
  - Raw Material suppliers
- Information – Consulting – Representation of Interests

## **BDiH** - the association

### Member Services

- Information about legislative initiatives and intentions, and representation of the members' interests
- Cooperation with national and international authorities
- Ensuring the professional legal representation in case of disputes
- Verifying products regarding consistency, labelling and application according to the law, confirmation of legal compliance of products placed on the market
- Conduction of information and training events (globally)
- Participation in cosmetic exhibitions and conferences all over the world

## **BDiH** - the association

### BDIH is member of

- BLL  
(German Union for Food Law and Food Practice)
- EHPM  
(European Federation of Associations of Health Product Manufacturers)
- COSMOS-standard AISBL  
AISBL = Association internationale sans but lucratif  
french for: non-profit organization

Best known activity in the public:

BDIH Standard for certified natural and organic cosmetics

## BDIH Standard



### BDIH Standard

The Pioneer in 2001 to establish the worldwide first guideline and control system for natural cosmetics

- Plant raw materials in organic quality (annex 1)  
Rules for advertising organic quality
- No use of GMO plant raw materials
- No ingredients from dead vertebrates
- Prohibition of animal testing, worldwide
- Only natural and 100% natural origin ingredients allowed, obtained by defined physical and chemical processes (annex 2)
  - No synthetic colorants and fragrances
  - No ethoxylated compounds
  - No silicones
  - No paraffines and products from petrochemistry
- For consumer safety, limited number of nature identical preservatives allowed

BDIH is the owner of the BDIH Standard, and responsible for the development

## BDIH Standard - IONC



IONC - International Organic and Natural Cosmetics Corp.

- 100% owned by the BDIH association
- certification body on behalf of BDIH association
- IONC audit system
- Control and certification system independent from companies

<http://www.ionc.info/index.php?id=12&L=1>

## BDIH Standard – international participation



Total of 180 companies have certified more than 8.000 products  
280 brands that are marketed worldwide

Outside Germany more than 60 members from  
Australia - Austria - Belgium - Denmark - France - Greece -  
Hungary - India - Israel - Italy - Japan - Netherlands -  
New Zealand - Russia - South Korea - Spain - Sweden -  
Switzerland - Turkey - UK - USA

## BDIH Standard – international participation



Japan  
BDIH/COSMOS certified products:



neobaby



## Natural and Organic Cosmetics – the German market



- The German market is the largest in Europe
- > 40% share in the European natural / organic cosmeticsmarket

year	share of total German cosmetic market	growth
2012	6,7% (860 Mio €)	5,5%
2013	7,1% (720 Mio €)	7,0%

growth in other EU countries:  
ca. 3 - 4 %

- Increasing number of Consumers  
2006      2012  
9,5 Mio → 14,4 Mio
- Good example to explain the chances and challenges of natural and organic cosmetics in a cosmetic market

\* naturkosmetikKonzepte

## Natural and Organic Cosmetics – the German market



### The challenge of cosmetics „inspired by nature“

revenue growth in %	2006	2011	2010	2011	2012	2013
Conventional cosmetics	→ + 1,9%		→ - 0,3%			
“Inspired by nature“	→ + 29,5%		→ + 16,0%		→ + 7,6%	
Certified Natural cosmetics	→ + 55,1%		→ + 1,7%		→ + 7,0%	

consumers who are buying	2006	2007	2008	2009	2010	2011	2012/08
“Inspired by nature“	13,4%	14,4%	15,4%	16,2%	18,9%	<b>25,6%</b>	25,3%
Certified Natural cosmetics	14,2%	15,7%	18,2%	20,6%	<b>21,3%</b>	20,2%	21,0%



## Natural and Organic Cosmetics – consumer trends



- Fear of synthetic ingredients with toxic effects
- Ethical and environmental considerations

### Awareness

- 70% read detailed product labels for personal care products.
- 43% are highly concerned about the quality of personal care products.
- Independent certification marks on personal care products are important to 34% of all consumers, and 41% of safety-conscious consumers.

### Third party control

- 76% of consumers prefer a product that has been independently tested and certified as sustainable or green.
- 73% prefer products with certification marks.

Source: Independent survey conducted on behalf of NSF International, 2012

## BDIH Standard – importance of certification



### In Germany

7.3 million people oriented themselves by the  -mark

13.7 million people bought natural cosmetics in 2011

➔ 53% of all buyers of natural cosmetics orient themselves by the



-mark

- This development is still going on

## BDIH Standard – importance of certification



- No legal definition for „Natural Cosmetics“ or „Organic Cosmetics“
- Consumers have most confidence in certified natural cosmetics  
Certification marks assist consumer’s purchasing decisions
- With more and more “greenwashing“ products
  - manufacturers of authentic natural cosmetics need a clear sign to distance their products from greewasching products
  - Consumers worldwide need a sign for the identification of truthful natural cosmetics

➔ Development of an internationally acknowledged standard has become more and more important

## COSMOS-standard – the founding members

Partnership between organizations and certification bodies in the environmental and cosmetic sector

				
BDIH Germany	COSMEBIO France	ECOCERT France	ICEA Italy	SOIL UK

➔ COSMOS-standard AISBL



## COSMOS-standard – the potential

COSMOS-standard AISBL  
founding members are representing:

- more than 1,400 companies
- more than 24,000 products
- in more than 50 countries all over the world

➔ Representing the great majority cosmetic companies with certified products in the world

## COSMOS-standard – natural - organic - sustainable



- first worldwide - common and harmonized - international recognized - standard for natural and organic cosmetics
- harmonized certification process

Principles of prevention and safety, from raw materials production to distribution of finished products:

- ➔ Stimulate and establish a „sustainable development“
- promoting the use of organic ingredients, respecting biodiversity
  - responsible use of natural resources, respecting environment
  - clean processing, respectful of human health and environment
  - concept of Green Chemistry
  - transparency for consumers





## BDIH / COSMOS-standard – right for consumers, the industry and the environment

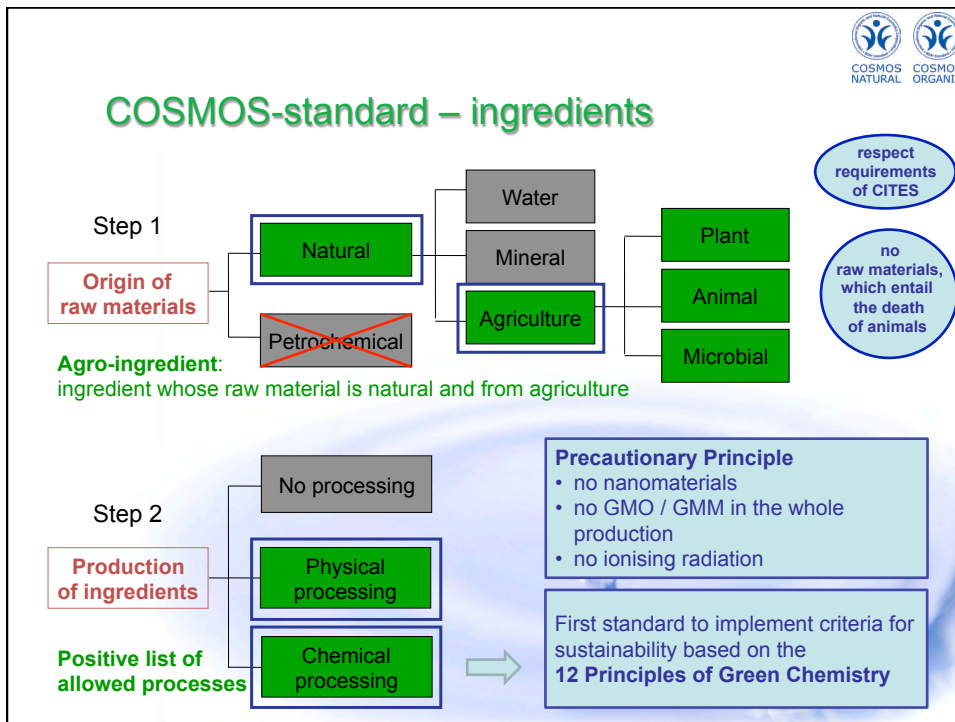
- Transparent criteria
  - Specifications for manufacturers
  - Information for consumers
- Distinctive mark
  - Means for delimitation
  - Selection aid for consumers
- Controls that are independent of the company
  - Fair and equal conditions for the manufacturers
  - Foundation of trust for consumers



## COSMOS-standard – A truly global picture of the supply chain ...



... for a better product life cycle management  
respectful of human health and environment




### BDIH / COSMOS-standard – approval of raw materials

BDIH/IONC offer for raw material manufacturers the evaluation and registration of raw materials to BDIH Standard and COSMOS-standard

- advertising for approved raw materials, by using the BDIH raw material mark / “COSMOS approved”
- publication in COSMOS-standard raw material database
- continuous control by IONC for approved raw materials, no evaluation necessary during cosmetic product certification
- approved raw materials to COSMOS-standard, accepted by all COSMOS-standard certification bodies
- the more approved raw materials, the easier the certification process of cosmetic products for cosmetic manufacturers

➔ raw material producers and suppliers profit from a registration of their products according to COSMOS-standard

Registered Raw Material  
 BDIH Standard  
 COSMOS APPROVED



BDIH Standard  
**COSMOS APPROVED**

## COSMOS-standard – approval of raw materials

**non-organic raw materials, approved for use under COSMOS-standard**  
[www.cosmos-standard-rm.org](http://www.cosmos-standard-rm.org) (Password: COSMOSRM)

**Raw materials for COSMOS-standard cosmetics**  
**Matières premières utilisables dans les cosmétiques COSMOS-standard**

- Enter key words in research fields below / Entrer les mots clés dans les cases de recherche ci-dessous  
 - Click on the header to sort / Cliquer sur l'entête pour trier  
 - Date of the update : Wednesday 13 October 2014



**COSMOS-standard Definition**

- **PPAI** = Physically Processed Agro-Ingredient / Agro-Ingredient Physiquement Transformé  
 - **CPAI** = Chemically Processed Agro-Ingredient / Agro-Ingredient Chimiquement Transformé  
 - **SyMo** = Synthetic Moieties / Gréffons Synthétiques  
 - **NRI** = Non Natural Ingredient / Ingredients Non Naturels

\* = concerned by appendix II and/or V


Number of Raw Materials found / Nombre de Matières Premières trouvées : 1141

COMMERCIAL NAME / NOM COMMERCIAL	INCI	FUNCTION	COSMOS-standard PPAI	COSMOS-standard CPAI	COSMOS-standard SyMo	COSMOS-standard NRI	COMPANY / SOCIETE	APPROVED BY
ANTIL SOFT SC	Sorbitan Sebacoylate	Rheological Additive	0	100	0	0	Evonik Industries AG	IONC
AXOL C 62 Pellets	Glyceryl Stearate Citrate	Emulsifier	0	100	0	0	Evonik Industries AG	IONC
CEGESOFT HF 52 *	Hydrogenated Vegetable Oil	Consistency factor	0	100	0	0	BASF Personal Care and Nutrition GmbH	IONC
CEGESOFT HF 62*	Hydrogenated Vegetable Oil	Emollient - Skin Conditioning	0	100	0	0	BASF Personal Care and Nutrition GmbH	IONC
CETIOL HM *	Myristyl Myristate	Emollient	0	100	0	0	BASF Personal Care and Nutrition GmbH	IONC
CETIOL V	Decyl Oleate	Emollient - Skin Conditioning	0,16	99,84	0	0	BASF Personal Care and Nutrition GmbH	IONC
Com PO4 PH B	Distarch Phosphate	Binding / Anticaking / Absorbent	0	100	0	0	AGRANA Stärke GmbH	IONC
COVIOX T 90 EU C*	Tocopherol	Antioxidant	100	0	0	0	BASF Personal Care and Nutrition GmbH	IONC

## COSMOS-standard – organic ingredients

Water	}	Minerals	<b>CAN NOT BE CERTIFIED AS ORGANIC</b> Ingredients not falling within the scope of 834/2007/CE (or others recognized)
Physically processed agro-ingredients		<b>CAN BE CERTIFIED AS ORGANIC</b> Ingredients falling within the scope of 834/2007/CE (or others recognized)	
Chemically processed agro-ingredients	}	<b>ARE CERTIFIABLE AS ORGANIC to COSMOS-standard</b> if the raw material is certified organic and the process allowed	
Other ingredients	}	<b>CAN NOT BE CERTIFIED AS ORGANIC</b> Restricted list of ingredients, allowed as exemptions Appendix V	



Promoting the use of organic ingredients, and respecting biodiversity

## BDIH / COSMOS-standard – certification of raw materials



- certification of raw materials from organic starting materials to COSMOS-standard by IONC
  - chemically processed agro-ingredients
  - physically processed agro-ingredients, falling outside the scope of recognized organic production standards
- no minimum percentage of organic content is required
- advertising, by using the BDIH raw material mark / “COSMOS certified”
- The labelling must display clearly the percentage of organic content “x % organic”, calculated according to the COSMOS-standard
- COSMOS-standard data base for certified organic raw materials is under development

## COSMOS-standard – finished product certification



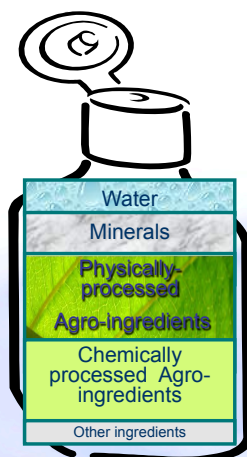
### COSMOS NATURAL

No quantitative requirement for ingredients from organic farming



### COSMOS ORGANIC

Minimum requirement for ingredients from organic farming





>95%

Appendix VI / VII PPAI / CPAI that must be used in organic quality

>20%

> 10% for rinse-off products, non-emulsified aqueous products, products with at least 80% minerals or ingredients of mineral origin







## COSMOS-standard – NATURAL

### transparent communication to consumers

**organic claims limited to ingredients**

**organic claims limited to ingredients**





**compulsory labelling**

**compulsory labelling**

(unless it is 100%)

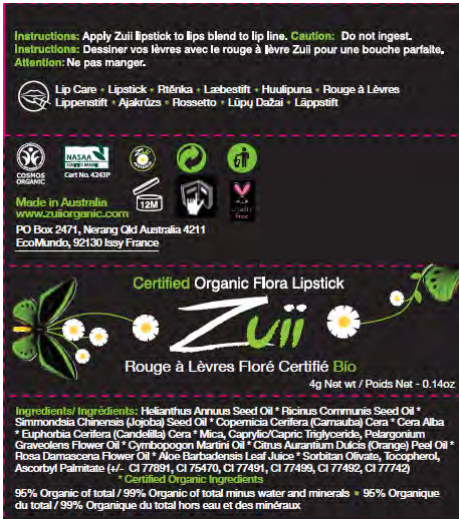
**Ingredients:** Aqua, Sodium Coco-Sulfate, Coco-Glucoside, Cocamidopropyl Betaine, Benzyl Alcohol, Citric Acid, Parfum, Guar Hydroxypropyltrimonium Chloride, Hydrolyzed Wheat Protein, Juniperus Sibirica Needle Extract\*\*, Artemisia Vulgaris Extract, Mentha Piperita (Peppermint) Leaf Water\*, Urtica Diocla (Nettle) Extract\*, Pinus Sibirica Needle Extract\*\*, Aquilegia Sibirica Extract\*\*, Agrostis Sibirica Extract\*\*, Pinus Sibirica Seed Oil Polyglyceryl-6 Esters\*\*, Sodium Benzoate, Potassium Sorbate, Dehydroacetic Acid, Glycerin, Citral\*\*, Limonene\*\*, Linalool\*\*.

\* Issued from organic agriculture.

## COSMOS-standard – ORGANIC

### transparent communication to consumers



**compulsory labelling:**

**organic in the product name:**  
only, if 95% organic of total formulation

**marking organic ingredients**

**% organic of total**

**% natural origin of total**  
(unless it is 100%)

**Ingredients/ Ingrédients:** Helianthus Annuus Seed Oil \* Ficus Communis Seed Oil \* Simmondsia Chinensis (Jojoba) Seed Oil \* Copernicia Cerifera (Carnauba) Cera \* Cera Alba \* Euphorbia Cerifera (Candelilla) Cera \* Mica, Caprylic/Capric Triglyceride, Pelargonium Graveolens Flower Oil \* Cymbopogon Martini Oil \* Citrus Aurantium Dulcis (Orange) Peel Oil \* Rosa Damascena Flower Oil \* Aloe Barbadensis Leaf Juice \* Sorbitan Olivata, Tocopherol, Ascorbyl Palmitate (V- Ci 77891, Ci 75470, Ci 77489, Ci 77492, Ci 77492, Ci 77492).

\* Certified Organic Ingredients

95% Organic of total / 99% Organic of total minus water and minerals = 95% Organique du total / 99% Organique du total hors eau et des minéraux.





## COSMOS-standard – finished product certification

### Packaging material

- allowed: material that can be reused or recycled
- forbidden:
  - polyvinyl chloride (PVC) and other chlorinated plastics
  - polystyrene and other plastics containing styrene
  - GMO materials

### Cleaning materials used during production of certified products

- ingredients complying with this Standard
- plant based surfactants  
(biodegradable, aqua tox: EC50 or IC50 or LC50 > 1 mg/l)
- Some defined cleaning and disinfection material allowed

### Environmental management plan

- energy economy, waste management, limitation of accident risk



## BDIH / COSMOS-standard – certification procedure / controls

- An essential aspect of harmonization consists of the creation of a uniform level of control and a cross-system joint evaluation of raw materials
- Even the best criteria are useless, when the compliance is not controlled reliably, objectively and regularly.  
„Controlled Natural Cosmetics“ creates the real confidence
- because
  - independent from companies
  - regularly (annually)
  - qualified
  - sanctions
- The „quality“ of a standard must also be measured by its control system
- „Control“ is positive and creates the deserved consumer and manufacturer confidence



## BDIH / COSMOS-standard – certification with IONC: license agreement

- Only for members of BDIH association
- License agreement between brand owner / responsible manufacturer and IONC:

Usage and License Agreement for the mark „International Organic and Natural Cosmetics Corporation – BDIH Standard“ and for the sign “COSMOS NATURAL” or “COSMOS ORGANIC”

- Terms and conditions of allocation and use for the mark
  - Fee schedule
- BDIH members are not charged with additional usage fees for the signatures of COSMOS-standard AISBL



## BDIH / COSMOS-standard – certification with IONC: documents evaluation

- IONC Product registration form (excel file) for application of products
- The application may be provided by
  - the licensee or
  - the contracted manufacturer on behalf of the licensee
- Initial inspection based on documents
  - Formula
  - Raw materials / Ingredients
  - Product labels / packaging
  - Packaging material
  - Cleaning material
- Evaluation report details the evaluation results
- Internal list of products / raw materials for each licensee



## BDIH / COSMOS-standard – certification with IONC: audit on site

- Audit at all sites involved: brand owner, contract manufacturer, handler
  - First audit - Annual audit
  - Additional Follow-up audit in case of major non-conformities
  - Unannounced audits
- The aim of the audit is to check, if the following qualifications for the production to BDIH / COSMOS-standard are met or must be improved:
  - Storage areas, raw materials and products must be clearly labelled to avoid any confusion or risk to the integrity of the cosmetic products.
  - Different manufacturing processes must be separated to prevent contamination of organic or natural ingredients.
  - There must be a Quality Control System which includes:
    - complete traceability of ingredients and final products
    - manufacturing procedures throughout all stages
    - ingredient and product testing, and
    - analysis, manufacturing and storage records



## BDIH / COSMOS-standard – certification with IONC: certificates

- first certificate issued, after successful
  - document evaluation of applied products
  - audit on site
- certificate lists conform certified products,  
only for these the certification mark can be used
- new products can be added to the certificate any time,  
based on document evaluation.
- certificate valid for one calendar year  
renewal every year, after successful annual audit
- in case of deliberately false information or any contract violation  
IONC is authorised to apply the measures and sanctions of the terms and conditions to the license agreement (annex 1)



## COSMOS-standard – The results so far ...

The numbers are increasing every year, since 2011 by > 50%



1.400 approved raw materials



900 certified raw materials



800 certified finished products






## COSMOS certification with BDIH/IONC – advantages

- We bring together the competence of BDIH members  
brand/private label manufacturer, raw material manufacturer, distributors, test laboratories, toxicologists, chemists, etc.
- We inform  
whom to contact in the development and distribution of your cosmetic products
- We consult  
in various legal requirements in cooperation with specialized lawyers
- We help  
to check conformity of cosmetic formulas at the beginning of the development  
to benefit most from BDIH / COSMOS-standard certification



## COSMOS certification with BDIH/IONC – advantages




COSMOS NATURAL    COSMOS ORGANIC

- We already certify  
    natural/organic cosmetic products, produced and sold in Japan
- OEM companies  
    approved according to BDIH / COSMOS-standard,  
    ready for the production of new brands
- BDIH Japan liaison office  
    direct contact office for Japanese companies  
    all documents available in Japanese language  
    managed directly by BDIH in Germany  
    no commission to be paid to the BDIH Japan liaison office



## COSMOS certification with BDIH/IONC – advantages




COSMOS NATURAL    COSMOS ORGANIC

- We combine tradition - competence - innovation ➔ since more than 13 years
- We offer certification reliable and acknowledged with transparent and fair costs ➔ worldwide
- We create confidence ➔ everyday

join us – be natural.



**COSMOS certification with BDIH/IONC**



Please meet us at BDIH booth NC-11  
for more information

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



**Go seichô**  
**arigatô gozaimashita!**

**Thank you very much**  
**for your attention!**

**Herzlichen Dank**  
**für Ihre Aufmerksamkeit!**



**be natural.**  
[www.ionc.info](http://www.ionc.info)



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COSMOS-standard, to a brighter future ...



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