



EUROPEAN COMMISSION
 DIRECTORATE-GENERAL
 ENVIRONMENT
 Directorate B – Circular Economy & Green Growth
 ENV.B.1 – Sustainable Production, Products and Consumption



Brussels,

Dear Sir/Madam,

With growing consumer demand for environmentally neutral and socially responsible personal care products, and a market where sustainability is the new norm, it is the perfect time for companies leading in corporate social responsibility to become recognised with a reliable environmental label.

The EU Ecolabel is a voluntary environmental labelling scheme established by the European Commission 25 years ago. The EU Ecolabel promotes Europe's transition to a Circular Economy, supporting both sustainable production and consumption. Thanks to transparent ecological criteria, consumers can make conscious choices - without compromising on the quality of the products. Similarly, it rewards sustainable innovation, low carbon business models and has reduced environmental footprint.

It is a label recognised by millions of consumers across Europe and using it also means that manufacturers decrease their certification burden, by not needing to apply for multiple national labels.

The criteria for rinse-off cosmetics, which include shampoos, conditioners, face washes, soaps or shower gels, ensure that products carrying the EU Ecolabel have a reduced impact on wastewater systems, animals and plants living in water. They moreover limit the use of resources and packaging waste and require the sourcing of palm oil from sustainably managed sources.

In a move to encourage wider EU Ecolabel certification within the rinse-off cosmetics sector, the EU Ecolabel team will host a promotional webinar explaining the criteria, the certification process, and the support tools available for potential applicants. The webinar will also be followed by a live Q&A session.

The webinar is planned for the **9th of March 2017 from 16-17:00 CET.**

If you could RSVP to Kristine.DOROSKO@ec.europa.eu we will keep you updated about the details.

Kind regards,

SCHALLY Hugo-Maria
 Head of Unit