

Organic and natural cosmetics in Finland



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Finland is a relatively small market for cosmetics valuing at €911 million in 2017². Finns, however, appreciate their environment and have a long tradition of living in harmony with the nature. Therefore, Finland provides good opportunities for natural and organic cosmetics importers. This factsheet provides specifications of natural and organic cosmetic products in Finland.

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A. Definition

Natural and organic cosmetics are both of natural origin but these concepts should not be confused as they often are. Both concepts contain same elements but they are not identical. There is an apparent need to define natural cosmetics and organic cosmetics and to be aware of the requirements of the use of these labels. In the absence of a unified legal framework, the requirements are specified in national and international standards and certificates for natural and organic cosmetics.

The major difference between the concepts is the growing method of the ingredients. Organic cosmetics by definition means a product that is mainly of organic origin. The main part of ingredients for natural cosmetics are of natural origin as well, but one can often use for example pesticides, which is not allowed in organic production. For natural cosmetics, the use of organic ingredients is a recommendation while for organic cosmetics a certain percentage of ingredients of organic origin is a binding requirement.¹ Requirements are specified by different certification bodies granting certificates of natural and organic cosmetic products.

In the European Union, organic cosmetics producers are not allowed to use the [EU green leaf logo](#) on their products, because cosmetic products are not included in the [EU organic production legislation](#).

B. Natural and organic cosmetics market

- Even though the Finnish cosmetics market is rather small, the growing demand for natural and organic cosmetics provide opportunities for importers
- The largest product categories in the Finnish market are hair care and skin care products; especially these product categories provide opportunities for importers
- According to a survey, sales of Finnish natural and organic cosmetics companies increased by 13.4 percent from 2016 to 2017 being €15.3 million in 2017⁹

1. Cosmetics market in general

Valued at €77.6 billion at retail sales price in 2017, the European cosmetics and personal care market is the largest in the world followed by the US market which valued at €67.2 billion in 2017. The market value for all beauty and personal care in Europe has increased steadily from €73.2 billion in 2012 to €77.6 billion in 2017. In Finland, the market value has increased similarly in the long run.

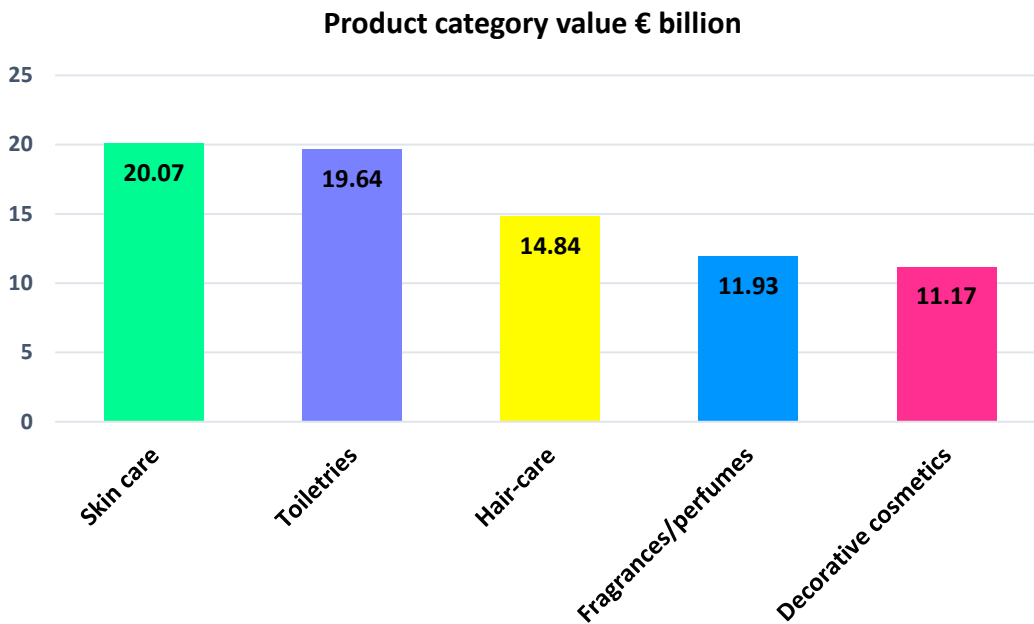
¹ <https://www.finatura.com/luonnonkosmetiikan-kriteerit>

⁹ <http://www.luonnonkosmetiikka.fi/luonnonkosmetiikka-ala-kasvaa-vahvana/>

However, from 2016 to 2017 the market value in Finland decreased by two percent, valuing at €911 million in 2017.²

The largest national markets for cosmetics and personal care products within Europe are Germany (€13.6 billion), France (€11.3 billion), the UK (€11.1 billion), Italy (€10.1 billion) and Spain (€6.8 billion). The following product categories hold the largest share of the European market in 2017: skin care products, toiletries, hair-care products, fragrances/perfumes, and decorative cosmetics.³

Table 1. European cosmetics market in 2017: largest product categories



Source: *Cosmetics Europe*

Differences in consumption inside the European market are vast. When comparing to other European regions, the Nordic countries are consuming more body care products and hair care products than other regions in Europe.⁴ Especially the Finnish cosmetic market is rather different from the European market. In Finland, the largest product categories in 2017 were hair care products and skin care products, and the share of fragrances and perfumes was very small compared to the general European consumption trend.⁵

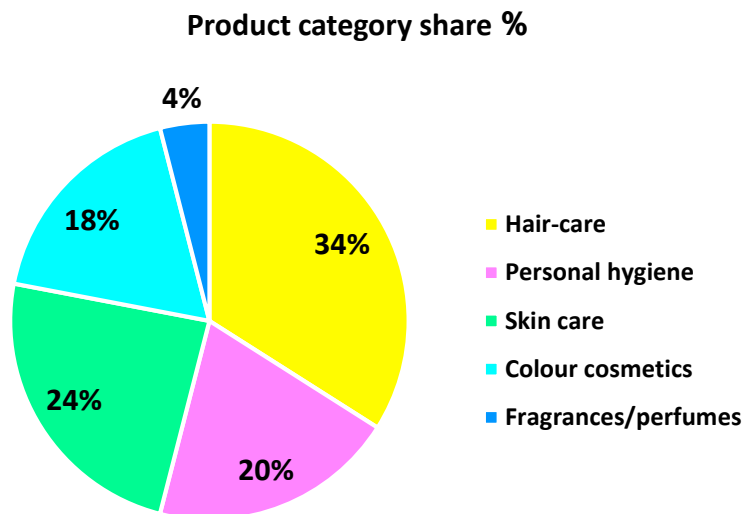
² <https://www.statista.com/statistics/491453/beauty-and-personal-care-western-europe-market-value/>

³ <https://www.cosmeticseurope.eu/cosmetics-industry/>

⁴ https://www.cosmeticseurope.eu/files/6114/9738/2777/CE_Consumer_Insights_2017.pdf

⁵ http://www.teknokemia.fi/fin/teknokemian_yhdistys/ajankohtaista/2018/05/meikit-ja-miesten-kosmetiikka-suosiossa/

Table 2. Product category shares of the cosmetics market in Finland, 2017



Source: The Finnish Cosmetic, Toiletry and Detergent Association

2. Natural and organic cosmetics market

Revenue generated from the global natural and organic personal care products market was valued at US\$ 12.1 billion in 2017. The global natural and organic personal care products market is expected to be valued at US\$ 29.5 billion by the end of 2028. Persistence Market Research predicts that the global market for organic cosmetics will grow by 8–10 percent annually from 2016 to 2022. Europe accounts for around 30–35 percent of the global natural and organic cosmetics market.⁶

Following a steady growth in natural and organic cosmetics market in Europe, European growth has slowed down and global growth has concentrated in Asia. However, the natural and organic cosmetic producers are still confident about the continuing growth in the European market as well.⁷

In the cosmetics sector the consumption in natural and organic cosmetics has grown more rapidly than consumption in the traditional cosmetics market. The growing demand of natural and organic cosmetics can be at least partly explained by the growing interest people have in their health and wellbeing, which is supported by scientific research of good qualities of natural ingredients and well-presented stories.⁸

In Finland, the consumption of natural and organic cosmetics is not calculated in a systematic way. However, the leading organisation for natural and organic cosmetics producers, Pro Luonnonkosmetiikka ry, has made a survey gathering together the sales of 24 Finnish companies in

⁶ <https://www.persistencemarketresearch.com/market-research/natural-organic-personal-care-product-market.asp> & http://www.in-cosmetics.com/RXUK/RXUK_InCosmetics/2016-website/Marketing%20Trends%20Presentations/Amarjit%20Sahota_Organic%20Monitor_InC%20website%200416.pdf?v=635973598661628816

⁷ <http://www.ecoviain.com/r2804/?hilite=%27natural%27%2C%27cosmetics%27>

⁸ <https://core.ac.uk/download/pdf/146448335.pdf>

the sector. According to the survey, sales of organic and natural cosmetics of these companies increased 13.4 percent from 2016 to 2017 being €15.3 million in 2017. Three out of four companies told that their sales increased in 2017. Most companies had positive views for the future and foresaw a further enlargement of the natural and organic cosmetics sector in Finland.⁹

Even though the cosmetics market in Finland is rather small compared to the global or even European scale, the Finnish market provides opportunities for natural and organic cosmetics importers thanks to the growing demand for environmentally friendly and more natural products.

C. Channels to find buyers for natural and organic cosmetic products

- Trade fairs are good meeting places for finding potential buyers
- Major retailers of natural and organic cosmetics in Finland include department store chains, pharmacies, and natural and organic product stores as well as online stores
- Online stores are a good channel to enter the Finnish market, they are slowly changing the retail market in Finland
- The role of social media and blogging in the marketing of cosmetic products is increasing
- Trust is an important factor in doing business with the Finns

1. Trade fairs

Trade fairs in Finland

[Luonnonkaunis-messut](#) (*Naturally beautiful* in English) Pro Luonnonkosmetiikka ry organises a yearly trade fair dedicated for natural and organic cosmetic products and buyers. More information about the trade fair from the Finnish natural and organic cosmetics organisation Pro Luonnonkosmetiikka ry: info[at]luonnonkosmetiikka.fi.

[I love me -messut](#) is a trade fair for well-being products and services. Natural and organic cosmetics section in the trade fair has been growing rapidly and could be a good place to find potential buyers.

Trade fairs in Europe

[Natural & organic products Europe](#) is one of the biggest trade fairs in Europe for natural and organic products. The international trade fair is organised in London, UK.

[Natural products Scandinavia](#) is an international industry event for trade buyers in the healthy living, nutrition, natural beauty and self-care sectors. The trade fair is organised in Malmo, Sweden.

⁹ <http://www.luonnonkosmetiikka.fi/luonnonkosmetiikka-ala-kasvaa-vahvana/>

VIVANESS is an international trade fair for natural and organic cosmetics. In 2018, it gathered together 275 exhibitors and 50 000 visitors from 134 countries. The trade fair is organised in Nuremberg, Germany.

2. Retailers



SOKOS is a traditional department store which is a part of one of the biggest department store chains in Finland. It has operated since 1952. Sokos chain has 22 department stores operating in Finland and an online store. Sokos offers a large selection of traditional, natural and organic cosmetics.



STOCKMANN is one of the major department stores in Finland known for high quality products. There are six department stores in Finland operating under the name Stockmann and an online store. Stockmann offers a wide range of cosmetics brands including a number of natural and organic cosmetics brands.



PHARMACIES in Finland often sell also cosmetic products. In many pharmacies, natural and organic cosmetics form a permanent part of the cosmetics selection.



RUOHONJUURI is a major store for organic and naturally produced products with 12 stores in Finland and an online store. One of Ruohonjuuri's largest product categories is natural and organic cosmetics.

Online stores selling cosmetic products have changed the cosmetics market in Finland. Especially young adults use online stores regularly and their popularity is growing all the time in Finland. Online stores provide customers flexibility and provide them equal shopping opportunities irrespective of their place of residence. This changes shopping behaviour particularly in sparsely populated Finland.¹⁰ One must note when planning online sales that the same regulations apply to cosmetic products sold online as when sold in traditional stores.

Social media and blogging are changing the marketing of cosmetic products in Finland. Social media and blog posts can reach tens or even hundreds of thousands of potential buyers. Social media provides good tools for directing your marketing to well-defined target groups.

¹⁰ http://www.teknokemia.fi/fin/teknokemian_yhdistys/ajankohtaista/2018/05/meikit-ja-miesten-kosmetiikka-suosiossa/

Online stores selling natural and organic cosmetics in Finland:



[JOLIE](#) is a Finnish online store specialised in natural and organic cosmetics. They offer a wide range of Finnish as well as imported natural and organic cosmetic brands. In addition to the online store, they have a traditional store in Helsinki.



[HYVINVOINNIN.FI](#) is a Finnish online store offering wellness products, such as vitamins, natural and organic cosmetics and superfoods. According to a survey made by the Finnish trade association Hyvinvoinnin.fi was the 5th most appreciated online store in Finland in 2018.



[HOUSE OF ORGANIC](#) is a Finnish online store that offers wellness products, but is mainly concentrated in natural and organic cosmetics. It offers a wide range of Finnish products as well as popular international brands.

D. Consumer preferences and products

- Consumers' awareness of health and well-being is increasing
- New trends in the Finnish cosmetics market: men's cosmetics and colour cosmetics
- Finnish consumers are quality-oriented; consumers need to trust that your product works
- An engaging and well-targeted story helps in gaining consumers' trust
- Present the particularities of your ingredients; the origin and the way it has been produced traditionally

1. Consumer preferences and new trends in Finland

The Finnish society has a long history of living in harmony with the nature and Finns appreciate the environment highly. Thanks to the general rise in ethical consumerism, Finnish consumers seek for environmentally friendly products and packages. Consumers want to reduce the use of chemicals, additives and synthetic ingredients, and want more natural alternatives for their everyday cosmetics.

Finns have more allergies than before¹¹ and a pale, thin and sensitive skin. Therefore, consumers are becoming increasingly interested in more natural alternatives that do not contain chemicals that irritate their skin. Natural and organic cosmetics are often marketed as being suitable for sensitive skin and many products have been created keeping this need in mind.

In general, Finns prefer natural scents that are not too strong. Products also need to look natural; strong colours are not commonly used in products and packages. Natural pictures and pictures of the ingredients, such as berries, are often printed on product packages.

Focus on well-being, powerful stories and quality

Finnish consumers are more aware of the importance of healthy lifestyles. They take more responsibility for their personal health, integrating mental and physical well-being. Well-being products and services are becoming more popular among the buyers. This brings opportunities for natural and organic cosmetics producers.

Finnish people share a long tradition of using natural ingredients in health care and for improving their well-being, and there are many ingredients growing in the forests that are thought to have positive effects on health and well-being. Commonly used ingredients are arctic berries, herbs and peat. Some ingredients that can be found in the Arctic nature have increased in popularity, such as chaga mushroom. When importing to the Finnish market, it can be difficult to introduce ingredients that do not exist in the Arctic nature and are not known by the buyers.

However, consumers are interested in powerful stories behind the products they purchase. Creating an engaging story for your brand will help you in gaining Finnish consumers' trust. A well-told story that brings your product's exotic ingredients to the knowledge of consumers will help you in marketing your product and new ingredients. For example, Finnish producers and marketers often emphasise the Arctic origin, remoteness and pureness.

On the other hand, natural origin is no longer enough to convince consumers of the quality of the product. Finnish consumers are quality-oriented and expect their cosmetic products to work as expected. An average Finnish consumer does not pick the natural or organic product only because of the natural origin. To make your new product interesting to buyers, you need to show that it works.

Men's and colour cosmetics as emerging trends

Men's consumption of cosmetic products has increased rapidly and this has been noticed by the producers as well. Products, product lines and entire brands created for men have been popping up in the cosmetics market in the last years. In Finland, men's cosmetics sales increased by 10 percent from 2016 to 2017.¹²



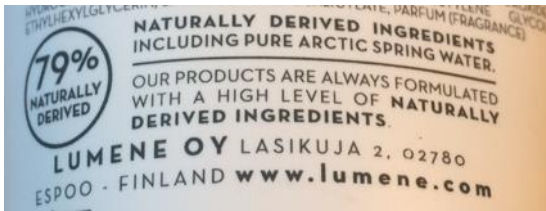
¹¹ <https://thl.fi/fi/web/kansantaudit/astma-ja-allergiat/astman-ja-allergioiden-yleisyys>

¹²⁻¹³ http://www.teknokemia.fi/fin/teknokemian_yhdistys/ajankohtaista/2018/05/meikit-ja-miesten-kosmetiikka-suosiossa/



Another new trend in the Finnish cosmetics consumption is an increase in the consumption of make-up products. Colour cosmetics have traditionally been a small product category but thanks to the social media and blogs, the importance of this category has been in rise in the last years.¹³


Changing traditional cosmetics market




As a result of consumers' changing preferences, even the traditional cosmetics producers have started to add more natural ingredients to their products. For example, [Lumene](#), the largest cosmetics brand in Finland, has a natural cosmetics line called Harmony. 99 percent of ingredients used in this product line are naturally derived. Lumene has also started to add the share of natural ingredients to other product information.





2. Products and brands

Finnish brands		
Product picture	Brand and description	Retail price range
	Mia Höytö Cosmetics Body care and skin care products for adults	High-end € 16-58 E.g. Eye cream 15ml € 33
	Flow Cosmetics Skin care, hair care, body care, makeup and aromatherapy products for adults	High-end € 9-40 E.g. Body scrub 200g € 22
	Frantsila Skin care, body care and hair care products and perfumes for adults	Mid-range € 9-33 E.g. Facial cream 40ml € 20

	<p>Ole hyvä Body care and hair care products for adults</p>	<p>Mid-range € 8-12</p> <p>E.g. Shower gel 350ml € 10</p>
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International brands		
Product picture	Brand and description	Retail price range
	<p>Mádara Skin care, hair care, body care products for adults and children</p>	<p>High-end € 8-60</p> <p>E.g. Sun screen 100ml € 21</p>
	<p>Mr Bear Family Facial care products for men</p>	<p>High-end € 12-30</p> <p>E.g. Beard soap 250ml € 29</p>
	<p>Sophie la girafe Skin care, body care and hair care products for children</p>	<p>Mid-range € 10-25</p> <p>E.g. Baby bubble bath gel 150ml € 18</p>

	<p>Lavera Skin care, body care, hair care and makeup products for adults and children</p>	<p>Lower-end € 5-30 E.g. Shampoo 250ml € 9</p>
	<p>Organic shop Hair and body care products for adults</p>	<p>Lower-end € 4-10 E.g. Body scrub 250ml € 6</p>

Other Finnish natural and organic cosmetic brands

[DETRIA](#), [MELLIS](#), [LEHTOPEAT](#), [BALMUIR](#), [INARI ARCTIC BEAUTY](#), [CHOICE FINLAND](#), [SUPERMOOD](#), [DERMOSIL NATURE](#), [ABIES ORGANICS](#), [ANUMATI NATURALS](#)

E. Legislation and supervision of cosmetic products

- Even though there is not a unified legislation for natural and organic cosmetics, there are general cosmetics regulations that are binding for natural and organic cosmetics as well. When importing natural and organic cosmetic products to Finland, the products should adhere both to the EU legislation and national requirements. Once the product has been approved to be sold on the Finnish market, it can move freely inside the whole EU thanks to the European Single Market.
- See a comprehensive list of EU legislations and import requirements relating to cosmetic products on [EU Trade Helpdesk](#)
- The [Cosmetics Regulation](#) ((EC) No 1223/2009) provides the regulatory framework for cosmetic products in the European Union
- [The Finnish Customs](#) is the authority controlling the import of products in the Finnish market; the customs also advise on importing requirements and duties

1. EU legislation on cosmetics

There are several organisations that are pushing to create an EU-wide legislation on natural and organic cosmetics. However, at the moment the only legislation concerning these products is the legislation for all cosmetic products. There is not a legislation determining the amounts of natural ingredients that a product should contain to be called natural. This has led to a lot of confusion among the cosmetic producers and customers about the content requirements of natural cosmetics. Producers might not be aware that a product cannot be called natural if there is only a small amount of natural ingredient added to a product.

See a comprehensive list of EU legislations and import requirements relating to cosmetic products on [EU Trade Helpdesk](#).

[REACH](#) (EC 1907/2006) is the European Regulation on Registration, Evaluation, Authorisation and Restriction of Chemicals. The main aims of REACH are to ensure a high level of protection for human health and the environment, including the promotion of alternative test methods, as well as the free circulation of substances on the internal market and the enhancement of competitiveness and innovation. REACH defines specific obligations for each individual chemical substance you manufacture, import or use. Your obligations depend on your role in the supply chain for the specific substance. See the specific obligations for your product on European Chemicals Agency's interactive tool [Navigator](#).

The [Cosmetics Regulation](#) (EC No 1223/2009) provides the regulatory framework for cosmetic products in the European Union. The regulation establishes rules to be complied with by any cosmetic product made available on the market, in order to ensure the functioning of the internal market and a high level of protection of human health. Therefore, it includes provisions e.g. on

product safety, responsibility, product substances, animal testing, consumer information, non-compliance and penalties.

Effective in-market control by EU countries ensures that only cosmetic products, which conform to the cosmetics legislation, are on the market. Inspectors appointed at national level may visit retailers selling cosmetic products to check these products. If necessary, these inspectors may take any product from the market to official laboratories to be tested for compliance with EU regulations.

Responsible person

According to the Cosmetics Regulation, a responsible person must be designated for each cosmetic product placed on the EU market. The responsible person ensures the compliance with the relevant obligations set out in the regulation.

For an imported cosmetic product, each importer shall be the responsible person for the specific cosmetic product he places on the market. The importer can designate a person established within the Community as the responsible person who must accept the responsibility in writing. There are numerous companies in Europe, who offer their services for this purpose and for other help with the European cosmetics legislation.

The distributor is the responsible person if he places a cosmetic product on the market under his name or trademark or modifies a product already placed on the market in such a way that compliance with the applicable requirements may be affected.

Product Information File (PIF)

Product information file (PIF) is required for all cosmetic products that are aiming to be placed on the European market. It is the key-element for you to prepare in order to get your product in to the European market. The purpose is to gather all the important information about your cosmetic product in a single file. There are several private businesses providing consultancy services to help you to prepare the PIF. You can also find some useful tips online (e.g. Cosmetics Europe provides [guidelines](#) on PIF).

Product information file includes:

1) Description of the cosmetic product includes for example the exact name of the product, description of the function of the product, and the formula of the product (e.g. a formula card of the product);

2) Product safety report: The Cosmetics Regulation states that cosmetic product made available on the market must be safe for human health, taking account, in particular, of the following:

- Presentation including conformity with [Directive 87/357/EEC](#);
- Labelling;
- Instructions for use and disposal;

- Any other indication or information provided by the responsible person.

The Cosmetic Product Safety Report (CPSR) is the main part of the Product Information File (PIF). Divided in two parts, it is a mandatory requirement of the Cosmetics Regulation 1223/2009. CPSR aims to prove that the cosmetic product is safe.

Part A of the CPSR is a cosmetic product safety information file that contains the following information:

- Quantitative and qualitative composition of the cosmetic product;
- Physical/chemical characteristics and stability of the cosmetic product;
- Microbiological quality;
- Impurities, traces, information about the packaging material;
- Normal and reasonably foreseeable use;
- Exposure to the cosmetic product;
- Exposure to the substances;
- Toxicological profile of the substances;
- Undesirable effects and serious undesirable effects;
- Information on the cosmetic product.

Part B of the CPSR is a product safety assessment file that contains the following information:

- Assessment conclusion;
- Labelled warnings and instructions of use;
- Reasoning;
- Assessor's credentials and approval of part B.

3) Method of manufacture and a statement on compliance with good manufacturing practice (GMP). This is supposed to be a short overview of the method of manufacture including bulk storage and filling and should be generally applicable to your manufacturing site or sites.

The GMP of cosmetic products are a set of practical and organisational requirements in respect of which the product has to be manufactured. This concerns particularly the control of human, technical and administrative factors. The Cosmetics Regulation does not require a certification to be obtained; only compliance is expected. Companies must confirm compliance by including a statement in the PIF;

4) Proof of the effect claimed for the cosmetic product: In addition to the requirements of the Cosmetics Regulation, the European Commission has published a regulation specific to cosmetic claims ([EC: 655/2013](#)) as well as [guidelines](#) to improve the understanding of these rules by the industry. The

Regulation laying down common criteria for the justification of claims used in relation to cosmetic products and the Cosmetics Regulation aim to ensure that the information conveyed to the end users through the claims is useful, understandable and reliable. It must enable them to make informed decisions and to choose the product that best suits their needs and expectations.

The Product Information File should include the technical data necessary for substantiating the effect that the product is claimed to have. This concerns any claim made for a cosmetic product made through any marketing medium by using any tool to any audience;

5) Data regarding any animal testing performed: The Cosmetics Regulation foresees the phasing out of animal testing for cosmetics purposes. Specifically, it establishes:

- Testing ban – prohibition to test finished cosmetic products and cosmetic ingredients on animals;
- Marketing ban – prohibition to market finished cosmetic products and ingredients in the EU that were tested on animals.

Product substances

The Cosmetics Regulation specifies certain substances as prohibited and certain as restricted in cosmetic products. These can be found in the annexes of the regulation, which are updated constantly. There are lists presented in the annexes for colorants, preservatives and UV-filters that may be used in cosmetic products. If your substance or mixture is classified as hazardous, you will also need to comply with the [classification, labelling and packaging \(CLP\) Regulation](#) (EC) No 1272/2008.

Consumer information and labelling

Cosmetic products that are available on the consumer market must have proper labelling in the container and packaging where the consumer can find the following information:

- Name or registered name and the address of the responsible person;
- Nominal content at the time of packaging;
- Date of minimum durability;
- Particular precautions to be observed in use;
- Batch number of manufacture or the reference for identifying the cosmetic product;
- Function of the cosmetic product, unless it is clear from its presentation;

- A list of ingredients. INCI names (International Nomenclature Cosmetic Ingredient) are systematic names internationally recognised to identify cosmetic ingredients, and these are the names you should use so that consumers are able to recognise the ingredients in your products. [Cosing](#) is the European Commission database for information on cosmetic substances and ingredients;

Notification of first importation

After you have finished the compliance process and created the product information file, you need to register your product. Article 13 of the Cosmetics Regulation requires that the responsible persons and, under certain circumstances, the distributors of cosmetic products submit information about the products they place or make available on the European market through the [Cosmetic Products Notification Portal \(CPNP\)](#). CPNP is a free of charge online notification system created for the implementation of the regulation. When a product has been notified in the CPNP, there is no need for any further notification at national level within the EU.

2. Finnish legislation on cosmetics

In addition to the EU legislation, there is a [Finnish law on cosmetic products](#) (available only in Finnish) that lays down requirements for national languages and supervision of the EU regulation. Labelling information must be provided in both official languages, which are Finnish and Swedish. Product information file must be available for the Finnish Safety and Chemicals Agency and the Finnish Customs in Finnish, Swedish or English.

The law authorizes [the Finnish Safety and Chemicals Agency \(Tukes\)](#) to be the competent authority to supervise the implementation of the EU regulation. Tukes is the relevant authority if you seek advice on product requirements for products that are already in the Finnish markets, or on producers, importers and distributors working in the Finnish markets.

The national legislation also authorizes [the Finnish Customs](#) to act as the competent authority to supervise the implementation of the EU regulation in cases of cosmetic product import outside of the EU and the European Economic Area (EEA). The Finnish Customs is the relevant authority if you seek advice on requirements for importing cosmetic products or substances outside of the EU or the EEA. They are also responsible for supervising the import of organic products to Finland.

[The Finnish Food Safety Authority](#) (Evira) is the organisation supervising organic production in Finland. On [Evira's website](#) one can find advice on adhering to the requirements of organic production.

F. International Standards and certificates

- In recent years, there have been steps taken into the direction of a more harmonised definition of natural and organic cosmetics
- In the absence of a binding legislation for natural and organic cosmetics, it is important to certify your products in order to gain the trust of buyers
- COSMOS standard has brought together many major certification bodies
- ISO standards are an attempt to create harmonised European wide standards for natural and organic cosmetics
- In addition, there are numerous other certificates used in Finland

1. Standards

ISO

International Organization for Standardization (ISO) is an independent, non-governmental international organization that creates documents setting specifications, requirements or guidance on a topic. The process brings together expertise from a sector to address solutions to global challenges.

In February 2016, ISO issued the first part ([ISO 16128-1:2016](#)) of the guideline, which provides definitions for natural and organic cosmetic ingredients. In addition to natural and organic ingredients, other ingredient categories, which may be necessary for natural and organic product development, are defined with associated restrictions. In order to familiarize oneself with the requirements for adhering to the standard, one needs to purchase the guideline document from the ISO. The cost of the document is 58,- Swiss francs.

The second part ([ISO 16128-2:2017](#)) was released in September 2017, and covers the criteria for ingredients. It describes approaches to calculate natural, natural origin, organic and organic origin indexes that apply to the ingredient categories defined in ISO 16128-1. The document also offers a framework to determine the natural, natural origin, organic and organic origin content of products based on the ingredient characterization. The cost of the document is 88,- Swiss francs.

Even though the ISO standards are the first attempt to create a unified requirement system for the natural and organic cosmetics, and therefore something that the sector has been longing for, they have also provoked some critique. The main critique is that the standards have fallen short of current private standards' requirements and that there is therefore no guarantee that products using the standard will be consistent with consumer expectations, especially in the EU and Finland. Critiques have also raised that the consumers might not trust the standards if the requirements cannot be accessed freely.

COSMOS-standard

Five organisations involved in organic and natural cosmetics standards have agreed to cooperate over developing a single, harmonised standard. The [COSMOS-standard](#) was established in 2010 and

applies to cosmetic products that are marketed as organic or natural. It has brought together many of the leading certification bodies. It seeks to:

- Promote the use of products from organic agriculture, and respect biodiversity;
- Use natural resources responsibly, and respect the environment;
- Use processing and manufacturing that are clean and respectful of human health and the environment;
- Integrate and develop the concept of “Green Chemistry”.

The Standard covers all aspects of the sourcing, manufacturing, marketing and controlling of cosmetic products in 12 chapters. Any company or manufacturer that wishes to produce and market organic or natural cosmetics can use the COSMOS-standard. To do this, they must apply to an authorised certification body, which will conduct a thorough audit of their operation to ensure all the requirements of the Standard are met.

2. Certificates in Europe

Even though there is not a unified legislation for natural cosmetics in the European Union, several certifying bodies in Europe and in Finland grant certificates and supervise the quality of natural cosmetic products. There are also growing demands for a specific legislation for natural cosmetics that would unify the criteria for the products, for example, the share of ingredients of natural origin needed for a natural product, or a unified approach towards GMO.

The certifying body as an independent expert ensures the consumer that s/he is getting the product s/he paid for i.e. supervises the quality of the product and the manufacturing process. In the absence of a unified legislation, applying for a certificate is encouraged to achieve consumers’ confidence. A product that has been granted a certificate is allowed to use the certificate logo for packaging and marketing.

Certifiers have different criteria for natural products (organic products have even stricter criteria) but usually the criteria include:

- At minimum 95 % of the product ingredients must be of natural origin;
- Preference for organic ingredients;
- Environmentally friendly manufacturing process as well as the end product;
- Ingredients must be processed as little as possible;
- Absence of animal-derived ingredients (with certain exceptions, e.g. produced naturally by the producer) and animal testing;
- Absence of GMO, parabens, phenoxyethanol, nanoparticles, silicon, PEG, synthetic perfumes and dyes;
- Recyclable or bio-degradable packaging;

There are several certification bodies working in Europe and internationally:



[ECOCERT](#) is an inspection and certification body established in France in 1991 by agronomists aware of the need to develop environmentally friendly agriculture and of the importance of offering some form of recognition to those committed to this method of production. After the establishment, ECOCERT specialized in the certification of organic agricultural products and became a benchmark in organic certification worldwide. The body inspects and monitors the contents of products, ingredients, production process and packaging.



[NATRUE](#) Label was launched in 2008, one year after the founding of the NATRUE organisation. NATRUE is an international certification body that operates in Europe and oversees. Ingredients as well as processes are taken account of in the certifying process. NATRUE guarantees that at least 75% of all the individual products in a delimited series (identified either by the brand or the sub-brand) must be compliant with the NATRUE standard.



[BDIH](#) is a non-profit Association of Industries and Trading Firms for pharmaceuticals, health care products, food supplements and personal hygiene products. The Association, located in Mannheim, Germany, has organized over 440 producers and distributors of cosmetics and natural cosmetics, food supplements, nutritional foods, over-the-counter medications, and medical devices.



[Cosmebio](#) is a French association established in 2002. Its technical commitment is organised according to the COSMOS-Standard. Because of its nature as association, Cosmebio is not allowed to certify products itself, therefore Ecocert, Bureau Veritas and Cosmecert grant the certificates. Cosmebio has three different labels for products that meet the criteria of natural or organic products.



[Demeter](#) Standards for production have existed since 1992, and have been further developed regularly. In June 1999, the Members' Assembly first approved the International Demeter Processing Standards. They regulate the processing of food, cosmetics, textiles as well as storage, packaging and labelling.



[ICEA](#), the Ethical and Environmental Certification Institute, is an Italian certification body. It inspects and certifies companies that carry out their activities in respect of individuals and the environment, protecting the dignity of workers and consumer rights.



[Soil Association](#) is the leading organic certifier in the UK offering a wide range of organic and sustainable certification schemes across food, farming, catering, health and beauty, textiles and forestry.

G. Natural cosmetic organisations in Finland

In 2014, an independent certification body FI-Natura was established in Finland:



[FI-NATURA](#) is a Finnish organisation established in 2014 for certifying natural cosmetics. The criteria include for example a requirement that at least 95 % of the ingredients must be of natural origin and the rest 5 % must be ingredients that are allowed for natural cosmetics. They also emphasise for example regional production. Pro Luonnonkosmetiikka ry, which is a Finnish central association for natural cosmetics producers, accepts Finnish producers that are certified by FI-Natura as its members. Contact: [info\[at\]finatura.com](mailto:info[at]finatura.com)



[Pro Luonnonkosmetiikka ry](#)

Pro Luonnonkosmetiikka ry is an association, which the Finnish natural cosmetics producers established in order to get more visibility for natural cosmetics and to co-operate in the field. Contact: [info\[at\]luonnonkosmetiikka.fi](mailto:info[at]luonnonkosmetiikka.fi).



[The Finnish Cosmetic, Toiletry and Detergent Association](#)

The Finnish Cosmetic, Toiletry and Detergent Association is a Finnish trade association representing the interests of companies manufacturing and/or distributing perfumery, cosmetic and

toiletry products, detergents and cleaning products for consumers and institutional and industrial use, and similar chemical products.

H. Finnpartnership's Matchmaking Service

Finding local business partners is critical when you are planning to import your products to Finland. With the help of [Finnpartnership's Matchmaking Service](#), companies in developing countries can seek out business partners from Finland. The service is free-of-charge.

Finnpartnership will provide visibility for registered companies and their business proposals in Finland. Once your company has been registered to the service, a public introduction profile is created and added on Finnpartnership's public [Matchmaking database](#). All the registered companies are also included in Finnpartnership's monthly newsletter and your business proposal can be presented at events that are attended by Finnish companies that are interested in finding new business partners. Finnpartnership may also present your company to other import/export organisations, business promotion organisations and to chambers of commerce. Also a direct one-to-one introduction can be made if a potential partner candidate is found.

Disclaimer: Prices presented in the report were verified 10/2018 and might be subject to change.

I. Useful links and references

1. Useful links

- [CBI. Which trends offer opportunities on the European market for natural ingredients for cosmetics?;](#)
- [Cosmetics Europe;](#)
- [COSMOS-Standard;](#)
- [Ecomundo;](#)
- [European Commission, Cosmetics legislation;](#)
- [EU Trade Helpdesk;](#)
- [Finnish Customs;](#)
- [Finnish Safety and Chemicals Agency \(Tukes\);](#)
- International Organization for Standardization. [ISO 16128-1:2016](#) - Guidelines on technical definitions and criteria for natural and organic cosmetic ingredients and products - Part 1: Definitions for ingredients;
- International Organization for Standardization. [ISO 16128-2:2017](#) - Cosmetics - Guidelines on technical definitions and criteria for natural and organic cosmetic ingredients - Part 2: Criteria for ingredients and products;
- [Personal Care Products Council;](#)
- [The Finnish Cosmetic, Toiletry and Detergent Association;](#)

2. Other references

- Cosmos 2016. Statement on ISO 16128. [www.ecocert.com/sites/default/files/u3/COSMOS statement on ISO 16128 140416.pdf](http://www.ecocert.com/sites/default/files/u3/COSMOS_statement_on_ISO_16128_140416.pdf);
- Ecovia Intelligence. www.ecoviain.com;
- Finnish Food Safety Authority (Evira). www.evira.fi/en/;
- FI-Natura. www.finatura.com;
- Finlex. www.finlex.fi/fi/laki/alkup/2013/20130492;
- Hidasta elämää 2016. Mitä eroa on luonnon- ja luomukosmetiikalla? <https://hidastaelamaa.fi/2016/05/luonnonkosmetiikan-monet-merkit-mista-kertovat/>;
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- Sosiaali- ja terveysministeriö. <https://stm.fi/en/frontpage>;
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