

Cosmetics Europe

**Experience from the voluntary phase –out of microbeads
in wash-off cosmetic products.**

ECHA workshop

Plenary session

30th and 31st May 2018

We personally care



Cosmetics Europe
the personal care association

Cosmetics Europe

- Cosmetics and personal care products are an integral part of the daily lives of the EU's 500 million citizens, bringing benefits to well-being, self-esteem and quality of life.
- Cosmetics Europe is the European trade association for the cosmetics and personal care industry.
- Members include cosmetics and personal care manufacturers, and also associations representing the cosmetics industry at national level, right across Europe.
- Directly, or through national membership, Cosmetics Europe represents over 4,500 innovative companies.
- As well as multinational companies, there is a large majority of Small and Medium Enterprises (SMEs) of cosmetics products manufacturers in our sector.
- The European cosmetics market is the largest in the world, supporting around 2 million jobs directly and indirectly in the EU.

Cosmetics Europe's recommendation

- Protection of the environment is of utmost importance to the cosmetics and personal care industry.
- As an environmentally minded industry, the European cosmetics industry has taken positive action on the matter of plastic aquatic litter.
- Building on voluntary initiatives taken by individual member companies of Cosmetics Europe, on 21st October 2015, Cosmetics Europe issued a recommendation to its members stating that:

“In view of the public concerns expressed over plastic debris in the marine environment, and given the availability of alternative materials, Cosmetics Europe recommends its membership to discontinue, in wash-off cosmetic products placed on the market as of 2020: the use of synthetic, solid plastic particles used for exfoliating and cleansing that are non-biodegradable in the marine environment (microbeads).”

- Committed to assessing and reporting on progress on how the voluntary actions and Cosmetics Europe recommendation has been implemented.
- Note that action was taken despite it being widely acknowledged that the cosmetics sector is a minor potential contributor (estimates 0.1%-2%*) of the total aquatic plastic litter.
 - This potential minor contribution is ever decreasing as progress is made towards completion of the phase-out of plastic microbeads.



Definitions

- **Microplastic particles**: water insoluble **solid** plastic particles with a size less than 5mm that can be found as aquatic litter, where **plastic** is understood as synthetic water insoluble polymers that can be moulded, extruded or physically manipulated into various solid forms which retain their defined shapes in their intended applications (i.e. use and disposal).
- **Plastic microbead**: Any intentionally added, 5 mm or less, water insoluble, solid plastic particle used to exfoliate or cleanse in rinse-off personal care products.
- *All plastics are polymers but not all polymers are plastics*
- **“Rinse-off product”** means “a cosmetic product which is intended to be removed after application on the skin, the hair or the mucous membranes”
- **Rinse-off** products are the following type of products:
 - Shampoos
 - Hair conditioners
 - Shower Gels
 - Soap Bars
 - Toothpastes
 - Shaving foams
 - Scrub and exfoliating products



Methodology

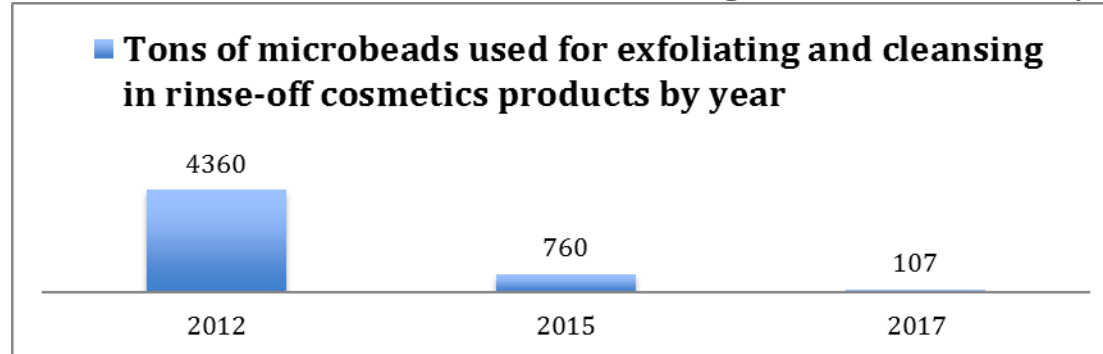
- **2015 all membership survey:**
 - Definitions plastic/ plastic microbead
 - INCI Name of the materials used
 - Tonnages for 2015
 - Depending on the type of product, and based on Euromonitor database, the results obtained covered between 70-80% of the European market.
 - Geography: EU plus Norway and Switzerland
- **2018 all membership data collection for ECHA CFE – plastic microbeads:**
 - Definitions plastic/plastic microbead
 - 19 substances in accordance with the INCI* name used: not all qualify as plastic microbeads (only 3 substances are plastic microbeads)
 - Tonnages for 2017 and some 2016 if 2017 unavailable
 - Data from 56+ companies including the biggest in the sector and SME companies
 - Depending on the type of product the results obtained covered between 50% of the European market
 - Extrapolated findings 100%
 - Geography: EEA

***Note:** INCI does not cover physical forms. Necessary to consider certain physico-chemical parameters are necessary, i.e. the physical form



Progress towards a phase-out of plastics microbeads by 2020

- On 27th January 2017 Cosmetics Europe announced the results of a 2016 membership survey which found a **rapid and substantial 82% reduction** in the use of plastic microbeads for exfoliating and cleansing purposes in rinse-off cosmetics and personal care products between 2012* and 2015
 - Posted to our website and presented in different external fora e.g. OSPAR
 - [For more information please go to: www.cosmeticseurope.eu/news-events/reduction-use-plastic-microbeads](http://www.cosmeticseurope.eu/news-events/reduction-use-plastic-microbeads)
- In 2018 data gathered by Cosmetics Europe for the ECHA Call for Evidence on intentionally added microplastics found a **total 97.6 % reduction** in the **use** of plastic microbeads in rinse-off cosmetics and personal care products between **2012 - 2017**.
- Availability of suitable alternatives has been a significant factor in progress to date. |



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*2012 figures from Gouin et al, 2015, "Use of Micro-Plastic Beads in Cosmetic Products in Europe and Their Estimated Emission to the North Sea Environment"

Examples of some challenges faced towards a phase-out of plastic microbeads

- **Cosmetics Europe association level**

- Competition law
- Definitions e.g. microplastic, plastic, plastic microbead
- Timelines for implementation
- Consensus of the whole membership (across all countries and companies big and SMEs)
- Assessing implementation

- **Members company level**

- Availability of suitable alternatives
- Reformulation: a typical reformulation process:
 - A complex & costly process: alternatives more expensive than plastic microbeads
 - Lasts around 4.5 years, provided that suitable alternatives are available.
 - If no suitable alternative from suppliers, fundamental research is needed the first step in the process would be extended to 8-10 years.
 - The time needed for reformulation depends also on the number of plastic microbead ingredients in the same formulation and the number of formulations.



In summary

- Protection of the environment is of utmost importance to the cosmetics and personal care industry. As an environmentally minded industry, the European cosmetics industry has taken positive action on the matter of plastic marine litter.
- Rapid and substantial reduction in the use of plastic microbeads in rinse-off cosmetic products following individual company commitments and CE Recommendation.
- Strength and effectiveness of the CE recommendation and industry voluntary actions taken re-confirmed- **97.6% reduction in the use of plastic microbeads between 2012 and 2017.**
- Given the significant progress made to date, Cosmetics Europe anticipates industry on track to meet the objectives of Cosmetics Europe Recommendation – complete phase-out of plastic microbeads- ahead of the 2020 deadline.
- The European cosmetics and personal care industry remains committed to work together with ECHA and other stakeholders towards an effective and proportionate European approach based on risk and scientific evidence.

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