

FAIRTRADE CERTIFIED COSMETICS AND PERSONAL CARE PRODUCTS FORMULATION POLICY

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A. OBJECTIVES OF POLICY

To ensure maximum benefits to producers, all ingredients of a product carrying the FAIRTRADE Certification Mark should be sourced from Fairtrade producers. Yet for a variety of reasons, this is not always possible. In the case of cosmetics and personal care products, these products are usually made up of a combination of water, synthetic and natural (or naturally derived) ingredients. Only some of the natural ingredients have the potential to be Fairtrade certified.

This policy therefore outlines the specific formulation guidelines under which cosmetics and personal care products can carry the FAIRTRADE Certification Mark. The underlying objective is to improve livelihoods of Fairtrade producers by increasing their access to markets with a large range of products, while also ensuring the credibility and reputation of the FAIRTRADE Certification Mark.

B. SCOPE OF POLICY

This policy specifies the formulation and product requirements that enable cosmetics and personal care products to be labelled with the FAIRTRADE Certification Mark.

The term “cosmetics and personal care products” used in this policy includes all cosmetics, toiletries, and fragrance products.

For a complete understanding of the Fairtrade system and procedures for cosmetics and personal care products this policy must be read and executed in accordance with the licensing requirements set forth by the relevant Labelling Initiative (LI).

This policy applies wherever Fairtrade certified products are sold and is subject to applicable legislation in those markets regarding the manufacture and sale of cosmetics and personal care products.

C. FORMULATION GUIDELINES

1. All ingredients for which Fairtrade standards exist must originate from Fairtrade certified producers. This also applies to derivatives of Fairtrade ingredients.
2. Licensees are expected to use the highest possible levels of Fairtrade ingredients and of their derivatives and aim to exceed the minimum requirements.
3. This policy considers cosmetics and personal care products divided into two broad product groups:

Category 1- Generally, but not always, “Leave-On” products, typically characterised by higher levels of oils and waxes. The main products are:

- Lotions, creams, butters, balms (body, hand, hair)

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- Massage, body oils
- Body/hand scrubs
- Face/body/hair masks
- Hair removal products
- Colour cosmetics, lipsticks, lip gloss, face/eye make up

Treatment products such as face masks and scrubs and conditioning products for hands and body are included in Category 1 as these can contain higher levels of Fairtrade ingredients.

Category 2- Generally, but not always, “Wash Off” products typically characterised by higher levels of cleansing ingredients such as soap and surfactants. The main products are:

- Shampoos
- Hair conditioners
- 2 in 1 Shampoo/ Conditioners
- 2 in 1 Shampoo/ Body Washes
- Bath/Shower Gels
- Shaving Creams
- Soaps
- Liquid Soaps
- Toothpaste
- Perfume

Floral waters are excluded from Fairtrade labelling rules so as to avoid reaching minimum thresholds using ingredients that give limited value back to producers.

4. If an ingredient is not commercially available the Licensee can apply for a two year exception from its National Fairtrade Organization (NFO) for which documentation may be required. Exceptions may initially be granted for limited (one year) period, and reviewed annually.
5. **Minimum threshold** percentages shown in the table below are calculated on a whole formulation basis, not including packaging.

Product Group	Minimum Threshold Percentage of Fairtrade Ingredients as a Percentage of the Whole Formulation including water and salt. *
Category 1	Not less than 5%
Category 2	Not less than 2%

*In so far as such levels are safe under normal or reasonably foreseeable conditions of use. Where certain Fairtrade ingredients might have maximum safe levels of use that are below the Fairtrade threshold levels, then to achieve and exceed the threshold other Fairtrade ingredients must be used in the formulation

6. Formulation requirements for derivatives are as follows:
 - a. When the “input” weight of the Fairtrade certified ingredient is less than the “output” weight of the derivative (e.g. liquid extracts, surfactants, etc) the equivalent weight of the Fairtrade certified ingredient used in the derivative will be used in the formula calculation.
 - b. The manufacturer of a cosmetic and personal care product containing one or more derivatives made with/from Fairtrade certified ingredients, referred to in paragraph 5.a above, is required

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- to report a validated conversion factor in order to calculate the equivalent weight of Fairtrade certified ingredient used in the derivative.
- c. When the “input” weight of the Fairtrade certified ingredient is more than the “output” weight of the derivative then the weight (% w/w) of the derivative used in the product is taken into account in the formula.
7. Where no standards exist for ingredients at product launch and FLO subsequently approves standards for such ingredients, licensees must start sourcing these ingredients from Fairtrade producers as soon as possible, and have done so within two years after FLO first publishes the standards. This also applies to derivatives.
 8. Cosmetics and personal care products containing Fairtrade certified ingredients must as a minimum comply with applicable legislation in the market where the products are sold.

D. VALUE ADD FOR PRODUCERS

A part of the license fee that is paid for Fairtrade certified cosmetics and personal care products is transferred to Fairtrade international for producer support purposes. This will be supported by providing finance generated from the market to assist producer organisations in fulfilling their Fairtrade Development Plan which may include (i) identifying opportunities to increase product sales on Fairtrade terms, (ii) developing their businesses in response to opportunities identified, and (ii) improving compliance with FLO standards. The objective is to ensure a balanced application of resources for producer and international market development.

E. FURTHER READING & CONTACT DETAILS

Fairtrade Standards

For up to date information on all Fairtrade standards please visit the website of Fairtrade International (FLO) at: <http://www.fairtrade.net/standards.html>

Generic Standards

Generic Standards deal with the requirements for producers, their organizations and traders in Fairtrade supply chains. These are available for download from: http://www.fairtrade.net/generic_standards0.html

Product Standards

The Fairtrade standards for products can be downloaded from <http://www.fairtrade.net/our-standards.html>

Labelling of Cosmetics and Personal Care Products

All use of the FAIRTRADE Mark on packaging and promotional materials must be in accordance with the guidelines in the FAIRTRADE Mark Manual for Cosmetic and Personal Care Products. This is available from your national Labelling Initiative.

Who to contact

If you are interested in further information on cosmetics and personal care products please contact the relevant labelling initiative for your country (see full list on <http://www.fairtrade.net/fairtrade-organizations.html>)

For countries not covered by a National Fairtrade Organizations please contact: license@fairtrade.net.