

The Durability of Cosmetics at a Glance

The following table contains examples of typical minimum Periods-After-Opening (PAO) of primary cosmetic product categories. The PAO is the minimum time in months after the opening of the cosmetic product during which it can be used without any harm to the consumer. The information presented in the table is based on experience but can not be expected to be applicable to all products in that category. The figures given are indicative and can vary from product to product. The PAO printed on the label of each individual product is ultimately the responsibility of the product's manufacturer.

For identifying the PAO of an individual product, users must refer to COLIPA's "Guidelines for Compliance with the Period after Opening Requirement in the 7th Amendment to the Cosmetics Directive" (Guidelines). As described in these Guidelines, determination of the PAO will primarily be related to the product's microbial quality. The other factors that can influence the product's stability are taken into account as part of the general stability programme for the product. In this regard, the person determining the PAO should consider in particular whether the product is inherently hostile to microbial contamination and the extent that the packaging and delivery system may protect the product against environmental microbial contact. In addition to the characteristics of the product, special consideration should be given for sensitive application sites or populations.

Application	Product	Period after opening (In months, Indicative values)
Oral	Toothpaste	12
	Mouthwash	24
	Lipstick	36*
Eye	Eye make-up	-Emulsions/liquid products (water-based): 6 -Powders/pencils (anhydrous): 36*
	Eye make-up remover	6
	Mascara	6
	Eyeline	6
Leave-on	Skin care products	-Water based products: 12 -Oils/Powders: 36*
	Make-up	-Liquid products (water-based): 12 -Compact products/powders: 36*
	Sun protection products	12(Manufacturer must decide on season)
	Self-tanning products	12
	Deodorant/antiperspirant	-Roll-ons/emulsions: 12 -Sticks: 36*
	Hair styling products	-Water based products: 12 -Anhydrous products: 36* -Pump sprays: 36*
	Perfumes, Eau de toilette	36*
	Nail polish, enamel	36*
Rinse - off	Skin cleansing products, bar soap, make-up remover	-Water based products: 12 -Anhydrous/solid products: 36*
	Depilatories	-Creams/emulsions: 36*
	Bath and Shower products	-Water based products: 12 -Oils/salts/capsules: 36*
	Shaving products	-Creams/emulsions: 12 -Solid products: 36*
	Shampoos	12
	Hair conditioning products, rinse-off hair dye (direct)	12 -pump sprays: 36*
Feminine hygiene	Douches	12
Aerosols	Examples: Feminine hygiene sprays, depilatories, shaving products, hair styling products, deodorants, antiperspirants	Not applicable
Single-use	Examples: Samples, permanent waves, permanent hair dyes (oxidative), hair bleaches, straightener/relaxer, make-up remover	Not applicable

* Certain formulations are inherently inimical to microbial growth, ie those with high alkalinity or acidity and those with high alcohol content and/or low water content. For these formulations, the safe-use period may extend almost indefinitely.