

COSMETICS: AN ESSENTIAL PART OF OUR DAILY LIVES

THE ESSENTIAL ROLE PLAYED BY COSMETICS IN OUR LIVES IS PROVED BY THE FACT THAT EVERY DAY 450 MILLION EUROPEANS USE PRODUCTS LIKE SOAP, SHAMPOO, CONDITIONER, DEODORANT, TOOTHPASTE, SHAVING CREAM, AFTERSHAVE, CLEANSER, PERFUME, MAKE-UP AND OTHER COSMETIC PRODUCTS.

Many people think of cosmetic as make-up and beauty products. In reality 'cosmetics' cover a much wider range of products. Under European legislation cosmetic products fall into the following familiar product categories:

- sun care
- hair care
- oral care
- foot care
- hand & body products
- personal care
- baby care
- fragrances
- make-up
- skin care

The well-being of consumers is the desired outcome of cosmetics use, therefore product safety and performance remain the primary considerations for our industry.

In this light, the cosmetics industry has been working hard to provide consumers with information throughout Europe. This leaflet highlights, in brief, a number of important improvements that the industry has introduced.

COSMETIC PRODUCT LEGISLATION

All products that fall into the above categories are subject to stringent European law, known as the Cosmetics Directive, which requires producers to ensure the safety of their products. As a consequence of new European requirements, changes will progressively be introduced to the information found on the label of your cosmetic products as of 11 March 2005.

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FURTHER IMPROVING INFORMATION ACCESS:
THE WEBSITE DIRECTORY OF COSMETIC COMPANIES

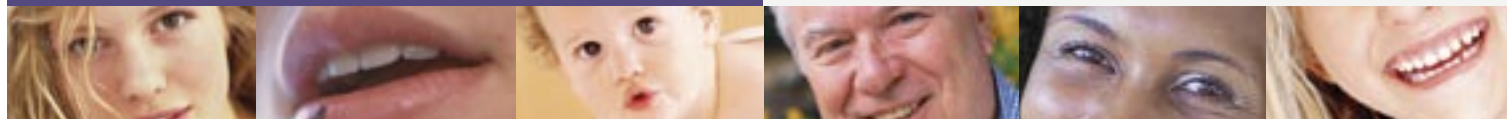
Consumers may have specific questions regarding the product composition and safety that are not necessarily answered on the product information label.

In an effort to provide consumers easy access to cosmetic company contact details, the industry has, in conjunction with the European Commission and the Member States of the EU, established a new central website.

If the company whose products for which you require further information is not listed on the website, or if, as a consumer, you do not have access to the internet, email or a telephone, you should contact the company in question by writing to the address on the label. In addition, individual company care-lines continue to provide consumer advice.

www.european-cosmetics.info

EUROPEAN DIRECTORY OF
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COSMETIC LABELLING Changes Explained



YOUR COSMETIC PRODUCT LABEL...

... A NEW GUIDELINE ON THE LIFESPAN OF YOUR PRODUCT

Most cosmetic products are made to last a long time. But it is not always clear for consumers just how long is 'a long time'.

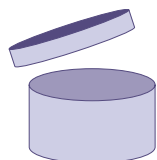
From March 11th 2005 a new symbol will progressively be introduced that shows the number of months within which the industry, in conjunction with European Union guidelines, recommends a product remains usable. This period is referred to as the Period After Opening (PAO).

- Always read the instructions carefully; including any warnings for use.
- Keep lids on products when not in use and use the product within the recommended timeframe (if a date or PAO is shown on the product).
- Avoid storing your products in direct sunlight or near sources of heat and choose dry, cool (but not freezing) storage areas where possible.
- Never dilute products or mix with other products (unless directed to do so by the product instructions).
- Apply cosmetic products with clean hands or an applicator and routinely wash all applicators thoroughly with soap, detergent or a mild shampoo.
- Allow applicators to dry completely before use.
- Avoid sharing your personal cosmetic products with another person.

USEFUL TIPS

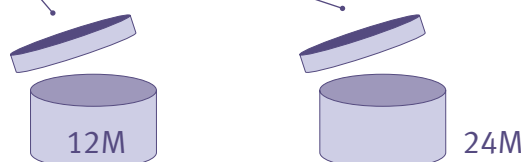


The PAO symbol, an open cosmetic cream jar, looks as follows:

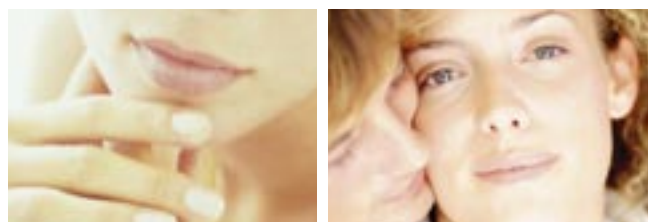


The lifespan is designated in months (M) and appears as follows: for example: [12M] or [24M]

The number of months (M) indicated may appear either INSIDE OR OUTSIDE the symbol of the open cosmetic cream jar.



The information will appear on both the product container and on any carton or outer product packaging when guidance on use is required.



Information concerning the lifespan of your product will appear on all products except:

- products which only last 30 months or less as these products already carry a 'best before' date
- single use products (e.g. samples, hair colorants etc.)
- products contained in packaging that prevents contact with the external environment (e.g. aerosols)
- some very long-lasting products which cannot deteriorate over time in a way that affects their safety.

... INGREDIENT INFORMATION FOR FRAGRANCED PRODUCTS

Fragrances can help to enhance your mood and make an important contribution to your overall sense of self-esteem.

Fragrances include both synthetic and natural ingredients, such as rose, jasmine and lavender and are found in many daily use products. Fortunately, allergy to fragrances is a relatively rare phenomenon and should not be a cause of concern.

Today, full ingredient labelling already provides extensive ingredient listings to ensure that people who suffer from allergic reactions are well informed when selecting a cosmetic product. However, from March 11th 2005, the cosmetic industry introduces further information that identifies substances most frequently linked to allergic reactions to fragrances or 'parfum'.

This initiative will help those few allergy patients to identify more easily products that may be more compatible with their specific skin condition and to support dermatologists. These fragrance substances are now labelled individually rather than under the word 'parfum' if they are present above a certain level.