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**COSMETICS EUROPE:**  
**N° 23 IMPORTANT USAGE AND LABELLING**  
**INSTRUCTIONS FOR SUN PROTECTION PRODUCTS**

FEBRUARY 2009

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**COLIPA RECOMMENDATION N°23**  
**Approved by PCPM**

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**IMPORTANT USAGE AND LABELLING**  
**INSTRUCTIONS FOR SUN PROTECTION PRODUCTS**

**Introduction:**

This recommendation applies to cosmetic products whose primary function is UV protection and replaces the Colipa Recommendations N°13 and N°21, which were written to assist manufacturers in the preparation of their communication programmes on sun protection products.

Since 2001, members of the Colipa Sun Products Sub-committee and Project Team Sun Issues have worked on a voluntary basis in order to improve consumer information concerning the importance of protecting against the effects of the sun and how to do this effectively.

Many member states have their own national sun awareness campaigns; the Commission has developed its own website aimed at 'Reducing risks when enjoying the sun': [http://ec.europa.eu/health-eu/news/sun\\_uv\\_en.htm](http://ec.europa.eu/health-eu/news/sun_uv_en.htm)

In 2006, following extensive cooperation from industry, the European Commission published its Recommendation (2006/647/EC) "on the efficacy of sunscreen products and the claims made relating thereto" (OJ L265, 26/9/06). This initiative aimed to standardise and simplify as much as possible the way products are tested and labelled throughout Europe.

This Colipa document provides some key information on sun care features and recommends some specific messages for labelling, as highlighted in the Commission recommendation.

**Important General Information:**

- Sunscreen products should protect against both UVB and UVA radiation

- SPF numbers should be accompanied with an indication of the type of protection that product provides i.e. low, medium, high or very high
- The protection category should be labelled at least as prominently as the SPF number
- Products with an SPF below SPF 6 should not be labelled as sun protection products.
- Sunscreen products should have UVA protection of a UVA protection factor of 1/3 of the labelled sun protection factor and should have a critical wavelength of 370 nm.
- No sunscreen product can provide 100% protection and this should not be claimed or implied. Consequently the term 'sunblock' should not be used - this has been a Colipa recommendation since 2002
- Do not claim or imply that a single application will protect under all circumstances irrespective of user's behaviour
- Sunscreens should carry instructions for use to ensure that a sufficient quantity is applied to achieve the effectiveness claimed

**Important Warnings to be communicated to consumers via label, leaflet, website or press release:**

Note: The following phrases are indicative and can be varied provided that the same message is conveyed

- Do not stay too long in the sun, even while using a sunscreen product
- Keep babies and young children out of direct sunlight
- Over-exposure to the sun is a serious health threat
- Reducing the quantity of sunscreen product applied will lower the level of protection significantly

**Important Usage Instructions to be labelled:**

- Apply sunscreen products before sun exposure
- Apply generously [*The Commission recommends a quantity similar to the one used for testing (i.e. 2 mg/cm<sup>2</sup>) which is approximately 36 grams for the body of an average adult, which is equal to 6 teaspoons of product. Extra advice on quantity may also be given by way of words, pictograms or icons etc, as well as an explanation that reducing the quantity of sunscreen product applied, will lower the level of protection significantly*]
- Reapply frequently to maintain protection, and especially after perspiring, swimming or towelling

**Labelling of UVA protection:**

- Colipa recommends that on-pack indication of compliance with the EC recommendation should be done through the letters "UVA" printed in a simple circular shape. The diameter of the logo should not exceed the height of the SPF number.



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