WELCOME!

THE WEBINAR WILL BEGIN SOON

The slides and a recording of the webinar will be made available after the webinar

Beauty without PFAS – The implications of the EU Commission’s revision of the Cosmetics Directive & How to future-proof your brand – June 22, 2021
Beauty without PFAS – The implications of the EU Commission’s revision of the Cosmetics Directive & How to future-proof your brand
AGENDA

• Introduction to Chemsec
• PFAS Movement
• PFAS
• Legislation
• Caroline Thunstedt- COO of IDUN Minerals
• Q&A
WHY SHOULD YOU LISTEN TO CHEMSEC?

• ChemSec is an accredited stakeholder in several relevant EU committees

• Our opinions are considered by all levels of the EU Commission

• We regularly advice Parliamentarians, different Commission cabinets and other relevant people on chemicals policy
The SIN List is a globally used database of chemicals likely to be banned or restricted in the future.
Marketplace is a global B2B platform where you can find safer alternatives to hazardous chemicals.
PFAS MOVEMENT

• Founded in 2020

• A call on policy makers to regulate PFAS efficiently

• A network for companies working with PFAS
WHAT DOES IT IMPLY TO JOIN?

By joining the movement, it means that your company supports:

• A recognition that PFAS is a major health and environmental problem.

• A commitment to end all non-essential PFAS uses in products and supply chains.

• A call on the chemical industry to put money into innovation and develop safer alternatives to PFAS for all kinds of products.

• A call on all other brands to join this commitment and work towards a phase-out of PFAS in all kinds of consumer products.

• A call on policy makers to regulate PFAS efficiently, without the possibility for manufacturers to simply swap one PFAS chemical for an unregulated “cousin”.
PFAS MOVEMENT – WHAT’S IN IT FOR YOU?
PFAS INTRODUCTION

- PFAS – per- and poly-fluoroalkyl substances
- Around 5000 substances
- Persistent, Mobile, Bio-accumulative and Toxic (PBT, vPvB, PMT)
PFAS FUNCTIONS

• Large array of functions and uses of PFAS
• Consumer products
• Other examples

PFAS HEALTH EFFECTS

• Many known adverse effects:
  • Cancerogenic
  • Liver damages
  • Affect fertility and reproduction
  • Reduced anti-body effect – vaccines!
  • Affecting cholesterol levels
  • Thyroid diseases

• Water contamination
PFAS IN COSMETICS
## Usage of PFAS in Cosmetics

<table>
<thead>
<tr>
<th>Product Category or Sub-Category</th>
<th>Number of Products Tested</th>
<th>Percentage of Products with High Fluorine</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>All Lip Products</strong> (lipsticks, glosses, shadows, liners, shimmers, balms)</td>
<td>60</td>
<td>55%</td>
</tr>
<tr>
<td>Liquid Lipstick</td>
<td>42</td>
<td>62%</td>
</tr>
<tr>
<td>Foundations (liquids, creams)</td>
<td>43</td>
<td>63%</td>
</tr>
<tr>
<td>Concealers</td>
<td>11</td>
<td>36%</td>
</tr>
<tr>
<td><strong>Other Face Products</strong> (powders, blush, bronzers, highlighters, primers, sprays)</td>
<td>30</td>
<td>40%</td>
</tr>
<tr>
<td>All Mascara</td>
<td>32</td>
<td>47%</td>
</tr>
<tr>
<td>Waterproof Mascara</td>
<td>11</td>
<td>82%</td>
</tr>
<tr>
<td><strong>Other Eye Products</strong> (shadows, liners, creams, primers, pencils)</td>
<td>43</td>
<td>58%</td>
</tr>
<tr>
<td>All cosmetics tested</td>
<td>231</td>
<td>52%</td>
</tr>
</tbody>
</table>
WHY ARE PFAS USED IN COSMETICS?

- Product wear
- Durability
- Spreadability
- Skin absorption
- Appearance/Texture of skin
- In most cases- unclear/unnecessary
- Lack of knowledge
ALTERNATIVES TO PFAS IN COSMETICS

• Many alternatives!

• No “one fits all”

• Find a replacement depending on the function

• Regrettable Substitution
LEGISLATION & POLICY

• Green Deal
• Circular Economy Action Plan
• Chemical Strategy for sustainability
• REACH
• Cosmetics Regulation
REACH AND PFAS

- Current system: Candidate list, Authorisation and Restriction
- REACH Review
- Restriction Roadmap
- PFAS Restriction
PFAS RESTRICTION

• Broad restriction, cosmetics included

• Proposed definition:

"PFAS are defined as fluorinated substances that contain at least one aliphatic carbon atom that is both, saturated and fully fluorinated, i.e. any chemical with at least one perfluorinated methyl group (-CF3) or at least one perfluorinated methylene group (-CF2-), including fluoropolymers (such as PTFE) and side chain polymers."
COSMETICS REGULATION

- Revision, proposal end 2022
- Environmental endpoints
- The amendments may also include ban on EDCs; PBTs: immunotoxic, neurotoxic and organ-specific chemicals; extension of generic risk management to consumer product ingredients; provisions of combined effects; and a revision of the definition of nanomaterials.
- Roadmap or inception impact assessment very soon
- Final act Q2 2023
JOIN US