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مستحضرات التجميل – ادعاءات مستحضرات التجميل
Cosmetic products – Cosmetic products claims

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Date of GSO Technical Council	:	
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Foreword

GCC Standardization Organization (GSO) is a regional Organization which consists of the National Standards Bodies of GCC member States. One of GSO main functions is to issue Gulf Standards /Technical regulations through specialized technical committees (TCs).

GSO through the technical program of committee TC No (12) "Technical Committee for Cosmetics and Personal Care TC 12" has prepared this Standard. The Draft Standard has been prepared by State of Saudi Arabia.

The draft Standard has been prepared based on relevant ADMO, International and National foreign Standards and references.

This standard has been approved as a Gulf Standard by GSO Technical Council in its meeting No.(…), held on ..-../../….h (…-…/../……) .

Cosmetic products – Cosmetic products claims

1- Scope and field of application

This regulation is concerned with criteria of cosmetic products claims, and it describes the basic criteria of acceptable claims of cosmetics products, It aims to help cosmetics makers in the formulation of cosmetics claims of in accordance with the Gulf requirements, This regulation includes examples (not exhaustive) of the unacceptable claims of cosmetic products.

Products containing claims of violation of this regulation may come out of the scope of cosmetic preparation.

2- Complementary References

2/1 GSO 1943 “Cosmetic Products – Cosmetic Products Safety Requirements”

3- Definition

3/1 Cosmetic Products:

Any substance or mixture intended to be placed in contact with the external parts of the human body (epidermis, hair system, nails, lips and external genital organs) or with the teeth and the mucous membranes of the oral cavity with a view exclusively or mainly to cleaning them, perfuming them, changing their appearance, protecting them, keeping them in good condition or correcting body odours.

3/2 Cosmetic Products Claims:

Is any information about the nature and /or impact and /or effectiveness and /or content mentioned on the product or in advertising or in any promotional way.

3/3 Unacceptable Claims:
Claims that do not comply with the definition of cosmetic product and basic criteria for cosmetic products claims, including Claims of treating medical conditions or preventable in humans, or change in body physiological functions or influence the metabolism.

4- Basic criteria of cosmetic products claims

All claims and advertisements for cosmetic products must comply with the following criteria:

4/1 Legal compliance

Cosmetic products claims must comply with all laws within the Gulf Arab states, and that do not conflict with Islamic values or habits of society, and not to injure public morality

4/2 Truthfulness

4/2/1 Neither the general presentation of the cosmetic product nor individual claims made for the product shall be based on false or irrelevant information. Such as: (free of preservatives), while the product actually contain preservatives.

4/2/2 The cosmetic products claims must be true

4/2/3 If a product claims that it contains a specific ingredient, the ingredient shall be deliberately present.

4/2/4 Ingredient claims referring to the properties of a specific ingredient shall not imply that the finished product has the same properties when it does not.

4/2/5 Claims to be identical meaning in all languages on the label.

4/3 Evidential support

Claims for cosmetic products, whether explicit or implicit, shall be supported by adequate and verifiable evidence Released by the manufacturer, This requires the possibility of linking between references studies used as evidence and product used by the claim, and It should use scientific methods to prove a well designed and

followed (true, reliable and rechargeable experience), and respects the ethical considerations.

4/4 Honesty

It should not be overstated in view of the performance of the product. In the following are some examples:

4/4/1 The amendment to the images before and after use to illustrate the effect of the product.

4/4/2 Fine fragrances usually contain such a high amount of alcohol that the additional use of preservatives is not necessary. In this case, it would be dishonest to highlight in advertising the fact that a certain fine fragrance does not contain any preservatives.

4/5 Fairness

Claims for cosmetic products shall be objective and shall not denigrate the competitors (such as: Maximum, better, stronger) , nor shall they denigrate ingredients legally used.

4/6 Informed decision making

4/6/1 Claims shall be clear and understandable to the average end user.

4/6/2 Marketing communications shall take into account the capacity of the target audience to comprehend the communication. Marketing communications shall be clear, precise, relevant and understandable by the target audience.

5- Examples of the claims that Unacceptable in cosmetic products
(The following table shows a list of examples of unacceptable claims for cosmetic products categories, and these examples are not tied to the category of product, and has been applied to all categories of cosmetics)

Products category	Examples of Unacceptable Claims	Notes
Skin care product	Makes skin younger يجعل الجلد أكثر شباباً	In general release the name of "Anti-aging cream" or "Anti-wrinkle cream" is not a problem as it is a description of the product, provided that they meet the following conditions: 1- The name must not refer to the product effective against wrinkles and sufficient description of the group. For example, Anti-aging/Anti-Wrinkle creams and Anti-aging/Anti-Wrinkle Product are acceptable for cosmetic products, But, the Anti-aging/Anti-Wrinkle treatment or Anti-aging/Anti-Wrinkle effect These names are unacceptable for cosmetic products. 2- Does not accept the existence of the product name without the presence of an additional explanation in the context of the cosmetically acceptable -according to the Cosmetic
	Reduces aging يبطئ الشيخوخة أو التقدم في السن	
	Reverses aging يضاد التقدم في السن	
	Slows aging يبطيء التقدم في السن/ يؤخر الشيخوخة	
	Prevents aging يمنع التقدم في السن	
	Eliminates aging يقضي على التقدم في السن	
	Stops aging يوقف التقدم في السن	

	Reverses aging إعادة الشباب	definition-, for example: moisturize the skin so that it looks more youthful, reduce the appearance of aging, improve the appearance of wrinkles..etc, these explanations are considered acceptable. 3- Do not add therapeutic or physiological claims or suggestions in the explanation of the product in any way.
	Removes scars/sun damage يزيل الندبات والأضرار الناتجة عن الشمس	
	Reduces scars/sun damage يقلل الندبات والأضرار الناتجة عن الشمس	
	Relieves / calms sunburns يخفف/ يهدئ من الحروق الناتجة عن الشمس	
	Repairs sun damage يصلح الضرر الناتج عن الشمس	
	Any reference to action at cellular level (living) أي إشارة بالتأثير على المستوى الخلوي	
	Works on/from the inside يعمل على/ أو من داخل	

	Replenishes skin’s collagen, elastin, enzymes etc. يغذي الكولاجين ، الإيلاستين، الإنزيمات.. الخ	
	Protects/relieves or soothes abrasions/bites/insect bites/cuts/nicks/irritated skin/inflamed skin/rashes يحمي أو يخفف أو يلطف الخدوش/ العضات/لدغات الحشرات/ الجروح/ الشقوق/ الجلد المتهيج/ الجلد الملتهب/ الطفح الجلدي	
	De-pigmentation مزيل التصبغ	
	appearance of veins, capillaries, Reduces the etc. (unless concealer/pigmented product) يقلل من مظهر الأوردة والشرايين..الخ (ما عدا نتج إخفاء العيوب أو منتج التصبغ)	
	Calms irritated skin يهدئ أو يسكن تهيج الجلد	
	Reduces redness due to rosacea (or other circulatory-related causes) يقلل الاحمرار بسبب الوردية (أو أي سبب له علاقة بالدورة الدموية)	
	Decongests skin يقلل من احتقان الجلد	

	Soothes irritated skin يلطف الجلد المتهيج	
	Reduces/controls puffiness/swelling/edema يقلل/يتحكم بالانتفاخ/التورم/الاستسقاء	
	Decongesting يزيل الاحتقان	
	Any reference to rosacea أي إشارة إلى مرض الوردية	
	Therapeutic effect تأثير علاجي	
	(unqualified as cosmetic products Heals definition) يبرأ (بطرق غير مقبولة لا تنطبق على تعريف مستحضرات التجميل)	
	Kills pathogens يقتل مسببات الأمراض	- A product which presents itself as antiseptic and antibacterial products for the treatment or prevention of infection and lesions of the skin is likely to <u>be considered as medicinal product by virtue of presentation.</u> - The Cosmetics Regulation allows for secondary biocidal claims like e. g. antimicrobial claim in cosmetic products where the primary purpose is of a cosmetic nature. - The claim ‘disinfection’ or ‘disinfecting action' as a secondary
	Kills germs يقتل الجراثيم	
	Kills bacteria/ odour causing bacteria يقتل البكتيريا المسببة للروائح	
	Antiseptic مطهر	
	Disinfectant/Sanitizer	

	مطهر	claim is not permitted in cosmetic products.
	Fungicide/ germicide/ virucide مبيد الفطريات/الجراثيم/الفيروسات	
	Cleans cuts (wounds) ينظف الجروح	
	Reference to disease-causing organisms الإشارة إلى الميكروبات المسببة للأمراض	
	Kills 99% of bacteria يقتل 99% من البكتيريا	
	Germ killing action يقتل الجراثيم	
	Kills bacteria/ odour causing bacteria يزيل (يكافح) البكتيريا المسببة للروائح الكريهة	
	Anti-blemish cream كريم مضاد للعيوب	
	Stimulates circulation يحسن الدورة الدموية	
	Removes toxins يزيل السموم	
	Detoxifies يزيل السموم	
	Any impression or reference to disease prevention	

	أي تلميح أو إشارة إلى منع الأمراض	
	Energizes you (unqualified as cosmetic products definition) يجدد من نشاطك (بطرق غير مقبولة لا تنطبق على مستحضرات التجميل)	
	Any reference to action on tissue الإشارة إلى إحداث أي تغيير على الأنسجة	
	Any reference to treatment/reduction of cellulite/orange peel skin الإشارة إلى معالجة أو تقليل السيليولايت/تقشير الجلد	Claims which treat or reduce or eliminate or prevent cellulite are not acceptable as cosmetic products, while claims that improve appearance of cellulite (in ways that are compatible with cosmetic definition and without any physiological effect) they considered acceptable claims.
	Lose inches خسارة إنشات من الجسم	
	Removes fat يزيل الدهون	
	Reshapes إعادة تشكيل	
	Restructures skin إعادة تشكل الجلد	
	Slims/slimming تنحيف	
	Cellulite (unqualified as cosmetic products definition) سيليولايت (بطرق غير مقبولة لا تنطبق على مستحضرات التجميل)	

	Lipodraining/Melts fat تصريف/إذابة الدهون	
	Provides effect of medical/surgical procedure يعطي أثر التدخل الجراحي/الطبي	
	Prevents acne يمنع حب الشباب	
	Heals acne يشفي من حب الشباب	
	Treats acne يعالج حب الشباب	
	Stops acne يوقف حب الشباب	
	Controls/regulates/prevents oil production يتحكم/يضبط/يمنع إفراز الزيوت	
	Any reference to effect on physiological growth of hair أي إشارة للتأثير على النمو الفسيولوجي الشعر	
	slows hair growth يبطئ من نمو الشعر	
	stops hair from growing back يمنع نمو الشعر من جديد	
	weakens hair growth يضعف نمو الشعر	

	less hair grows back يقلل من إعادة نمو الشعر من جديد	
	Prevents new spots from appearing / Eliminates age spots يمنع البقع الجديدة من الظهور/ ينهي تبقع الجلد	
	Collagen, elastin, and skin enzyme synthesis / replenishment / stimulation/ production تشييد أو إنتاج أو تحفيز أو تجديد الكولاجين/الإيلاستين/ إنزيمات الجلد	
	Reduces puffiness / dark circles يقلل من الانتفاخ والهالات السوداء	
	Any reference to hormones/ phytohormones/phytoestrogens إي إشارة إلى الهرمونات	
	Repairs (damaged) skin إصلاح الجلد المتضرر	
	Stimulates circulation / blood flow to muscles ينشط الدورة الدموية/ تدفق الدم إلى العضلات	
	Relaxes muscles يرخي العضلات	
	Eases muscle pain / stiffness يخفف من الم/ تصلب العضلة	
	Relieves stress or Any Reference to stress يخفف من التوتر أو أي إشارة إليه	

	Increases lip volume / lip size يزيد من حجم الشفاه	
	Stimulates lash growth يحفز نمو الرموش	
	Antiperspirant (for products that do not affect perspiration) مضاد التعرق (للمستحضرات التي لا يكون لها تأثير على التعرق)	
	Controls perspiration يتحكم بالتعرق	
	Controls/ regulates/ prevents sweat (oil production) يتحكم/ ينظم/ يمنع العرق (الإفراز الدهني)	
external intimate hygiene products	Replenishes/ restores / replaces physiological or natural vaginal moisture يغذي /يجدد / يستبدل الرطوبة الفسيولوجية للمهبل	
	Enhances natural or physiological vaginal moisture يحسن من الرطوبة الفسيولوجية للمهبل	
	Replenishes / restores / replaces natural or physiological moisture from vaginal tissue يغذي /يجدد/يستبدل الرطوبة الفسيولوجية لأنسجة المهبل	
	Balanced pH to prevent infection يحافظ على توازن درجة الحموضة لمنع العدوى	

	Helps maintain normal pH level يساعد على الحفاظ على المستوى الطبيعي لدرجة الحموضة	
	Vaginal tightening / contracting تضييق أو انقباض المهبل	
	Enhances sperm motility/improves conception يعزز من حركة الحيوانات المنوية/ يزيد من فرص حدوث الحمل	
Hair care product	Dandruff treatment علاج القشرة	- The claim “promoting hair growth” usually relates to pharmaceutical products, such as, for instance, those containing minoxidil, a substance that is prohibited as a cosmetic ingredient; while the claim “reducing hair loss” usually relates to cosmetic products. - A product “preventing hair fall”, on the other hand, may be a cosmetic product.
	Eliminates dandruff permanently ينهي القشرة	
	Stimulates hair follicles ينشط بصيلات الشعر	
	Alopecia الصلع	
	Prevents/treats alopecia يمنع/يعالج الصلع	
	Prevents hair loss يمنع تساقط الشعر	
	Replace thinning hair استبدال الشعر الرقيق	
	Restore hair cells استعادة خلايا الشعر	

	Any reference to effect on physiological growth of hair أي إشارة للتأثير على النمو الفسيولوجي الشعر	
	Stimulates hair growth ينشط نمو الشعر	
	Root penetrating (i.e. any action under the scalp) اختراق جذور الشعر (أي تأثير تحت فروة الرأس)	
	Any reference to head lice أي إشارة إلى القمل	
Mouth care product	Any implication of effect below the gum line أي تلميح على التأثير تحت اللثة	
	Removes/Whitens permanent stains (e.g., tetracycline-induced) Stains إزالة/تبييض البقع الدائمة (الناتجة من استخدام التيتراسيكلين)	
	Any references to the diseases of gum or teeth أي إشارة إلى أمراض اللثة أو الأسنان	
	Relief gum and teeth pain يخفف ألم الأسنان واللثة	
	Any references to the diseases of gum or teeth أي إشارة إلى أمراض اللثة أو الأسنان	

	Antigingivitis مضاد لالتهاب اللثة	

References:

1- REGULATION (EC) No 1223/2009 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL

2- MANUAL ON THE SCOPE OF APPLICATION OF THE COSMETICS REGULATION (EC) NO 1223/2009 (ART. 2(1)(A))

3- Guidelines to Commission Regulation (EU) No 655/2013 laying down common criteria for the justification of claims used in relation to cosmetic products

4- Guidelines for Cosmetic Advertising and Labelling Claims, February 2006

5- Guidelines for the Nonprescription and Cosmetic Industry Regarding Non-therapeutic Advertising and Labelling Claims, May 2014

6- Cosmetic claims guidelines, TGA, May 1997

7- http://www.fda.gov/Cosmetics/ProductsIngredients/Products/ucm388826.htm

8- http://www.cap.org.uk/News-reports/Media-Centre/2014/Compact-guide-to-cosmetic-ad-claims.aspx