

Commission Regulation (EU) No 655/2013 of 10 July 2013  
laying down common criteria for the justification of claims  
used in relation to cosmetic products (Text with EEA relevance)

- Article 1 This Regulation shall apply to claims in the form of...  
Article 2 The responsible person referred to in Article 4 of Regulation...  
Article 3 This Regulation shall enter into force on the day following...  
Signature

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ANNEX  
COMMON CRITERIA

1. Legal compliance
  - (1) Claims that indicate that the product has been authorised or...
  - (2) The acceptability of a claim shall be based on the...
  - (3) Claims which convey the idea that a product has a...
2. Truthfulness
  - (1) If it is claimed on the product that it contains...
  - (2) Ingredient claims referring to the properties of a specific ingredient...
  - (3) Marketing communications shall not imply that expressions of opinions are...
3. Evidential support
  - (1) Claims for cosmetic products, whether explicit or implicit, shall be...
  - (2) Evidence for claim substantiation shall take into account state of...
  - (3) Where studies are being used as evidence, they shall be...
  - (4) The level of evidence or substantiation shall be consistent with...
  - (5) Statements of clear exaggeration which are not to be taken...
  - (6) A claim extrapolating (explicitly or implicitly) ingredient properties to the...
  - (7) Assessment of the acceptability of a claim shall be based...
4. Honesty
  - (1) Presentations of a product's performance shall not go beyond the...
  - (2) Claims shall not attribute to the product concerned specific (i.e....
  - (3) If the action of a product is linked to specific...
5. Fairness
  - (1) Claims for cosmetic products shall be objective and shall not...
  - (2) Claims for cosmetic products shall not create confusion with the...
6. Informed decision-making
  - (1) Claims shall be clear and understandable to the average end...
  - (2) Claims are an integral part of products and shall contain...
  - (3) Marketing communications shall take into account the capacity of the...

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**Changes to legislation:** There are outstanding changes not yet made to Commission Regulation (EU) No 655/2013. Any changes that have already been made to the legislation appear in the content and are referenced with annotations. (See end of Document for details) [View outstanding changes](#)

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- (1) [OJ L 342, 22.12.2009, p. 59.](#)
- (2) [OJ L 364, 9.12.2004, p. 1.](#)
- (3) [OJ L 149, 11.6.2005, p. 22.](#)
- (4) [OJ L 376, 27.12.2006, p. 21.](#)
- (5) See e.g. Case C-220/98, *Estée Lauder Cosmetics vs. Lancaster* [2000] ECR I-00117, paragraph 29.

**Changes to legislation:**

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**Changes and effects yet to be applied to :**

- Art. 1 words inserted by [S.I. 2019/696 Sch. 34 para. 42\(a\)](#)
- Art. 1 words substituted by [S.I. 2019/696 Sch. 34 para. 42\(b\)](#)

**Changes and effects yet to be applied to the whole legislation item and associated provisions**

- Annex para. 1(1) words substituted by [S.I. 2019/696 Sch. 34 para. 43\(a\)](#)
- Annex para. 6(3) words substituted by [S.I. 2019/696 Sch. 34 para. 43\(b\)](#)