

Nordic Swan Ecolabel cosmetic products

What are the benefits of a cosmetic product certified with the Nordic Swan Ecolabel?

Nordic Swan Ecolabel cosmetic products are among the least environmentally harmful products in their category and meet strict environmental and health requirements.

Meet strict health requirements for chemicals.

- Substances classified to cause cancer, as toxic to reproduction or to potentially damage genetic material are banned.
- Identified or potential endocrine disruptors on up-to-date lists from EU and national authorities or by classification are banned.

Examples of banned substances.

- No microplastics.
- No plastic fibres in wet wipes.
- No cyclic siloxanes.
- No nanomaterials/particles.
- No added PFAS.
- No fragrances if the skin or hair care product is intended for babies or children.

Responsible sourcing of renewable raw materials is promoted.

- Palm oil or palm kernel oil in the product must be RSPO certified.



Meet strict environmental requirements for chemicals.

- To avoid long-term, negative effects in nature (biodegradability),
- To avoid harmful chemicals accumulating in animals and humans (bioaccumulation),
- To avoid substances that are toxic to, for example, fish and crustaceans (ecotoxicity).

Have packaging that contributes to a circular economy.

- The amount of packaging is low, and design and material composition promote recycling.
- High filling degree.
- Ensure emptying levels for different types of packaging.

What can be certified with the Nordic Swan Ecolabel?

All types of products that fall under the Cosmetics Regulation, e.g. skin- and hair care products, sunscreens, and makeup. It is also possible to certify wet wipes, animal care products, sex lubricants and medical lubricants.

Application in three steps

All data is handled according to strict confidentiality requirements in accordance with ISO 14024.

The processing time for a new application depends on how complete the application and documentation are at the time of application, but in general, you can expect it to take between 3-6 months for an approval and a Nordic Swan Ecolabel certification.

Step 1

Read the criteria document ...

... explaining the requirements for a Nordic Swan Ecolabel cosmetic product.

Under each requirement you will find instructions on how to document the requirement.

- a. [Criteria document](#) >
- b. [Background document](#) >
- c. [Cosmetic products criteria page](#) >

Step 2

Check your formulation ...

... to make sure it meets our chemical requirements. Collect ecotox data and DID numbers for each raw material (Material safety datasheet, Appendix 2, etc.).

The DID list contains information on the toxicity and degradability of a range of substances. Collect technical data on your packaging to ensure that it meets the packaging requirements.

- a. [Calculation sheet – foam soap](#) >
- b. [Calculation sheet – rinse off](#) >
- c. [Calculation sheet – leave on](#) >
- d. [DID list 2023 part A](#) >
- e. [DID list 2023 part B](#) >
- f. [Writable declarations](#) >
- g. [WUR and emptying levels](#) >

Step 3

Collect and upload documentation ...

... for all requirements when you know that the formulation can be approved. Upload the documentation to the file exchange system on Sharepoint.

Once most of the documentation is uploaded and you feel ready, you can submit your application in our application portal, where you choose whether it is a new application, extension or renewal

- a. [Guide to certification process](#) >
- b. [Log into the Nordic Ecolabelling portal](#) >



Prepare your application: Whats important to keep in mind?

We recommend looking at the following points to ensure that your application is as complete as possible when you apply.



1 Raw materials

Ask the raw material supplier to fill in Appendix 2 for each raw material, including alternative raw materials. Check that the chemicals do not have classifications and substances that are not accepted.

2 Packaging

Fill in declarations from your packaging supplier in Appendix 4-5, including material specifications. Make a WUR calculation for your packaging.

3 Environmental calculations

Make calculations for environmentally hazardous substances, aNBO, anNBO, CDV as well as biodegradability and aquatic toxicity, according to requirements O17 – O20.

4 Supply Chain policy and Code of Conduct

See requirement O3.

5 Fragrance according to IFRA

Fill in raw material appendix 2, MSDS and perfume specifications from fragrance manufacturers, maximum permitted allergens and H317/H334 are 100 ppm for rinse off and 10 ppm for leave-on. See requirements O9-11.

6 Procedures

To ensure that the Nordic Swan Ecolabel requirements are met, you must implement and describe procedures for traceability and how customer complaints are handled.

Fees

The application fee is EUR 3,348 and includes up to 4 formulations. For the review of additional formulations, there is a charge of EUR 836.

For other cases, a fixed fee is charged according to the time taken. An inspection visit to the manufacturing site is included when applying for a new or renewed licence. If the factory is located outside the Nordic region, there is an additional cost of EUR 1,673 – 2,790. There is no limit to the number of products that can be added to a licence.

[See more about fees ›](#)

Why become certified with the Nordic Swan Ecolabel?

The Nordic Swan Ecolabel guides companies in the green transformation and product development. Read more about the benefits you can obtain when certifying your products.

1 Support your green transition and product development

The Nordic Swan Ecolabel is an effective tool to develop more circular products and reduce your climate impact. The requirements are based on a life cycle perspective and a holistic approach.

2 Strengthening your competitiveness

The Nordic Swan Ecolabel is one of the world's toughest environmental certification schemes and only awarded to products meeting ambitious environmental requirements. This can strengthen your market position and open new markets.

3 Strengthening your marketing and communication

The Nordic Swan Ecolabel is the best-known ecolabel in the Nordics. With high credibility and recognition among consumers, companies and public purchasers, the label is a powerful tool when you want to communicate your environmental efforts.

4 Strengthening your profile as an attractive workplace

With the Nordic Swan Ecolabel, you can increase your employees' job satisfaction. The Nordic Swan Ecolabel helps to ensure a better working environment, and even to attract new employees, as many people are proud to work for a company that can document its environmental efforts.



9 out of 10

Nordic consumers know
the Nordic Swan Ecolabel

How does the Nordic Swan Ecolabel differ from other ecolabels?

The Nordic Swan Ecolabel, supported by all Nordic governments, is the official and most recognised environmental label in the Nordics. It is a trustworthy, independent, 3rd party certification providing companies with documentation on environmental excellence. As a Type I ecolabel, the Nordic Swan Ecolabel is compliant with the ISO 14024 standard.

The Nordic Swan Ecolabel promotes resource efficiency, reduced climate impact, a non-toxic circular economy and conservation of biodiversity - always with tough requirements on harmful chemicals. The entire lifecycle is considered, from raw materials, production, and use to re-use, recycling and waste.

Contact us

For questions about the criteria: Hedvig Bergqvist • hedvig.bergqvist@svanen.se
For questions about sales and market: Caroline Segerpalm Keberg • caroline.keberg@svanen.se
or Hedvig Bergqvist • hedvig.bergqvist@svanen.se

Ecolabelling
Denmark

