



Agenda

- Introduction to the Nordic Swan Ecolabel with market insights
- New criteria for Protective and Absorbent Hygiene products
- Application process for renewal of license and new application







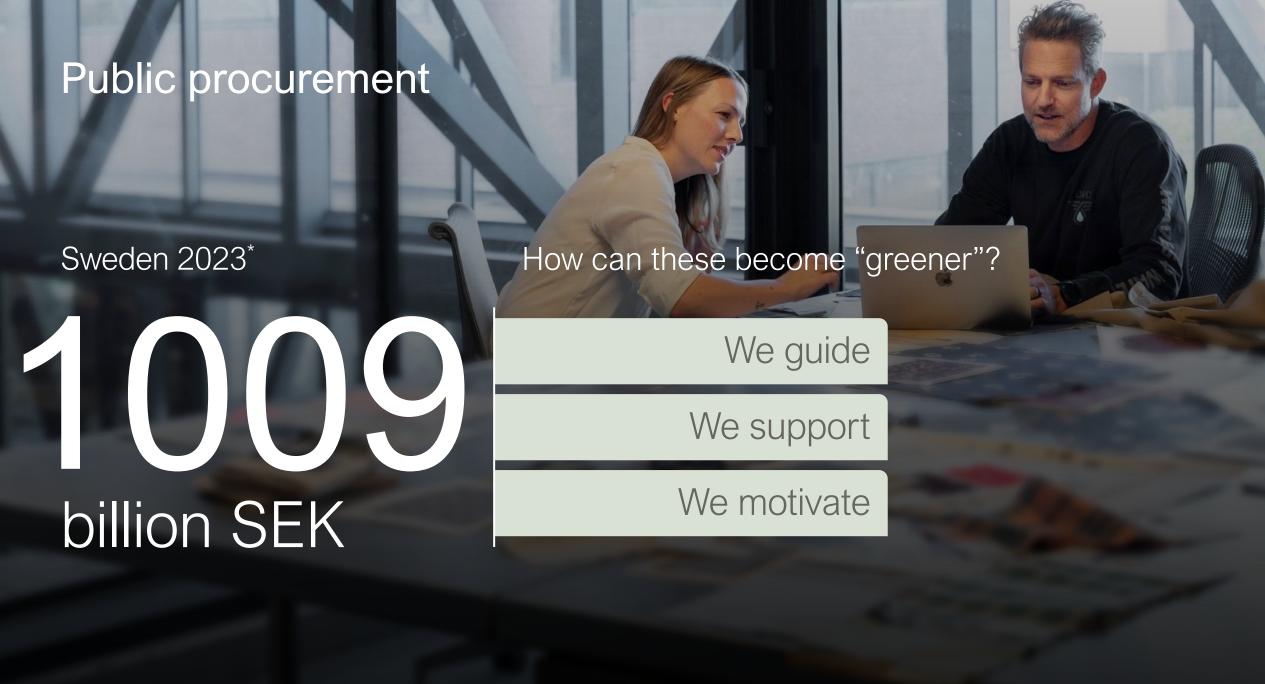


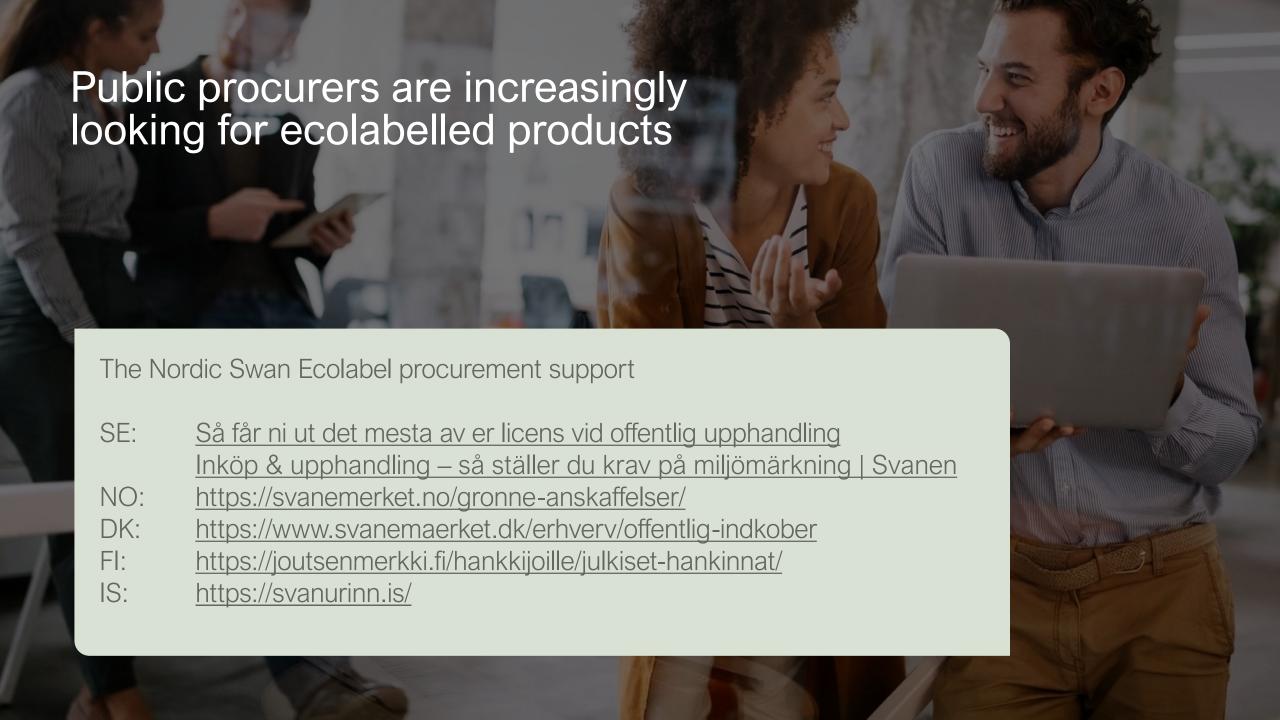




Trust that a product does not contain health or environmentally harmful substances if it is labelled with the Nordic Swan Ecolabel.















The Nordic Swan Ecolabel is very easy to communicate, it has a high level of credibility and is something that our customers are familiar with.

Anna Strindberg, Sustainability & Compliance Manager Clas Ohlsson



Type 1 ecolabel (according to the ISO 14024 standard)

The official ecolabel of the Nordic countries





Nordic Swan Ecolabelled products and services



Many companies and brands offers The Nordic Swan Ecolabel















matas







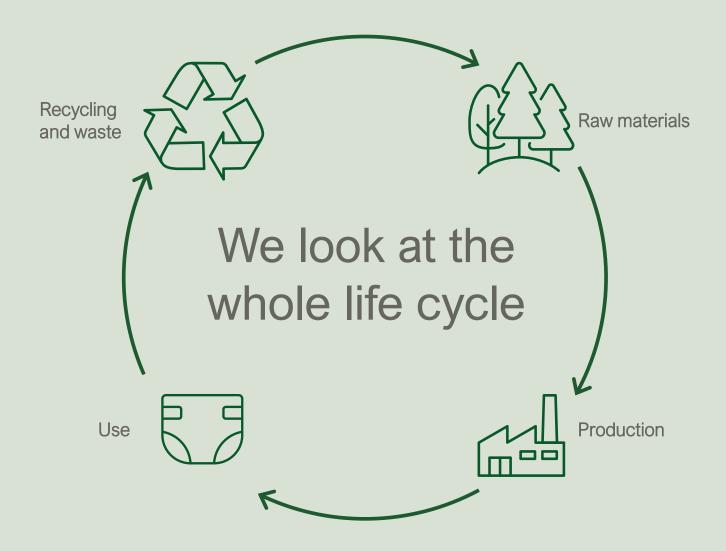
ĂNGLAMARK





You are given the right to use the Nordic Swan Ecolabel







You can trust the Nordic Swan Ecolabel

The Swan is a Type 1 ecolabel



This means that we comply with an official ISO standard 14024 which requires us to be independent, that our requirements are transparent and available to all, that the requirements are tightened and have a life cycle perspective.

Independent & non-profit



The Swan is the Nordic's official environmental label and works on behalf of the five Nordic governments. The Swan's requirements are decided by an independent Nordic environmental labelling board.

Holistic & lifecycle perspective



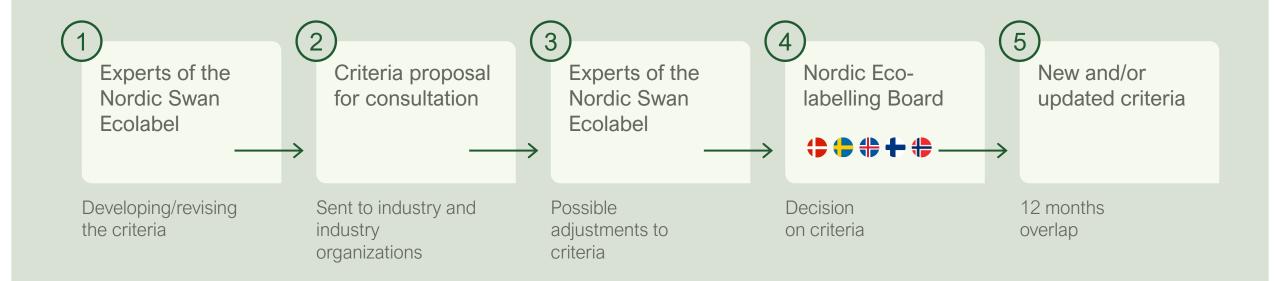
The Swan's requirements are based on a life cycle perspective. We assess the environmental impact on everything from raw materials and manufacturing to use and, for example, whether it can be recycled or how the waste is handled.

Time-limited criteria



We evaluate the Swan's requirements after 3-4 years and tighten the requirements after 5 years, with new knowledge from researchers, independent experts and companies that lead sustainability development in their industries.

How does it work when the Nordic Swan Ecolabel's criteria are developed or updated?







Criteria for 023 Protective and Absorbent Hygiene Products



What can be Nordic Swan Ecolabelled

The product group includes single use hygiene products:

- ✓ Incontinence care products
- Menstrual products (pads and tampons)
- Cotton buds and cotton pads
- ✓ Washcloths
- Plasters
- Single use products for hospital use (cover sheets, surgical gowns, masks and caps)





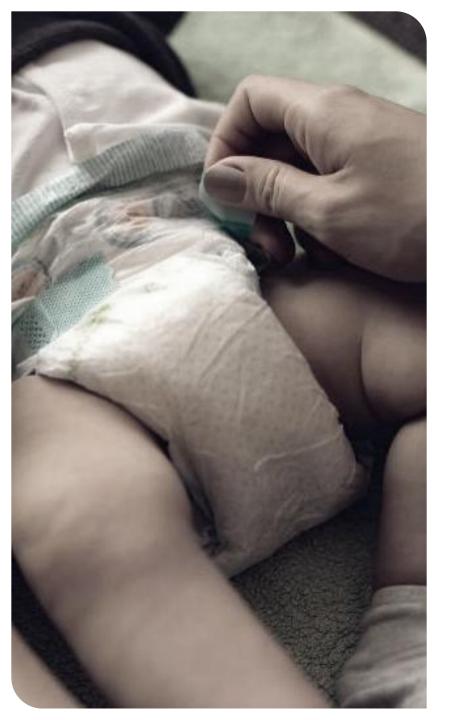
What can be Nordic Swan Ecolabelled

The product group also includes reusable menstrual products:



Reusable menstrual cups made of silicone or other elastomers



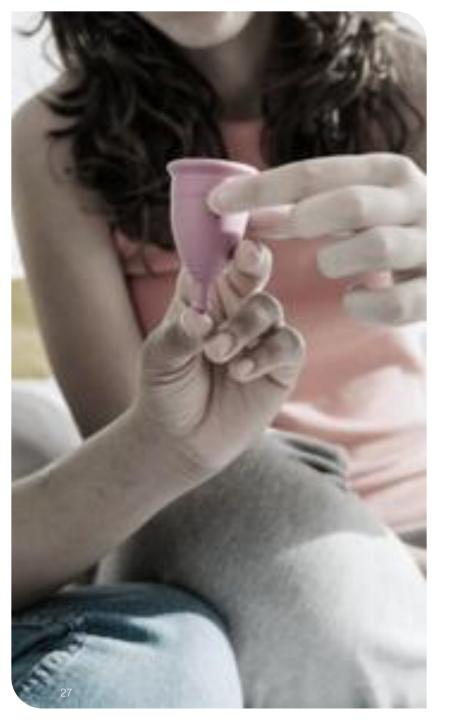


Environmental benefits for single use hygiene products

- Responsibly sourced renewable raw materials ensuring traceability and a high percentage of certified raw material.
- Fluff pulp manufactured in a climate- and energy efficient way with reduced emissions of greenhouse gases.
- Fluff pulp and regenerated cellulose meet strict limits on emissions to air and water.
- Require the introduction of biobased or recycled plastics.

- Biobased plastic, must be made from traceable, sustainably sourced renewable raw materials.
- Plastic packaging contains a minimum of 35% recycled plastic.
- Meet strict requirements concerning chemicals that are hazardous to health and harmful to the environment.
- Contain no fragrances or lotions.





Environmental benefits for reusable menstrual cups

- Meet strict requirements concerning chemicals that are hazardous to health and harmful to the environment, including, for example, restrictions on siloxanes.
- Emissions into air and water are limited during manufacturing, including limits for emission of greenhouse gases in production of silicones.



Focus areas for Protective and Absorbent Hygiene products



General Product Requirements



Chemicals



Silicones and elastomers



Packaging



Plastic



Wood raw materials: Fluff pulp, paper and regenerated cellulose



Super absorbent polymers



Nonwoven



Manufacturing of final product: material efficiency, quality and function





Cotton



Focus areas for revision of the criteria



To promote use of raw materials with low climate impact, e.g. sustainable sourced bio-based materials or recycled plastics instead of fossil-based material in the product and packaging.



To ensure that the individual fibre types are sourced and manufactured with the least environmental load as possible.



To update requirements for chemicals and unwanted impurities in the product to ensure that consumers are not exposed to harmful substances in the use stage.



Criteria – 49 mandatory requirements

Product and packaging (6)

- 1. Description of the product
- 2. Material composition
- 3. PVC ban
- 4. Sales packaging composition
- 5. Sales packaging recycling
- 6. Sales packaging information on recycling

Chemicals (10)

- 7. Classification of chemical products
- 8. Classification of ingoing substances
- 9. Excluded substances
- 10. Silicone
- 11. Adhesive/Binders
- 12. Fragrances and skin care preparation ban
- 13. Odour control substances
- 14. Medicaments and antibacterial agents ban
- 15. Colouration
- 16. Printing inks

Wood raw materials, fluff pulp, paper (6)

- 17. Prohibited and restricted tree species.
- 18. Traceability and certification
- 19. Cellulose based pulp/fluff pulp

- 20. Cellulose based pulp/fluff pulp production
- 21. Paper, general requirements
- 22. Tissue paper

Cotton (3)

- 23. Cotton bleaching
- 24. Cotton raw fibre
- 25. Cotton additives

Regenerated cellulose (2)

- 26. Regenerated cellulose bleaching
- 27. Regenerated cellulose production

Plastic and super absorbent polymers (7)

- 28. Plastic in components
- 29. Polyurethane/Elastane
- 30. Polyamide
- 31. Bio-based plastics, raw materials
- 32. Recycled plastic
- 33. Superabsorbent polymers (SAP)
- 34. Superabsorbent polymers additives

Nonwoven (2)

- 35. Nonwoven, general
- 36. Nonvowen chemical products

Silicones and elastomers used in menstrual cups (4)

- 37. Silicone and elastomers, general
- 38. Emission of dust and of chlorides to air
- 39. Emission of copper and zinc to water
- 40. Emissions of CO₂.

Manufacturing of final product (7)

- 41. Material efficiency
- 42. Synthetic polymers used in single-use products
- 43. Impurities in the final product
- 44. Performance
- 45. Tampons
- 46. Menstrual cups
- 47. Information on the sales packaging

Licence maintenance (2)

- 48. Customer complaints
- 49. Traceability



New requirements

Product and packaging (6)

- 1. Description of the product
- 2. Material composition
- 3. PVC ban
- 4. Sales packaging composition
- 5. Sales packaging recycling
- Sales packaging information on recycling

Chemicals (10)

- 7. Classification of chemical products
- 8. Classification of ingoing substances
- 9. Excluded substances
- 10. Silicone
- 11. Adhesive/Binders
- 12. Fragrances and skin care preparation ban
- Odour control substances
- 14. Medicaments and antibacterial agents ban
- 15. Colouration
- 16. Printing inks

Wood raw materials, fluff pulp, paper (6

- 17. Prohibited and restricted tree species
- 18. Traceability and certification
- 19. Cellulose based pulp/fluff pulp
- 20. Cellulose based pulp/fluff pulp production
- 21. Paper, general requirements
- 22. Tissue paper

Cotton (3)

- 23. Cotton bleaching
- 24. Cotton raw fibre
- 25. Cotton additives

Regenerated cellulose (2)

- 26. Regenerated cellulose bleaching
- 27. Regenerated cellulose production

Plastic and super absorbent polymers (7

- 28. Plastic in components
- 29. Polyurethane/Elastane
- 30. Polyamide
- 31. Bio-based plastics, raw materials
- 32. Recycled plastic
- 33. Superabsorbent polymers (SAP)

34. Superabsorbent polymers additives

Nonwoven (2

- 35. Nonwoven, genera
- 36. Nonvowen chemical products

Silicones and elastomers used in menstrual cups (4)

- 37. Silicone and elastomers, general
- 38. Emission of dust and of chlorides to air
- 39. Emission of copper and zinc to water
- 40. Emissions of CO_2 .

Manufacturing of final product (7)

- 41. Material efficiency
- 42. Synthetic polymers used in single-use products
- 43. Impurities in the final product
- 44. Performance
- 45. Tampons
- 46. Menstrual cups
- 47. Information on the sales packaging

Licence maintenance (2)

- 48. Customer complaints
- 49. Traceability



Criteria changes – 24 tightened requirements

Product and packaging (6)

- 1. Description of the product
- 2. Material composition
- 3. PVC bar
- 4. Sales packaging composition
- 5. Sales packaging recycling
- 6. Sales packaging information on recycling

Chemicals (10)

- 7. Classification of chemical products
- 8. Classification of ingoing substances
- 9. Excluded substances
- 10. Silicone
- 11. Adhesive/Binders
- 12. Fragrances and skin care preparation ban
- 13. Odour control substances
- 14. Medicaments and antibacterial agents ban
- 15. Colouration
- 16. Printing inks

Wood raw materials, fluff pulp, paper (6)

- 17. Prohibited and restricted tree species.
- 18. Traceability and certification
- 19. Cellulose based pulp/fluff pulp
- 20. Cellulose based pulp/fluff pulp production
- 21. Paper, general requirements
- 22. Tissue paper

Cotton (3)

- 23. Cotton bleaching
- 24. Cotton raw fibre
- 25. Cotton additives

Regenerated cellulose (2)

- 26. Regenerated cellulose bleaching
- 27. Regenerated cellulose production

Plastic and super absorbent polymers (7)

- 28. Plastic in components
- 29. Polyurethane/Elastane
- 30. Polyamide
- 31. Bio-based plastics, raw materials
- 32. Recycled plastic
- 33. Superabsorbent polymers (SAP)

34. Superabsorbent polymers additives

Nonwoven (2)

- 35. Nonwoven, genera
- 36. Nonvowen chemical products

Silicones and elastomers used in menstrual cups (4)

- 37. Silicone and elastomers, general
- 38. Emission of dust and of chlorides to air
- 39. Emission of copper and zinc to water
- 40. Emissions of CO₂.

Manufacturing of final product (7)

- 41. Material efficiency
- 42. Synthetic polymers used in single-use products
- 43. Impurities in the final product
- 44. Performance
- 45. Tampons
- 46. Menstrual cups
- 47. Information on the sales packaging

Licence maintenance (2)

- 48. Customer complaints
- 49. Traceability





Deep dive criteria O41 Material efficiency – new requirement

✓ Waste from the final product manufacturing site sent to landfill or incineration without energy recovery is restricted to a maximum of 8 weight-% for tampons and 4 weight-% for all other products.

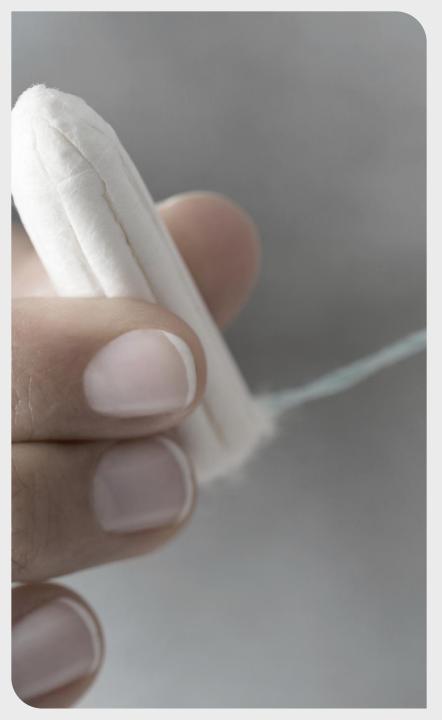




Deep dive criteria O42 Synthetic Polymers used in single use products – new requirement

✓ Part a) requires that a minimum share of synthetic polymers used must be bio-based or recycled material. The requirement apply to the total annual use of synthetic polymers across all licensed products, with stepwise implementation: a minimum of 1% bio-based and/or recycled content from 2026, increasing to 2% from 2028.





Deep dive criteria O42 Synthetic Polymers used in single use products – new requirement

- Part a) requires that a minimum share of synthetic polymers used must be bio-based or recycled material. The requirement apply to the total annual use of synthetic polymers across all licensed products, with stepwise implementation: a minimum of 1% bio-based and/or recycled content from 2026, increasing to 2% from 2028. This means that hygiene product manufacturers must begin introducing a share of sustainably sourced bio-based polymers.
- Part b) restricts or limit the use of plastic for certain product types where it is not considered essential. Wipes and washcloths must not be based on fossil raw materials and must be plastic free. For tampons, the absorbent core and string shall be based on renewable materials.

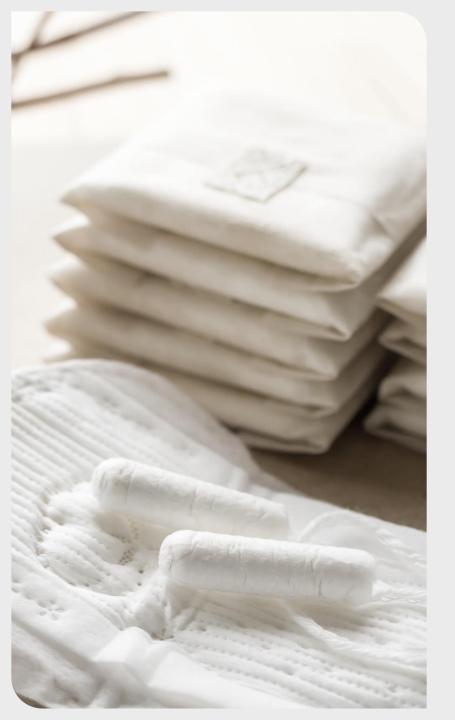




Deep dive criteria O42 Synthetic Polymers used in single use products – new requirement

- Part a) requires that a minimum share of synthetic polymers used must be bio-based or recycled material. The requirement apply to the total annual use of synthetic polymers across all licensed products, with stepwise implementation: a minimum of 1% bio-based and/or recycled content from 2026, increasing to 2% from 2028. This means that hygiene product manufacturers must begin introducing a share of sustainably sourced bio-based polymers.
- Part b) restricts or limit the use of plastic for certain product types where it is not considered essential. Wipes and washcloths must not be based on fossil raw materials and must be plastic free. For tampons, the absorbent core and string shall be based on renewable materials. This means that, for example, wash cloths made from fossil-based polyurethane or wipes containing polyester fibers, which is common on the market today, can no longer be Nordic Swan Ecolabelled.
- ✓ Part c) requires energy efficiency measures for facilities producing fossil-based components that represent > 5 w% of the product and additional component. Manufacturers must also report energy consumption data (kWh/kg component), and the use of fossil oil and coal as fuel is not allowed.





Deep dive criteria O43 Impurities in Final product– new requirement

Product types children's diapers, incontinence care products, pads and tampons must undergo assessment for impurities, to ensure that consumers are not exposed to harmful substances in the use stage.



Deep dive **criteria changes** for bio-based and recycled plastic

Bio-based polymers (O31)

- Threshold value removed.
- 2. Palm oil, including PFAD, soybean oil, and soy flour must not be used for bio-based polymer.
- 3. The origin of the raw materials shall be verified as either waste/residuals or be certified according to Bonsucro/ISCC EU/ISCC Plus. Genetically modified plants, GMO, must not be used.
- 4. Removed suggested requirement that Superior LCA compared to fossil-based feedstock must be shown.

Recycled plastic (O32)

- 1. Not come from production lines that are EFSA or FDA approved as food contact material.
- 2. The traceability of recycled plastic must be documented by certification schemes.
- 3. Recycled plastic used in the product must come from a closed loop with a known source and must not be in contact with the skin.



Deep dive criteria changes for wood raw materials

Wood raw material (O17-O18)

- 1. Updated list on forbidden and restricted tree species.
- 2. Minimum 70% certified fibres.

Fluff pulp (O19-O20)

- 1. Reference values for energy and emissions to air and water have been tightened.
- 2. Ban on fossil oil and coal as fuel.
- Minimum 70 % certified fibers.

Paper (O21-O22)

 Tissue paper must comply with the criteria for 005 Tissue paper gen 6.

Regenerated cellulose (O26-O27)

- 1. Limit values for emissions to water and air have been tighened.
- 2. Minimum 70 % certified fibers



Deep dive criteria changes for chemicals

General chemical requirements (07-09)

- 1. New CLP classifications for endocrine disruptors, bioaccumulative and persistent mobile toxic subtances.
- 2. List of excluded substances expanded with VAC, EDTA/DTPA, 34 bisphenols and nanomaterials.

Silicon (O10)

1. Limit values for each D4, D5 and D6 has been tightened to 1000 ppm on dry silicone basis on the ingoing silicone chemical products.

Colouration and printing (O15-O16)

- 1. Pigments must comply with chemical classification (O7) and BfR "IX. Colorants for Plastics and other Polymers Used in Commodities"
- 2. Colourants in the reusable menstrual cup shall not exceed 2% of total weight of the cup.
- 3. Printing on components in contact with skin is not allowed.



Deep dive criteria changes for packaging

General

- 1. Packaging must be possible to recycle via existing waste and resource systems in the Nordics (O5).
- 2. Packaging must be made of monomaterials (O4).
- 3. Information how to sort must be given on the packaging (O6).

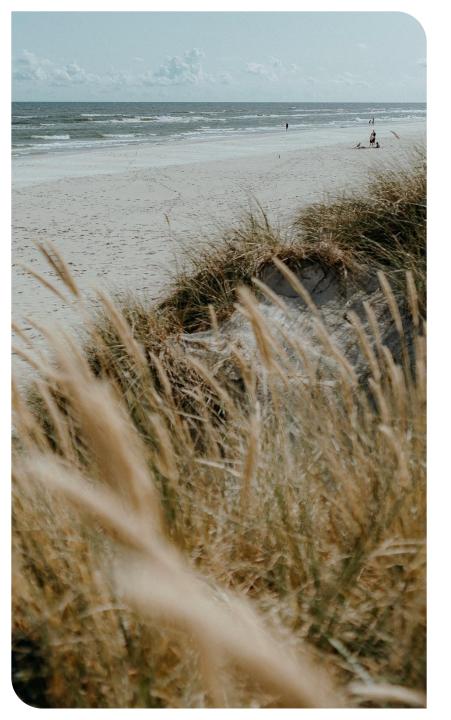
Plastic packaging

- 1. Virgin plastic (O28a), bio-based plastic (O31), Recycled plastic (O32 general and part a).
- 2. Must contain at least 35% recycled plastic (O4).

Paper packaging

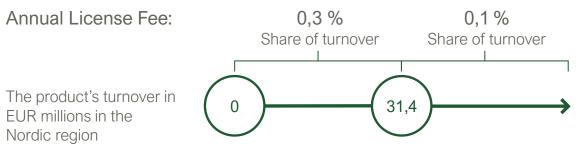
1. Requirement for paper expanded to cover entire O21





Fees

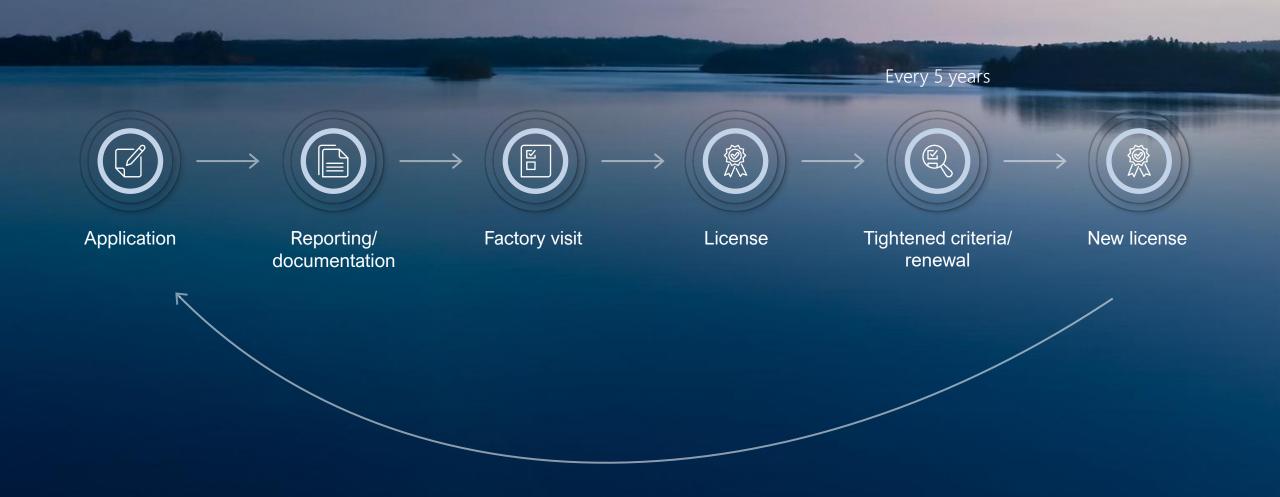
Application fee: 3 401 EUR for new, 1 699 EUR för renewal



Fixed fee applicable for sales outside the Nordic region: **2267 EUR**Factory visit outside of the Nordics



The application process



Requirements

Requirement → number and header

Requirement description ->

O1 Description of the product

The applicant must provide a description of each product, the manufacturing processes, as well as information about packet sizes. The following information must be provided for all components of the hygiene product, any additional components, product information sheets and sales packaging:

- Function (as outer layer, foil around each product, absorbing part, elastic around the legs, information sheet, sales packaging etc.)
- Weight of component
- Constituent materials (e.g. fluff pulp, PP, PET)
- Chemical products that are added to the product (e.g. adhesives)
- Supplier/manufacturer (with the trade name of components they deliver, company name, production site and contact person)

The production chain with suppliers for the hygiene product and additional components must be illustrated by i.e. a flowchart.

Description in line with the requirement including e.g. product data sheets and flowcharts to describe the production process. Template in Appendix 1, form 1 can be used to describe the composition.

Needed documentation ->





Start now!

What to think of regarding your documentation

- Start collecting documentation as soon as possible, especially from your suppliers.
- Use our writable declarations.
- Suppliers: Read the relevant requirements for you and prepare the writable declarations and other required documentation
- Send us everything at once in clearly named files and folders after you have sent in your application





Contact

Denmark

Simon Lyhne Andersen

Product specialist sla@ecolabel.dk

Tina Toft Olsen

Sales to@ecolabel.dk

svanemaerket.dk

Finland

Anna Sahlman

Product Specialist anna.sahlman@ecolabel.fi

Riikka Holopainen

Sales riikka.holopainen@ecolabel.fi

joutsenmerkki.fi

Norway

Tove Bræin

Product Specialist tb@svanemerket.no

Bård Berdal

Sales

bb@svanemerket.no

svanemerket.no

Sweden

Mikaela Seleborg

Product Specialist mikaela.seleborg@svanen.se

Caroline Segerpalm Keberg

Sales

caroline.keberg@svanen.se

svanen.se