

# SUSTAINABLE PROGRESS

## cosnova eliminates volatile silicones from its products

From August 2024, all products under the essence and Catrice brands by cosnova will be free from cyclic volatile silicones. This is another significant milestone on the road to more sustainable products. Since its foundation in 2001, cosnova has stood for safe cosmetics that are not tested on animals. All products have been free from microplastics and completely vegan since 2023. By eliminating volatile silicones, the company is once again complying with legal requirements well before the stipulated deadlines.

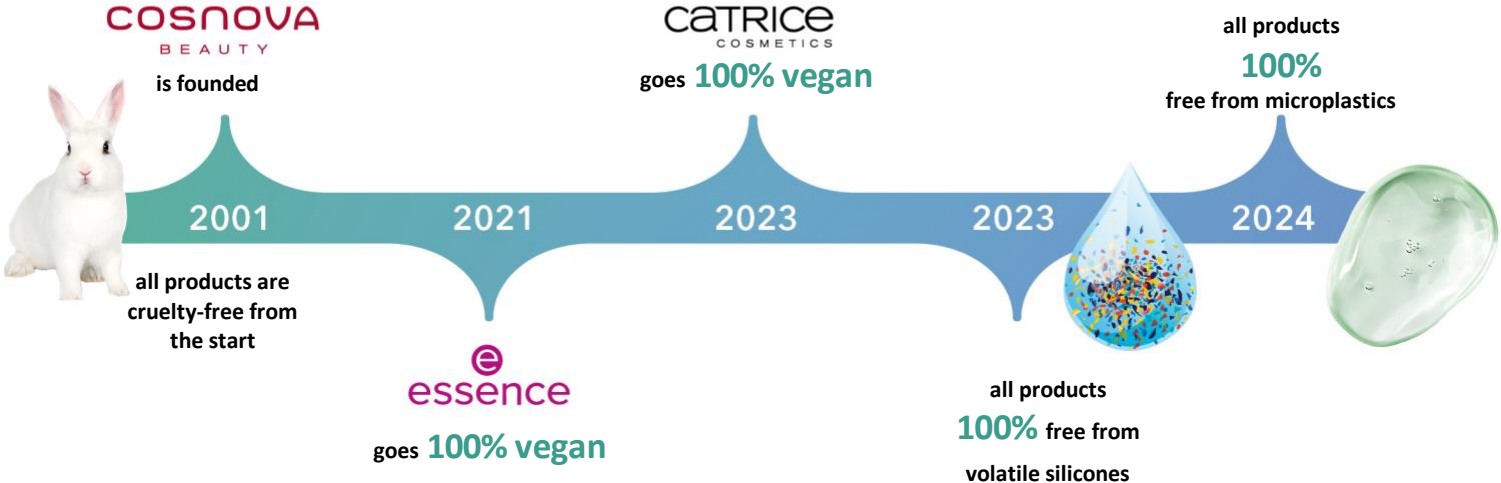


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### Cosmetics products by cosnova: Milestones in the ingredients



Silvia Steinert, Director Corporate Responsibility, and Katrin Steinbach, Technical Unit Expert Corporate Responsibility, explain how cosnova achieves its ambitious goals, why transparency regarding ingredients is important to the company, and the process behind the elimination of volatile silicones from all products.

#### What was the purpose of volatile silicones in essence and Catrice product formulas until now?

**Katrin Steinbach:** Volatile silicones reduce

the stickiness of products, improve spreadability and an even application, enhance durability and feel extremely pleasant on the skin without leaving behind a greasy film. This makes them a very popular ingredient in colour cosmetics.

#### Why has cosnova decided to ban volatile silicones from its formulas?

**Katrin Steinbach:** In early 2018, the volatile silicone decamethylcyclopenta-siloxane (D5) was added to the EU's list of banned substances, and a ban on wash-off products soon followed. Our decorative cosmetics products are also often washed off with

water. For this reason, and because we believe that it is likely that other volatile silicones will be classified similarly to D5, we have decided in 2020 to phase out all volatile cyclic silicones from our formulas.

**Silvia Steinert:** It is important to us to keep making our products more sustainable, which is why we are constantly working on better, more environmentally friendly formulas, even without legal requirements and deadlines.

#### So what does this process look like?

**Katrin Steinbach:** In 2020, we began to

completely revise our product formulas. This involved replacing volatile silicones with alternative plant-based or synthetic volatile ingredients. For each new formula, it was essential to verify that the alternative ingredients offered the same properties and – particularly important to us – the same proven quality. This complex process took some time and can be compared to the development of a completely new product.

**Silvia Steinert:** We have already successfully applied this thorough process to remove microplastics from our products. Since August, all of our products have now been fully converted. This is a milestone that we are very proud of.

**cosnova also wants to provide consumers with transparent information about the ingredients. What has been done to achieve this?**

**Katrin Steinbach:** Over the past three years, we have categorised 1,942 individual ingredients, described their properties in understandable terms and made them available on our brands' websites. We have developed a system that provides an overview of the functionalities of the individual ingredients at a glance. In a second step, users can then go into more detail and find out what the respective substance is and what function it has in the product. We have also included details on the packaging material used.

**How much demand is there for this type of transparency from consumers?**

**Katrin Steinbach:** When it comes to customer enquiries, we have found that information about ingredients is a very common request. We recently programmed an AI assistant to help us answer these questions. This makes our work a lot easier.

**Silvia Steinert:** Our mission is "Make

everyone feel more beautiful". For us, this democratisation of beauty also means communicating transparently. We recently commissioned a representative survey, which showed that ingredients rank fourth among the reasons why our consumers choose a make-up product. So we can see that this aspect is an important consideration alongside quality, price and tolerability. On the other hand, 19 % of respondents did not know how to identify a sustainable product. By listing and explaining the ingredients on our product websites, we aim to create more transparency for our consumers about the ingredients we use. This will enable them to find the information for themselves, combat misinformation and build trust.



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A recently conducted representative<sup>1</sup> survey commissioned by cosnova showed that the topic of ingredients is highly relevant to consumers.

These aspects are important to me when buying make-up

- 26% price
- 24% quality
- 22% tolerability
- 19% ingredients

When I buy sustainable products, I pay attention ...

- 42% that they are free from environmentally harmful substances
- 36% that they are free from animal testing
- 9% that they are vegan

<sup>1</sup>n=2066, data collection period 24.-27.5.2024

