

## ***Backgrounder***

The project *Cosmetic Analysis* was initiated in 2006 by the Foundation for the Promotion of Skin Health in the Principality of Liechtenstein. Thus the seat of Cosmetic Analysis Est. is still in Liechtenstein.

The absolutely manufacturer-neutral consumer protection portal went online in June 2008. In order to exclude any influence on the manufacturer neutrality, the portal financed itself from the outset not by advertisement, donations or the like, but exclusively by member contributions. Charging money for high-quality content on the Internet was unusual in 2008. Today, however, this has become widely accepted, among media companies and others.

All ratings come exclusively from complex algorithms. This eliminates subjective ratings by "experts."

The ratings of cosmetic substances are based on properties researched by an editorial team in independent specialist literature. The respective quotations are cited with an indication of the source. Thus, the correlations of the evaluations are comprehensible by everyone.

***Transpareo*, the new template for many more transparent quality information on various topics.**

During the new development in 2020, great importance was attached to implementing the data structure and all application details with maximum flexibility. This allows the application to be used for other purposes with little effort. Possible application areas could be: substances and products for food supplements, food, pharmaceuticals, building materials, pet food all other products consisting of components with individual properties.

Cosmetic Analysis serves here, together with the functions of the interactive CA codes as an example application. Manufacturers, associations, advertising companies and others can use this application cost-effectively to promote transparency in their industry.

In this way, the application can meet the now deeply rooted desire among consumers for more quality transparency for all consumer products.