

Fact Sheet

Cosmetic Analysis was initiated in 2006 by the Foundation for the Promotion of Skin Health, Liechtenstein. The foundation's mission is to promote skin health among the general public.

Cosmetic Analysis went online for the first time in June 2008 with over 8,000 manufacturer-neutral evaluated ingredients (INCI terms).

By summer 2021, the databases contain over 9,700 manufacturer-neutral evaluated cosmetic ingredients (INCI) with over 12,000 technical citations from over 100 sources and over 34,000 evaluated properties.

In summer 2021, with all detailed and evaluated ingredient information, over 46'000 analyzed and manufacturer-neutral evaluated products can be viewed by members.

All information is presented in five languages and updated just in time. Cosmetic Analysis is available in English, German, French, Portuguese and Spanish. Additional languages are to be implemented in the short term.

Cosmetic Analysis is the leading premium portal in this segment worldwide, with registrations from 127 countries.

The basic membership fee is 42 USD per half year, professional access with advanced features is 56 USD.

Unique selling points

General

- Cosmetic analysis is transparent and comprehensible by everyone.
- Manufacturer-neutral. Over 12,000 technical citations are researched in over 100 technical publications and assigned to the ingredients with indication of the source.
- The expert citations result in over 34,000 evaluated properties, which are represented in over 9,700 ingredients. These evaluations are calculated and lead to the evaluation of the ingredients there.
- Subjective evaluations do not take place.
- Members can analyse as many of their own products as they wish on the basis of the manufacturer-neutral evaluated ingredients. The product analyses are also calculated on the basis of the rated ingredients and the result is displayed using coloured smileys.
- In 94 percent of all product analyses, all INCI (ingredients) entered are found completely in the database. Ingredients that are not found are immediately researched and added by the editorial team.

- More than 46,000 analysed and manufacturer-neutral evaluated products can be viewed by members with all ingredient details.
- Cosmetic analysis does not record cookies.

Membership "Professional"

Professionals can be, for example: product developers, cosmetic manufacturers and cosmetic suppliers, cosmeticians and cosmetic consultants, doctors, experts in natural healing professions, pharmacists, druggists and scientists from fields such as environmental protection or toxicology. But of course also consumers with a strong interest in product quality.

- The ingredient database can be filtered according to INCI functions. In this way, alternatives to substances used with certain functions can be found quickly,
- The ingredient database can be filtered by evaluated properties. In this way, alternatives to substances used can be found quickly on the basis of their properties.
For example, all substances can also be found that have the property "hormone-active" or other properties.
- The product database can be searched for products and for ingredients in products.
- The product database can be filtered by product categories, INCI functions and substance properties.
For example, all products with the property "hormone-active" or other properties can be found in the product database.
- Favourites can be saved and filtered individually from the brands, ingredients and products.
- **Product developers**, for example, can use the many sorting and selection options in the database to obtain valuable information for their work.

Membership "Professional Plus"

The Professional Plus membership is a complete basic advertising tool. With it, responsible persons can support as many marketing and sales measures as they like by transparently presenting their own quality. It can be used by cosmetics manufacturers and their sales organisations.

- **Marketing experts** can independently create any number of CA codes for their licensed products and use them for their advertising measures. These CA codes link online to all visitors (i.e. not only members of Cosmetic Analysis) to all information of the respective product analysis at Cosmetic Analysis, including the details of all substances contained. This is also possible for all offline media via an appropriately designed QR code. The interactive CA codes allow every visitor full access to your product analysis.
- When creating a CA code, the language can be specified. You can choose from all languages in which cosmetic analysis is available. This influences the display and the language of the product analysis.
- Cosmetic analysis is optimally search engine optimised in all languages to be used.
- Short descriptions can be entered, for example with the intended use, in order to keep track of different marketing measures.



Cosmetic Analysis

- For each intended use, individual CA codes can be created in all languages in order to evaluate the success of the measure.
- All calls for a product analysis via a CA code are recorded anonymously and evaluated in terms of temporal and geographical use. Users receive an overview of the last three months in their dashboard and can download all accesses as a table.