

Basic Press Release

Due to an initiative of the Foundation for the Promotion of Skin Health, from the Principality of Liechtenstein, the consumer portal "Cosmetic Analysis" was put online in June 2008. The aim was and is to inform consumers about the risks and benefits of cosmetic substances and products in a manufacturer-neutral manner.

<https://cosmeticanalysis.com> is not influenced by advertising or company interests. It is financed exclusively by the users themselves by purchasing a membership.

The ingredient database of Cosmetic Analysis is based on the INCI list of the EU. In the summer of 2021, the Cosmetic Analysis database contains over 9,700 evaluated cosmetic ingredients. In the summer of 2008, there were 8,000 INCI terms. In addition, it is constantly being expanded by an editorial team to include new substances.

In addition to the information contained in the EU database, such as INCI function, origin or CAS no., etc., the editorial team researches further properties in over 100 specialist publications. The relevant passages are cited with the source given for the respective ingredients. In the summer of 2021, more than 12,000 technical citations can be read and the corresponding more than 34,000 properties are added and evaluated separately.

From the evaluated properties of a substance, complex calculations result in an overall evaluation of the cosmetic substance. It is important to note, of course, that good and bad properties do not cancel each other out.

The ratings are transferred to five different smileys for better understanding. The smileys are in traffic light colors to better clarify the ratings. The properties and ratings are easy to follow based on the quotes.

Analysis of cosmetic products

A member of Cosmetic Analysis can analyze any cosmetic product, by entering the legally binding INCI information, through the database. The process is conveniently supported by the system.

Subsequently, all ingredients contained in a product are visible with their ratings, properties and citations. The colored smileys make it easy to identify the respective rating. At a glance, it is clear which are the good and which are the bad substances. From all the evaluated ingredients, complex calculations result in a rating of the cosmetic product. This rating is also displayed with a colored smiley.

If desired the member can publish the product analyzed by him for other members, so that these can see the evaluations. Of course, including all information about the substances contained. In the summer of 2021, over 46,000 product analyses were published.

Use by experts

Since 2008, Cosmetic Analysis has become the world's leading premium portal in this segment, with registrations from 127 countries.

Today, the platform is not only used by consumers. Above all, experts such as doctors, experts in natural healing professions, pharmacists, druggists, cosmeticians and scientists from fields such as environmental protection or toxicology use Cosmetic Analysis to identify correlations between ingredients, products and possible effects.

Above all, cosmetics developers and manufacturers now make intensive use of the ingredient database with its wide range of information for the revision and new development of cosmetic products. Cosmetic Analysis can claim to have contributed significantly to the many very well rated and low-pollutant cosmetic products that have been on the market more and more for 12 years.

Interactive quality and transparency seal "Ingredients Tested".

In spring 2012, the first interactive transparency and quality seal "Ingredients Tested", for manufacturers and other suppliers of cosmetics, was launched. It supports cosmetics manufacturers in disclosing the quality of their products in detail to their customers. This makes it easier and faster for consumers to find the right products for their skin health. This is in line with the consumer platform Cosmetics Analysis.

The interactive quality and transparency seal consists of two components:

First, the quality and transparency seal is available as a file. With this, companies can make it clear across the board that all the ingredients in their products have been tested by the manufacturer-neutral consumer portal Cosmetic Analysis.

Secondly as many as desired interactive the CA codes for on-line and off-line advertising measures can be used. The accesses are represented on the portal for the manufacturers and can be evaluated as desired. Via online and print media, all users can thus access the complete product analysis of the respective product at Cosmetic Analysis without having to be a member.