

Cosmetics must not make people ill

Globally used portal for testing cosmetic products optimised

Eschen (FL), **8 June 2021: People's awareness of health and the environment is changing. But promising cosmetic products in particular sometimes contain substances that are harmful to health. Allergies, intolerances and other health problems can be the result. But most consumers do not know where to find neutral information about their cosmetics or how to understand it. To enable users to protect themselves better and to get a good and understandable overview of products including ingredients, Kosmetikanalyse has further optimised the cosmetics portal www.cosmeticanalysis.com 2021, which has been in existence since 2008.**

"Consumers have the opportunity on our analysis portal to research the risks and benefits of cosmetic ingredients and products in a simple, transparent, advertising-free and, above all, neutral way," Günter Reichelt, one of the board members of Kosmetikanalyse, explains how it works. This includes, among other things, extensive information on over 9,700 ingredients (INCI). In addition to general INCI information, this information consists of around 12,000 technical quotations from over 100 manufacturer-neutral sources. This in turn results in over 34,000 evaluated properties. The ingredients are evaluated by complex calculations. "What will be interesting for consumers is that they can add their own products, by entering the INCI on the portal, to their own and neutral product evaluation," says Reichelt.

There are several cosmetics portals. The special feature of Kosmetikanalyse is that, unlike other applications, it is a manufacturer-neutral portal. The project is financed solely by its members and by licences for a globally unique interactive transparency and quality seal for companies.

Note to the editors

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Press release

"Using the portal is even easier after the technical revision," Reichelt is pleased to say. All information is now available in five languages and is constantly being added to. Separate searches can be made for brands, ingredients and products. The approximately 46,000 products analysed can also be filtered according to harmful substances. The results of the ratings are displayed with five different smileys according to the traffic light system for better understanding. The app shows which ingredients and products are questionable and why.

The platform has been providing reliable and useful information not only for consumers for many years. Professionals such as doctors, experts in natural healing professions, cosmeticians and cosmetic consultants, product developers, marketing experts, pharmacists and scientists from fields such as environmental protection or toxicology also use the detailed cosmetic analysis to identify connections between the ingredients, the products and possible effects on skin and health in a manufacturer-neutral way. The new "Profi" membership now offers countless new uses for cosmetics professionals.

Reichelt describes that many cosmetic developers and manufacturers now use the ingredient database to revise and develop new cosmetic products. "We are proud to have contributed significantly to the many very well-rated and low-pollutant cosmetic products on the market today."

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