

**هيئة التقييس لدول مجلس التعاون لدول الخليج العربية
GCC STANDARDIZATION ORGANIZATION (GSO)**

مشروع: نهائي

GSO 12/FDS 2528:2021

مستحضرات التجميل – لائحة ادعاءات مستحضرات التجميل والعناية الشخصية

**Cosmetic products – Technical Regulation of cosmetic and
personal care products claims**

إعداد

اللجنة الفنية الخليجية لقطاع مستحضرات التجميل والعناية الشخصية

هذه الوثيقة مشروع لائحة فنية خليجية تم توزيعها لإبداء الرأي والملاحظات بشأنها، لذلك فإنها عرضة للتغير والتبديل، ولا يجوز الرجوع إليها كمواصفة قياسية خليجية إلا بعد اعتمادها من مجلس إدارة الهيئة.

ICS: 71.100.70;

تقديم

هيئة التقييس لدول مجلس التعاون لدول الخليج العربية هيئة إقليمية تضم في عضويتها الأجهزة الوطنية للمواصفات والمقاييس في دول الخليج العربية، ومن مهام الهيئة إعداد المواصفات القياسية الخليجية بواسطة لجان فنية متخصصة.

وقد قامت هيئة التقييس لدول مجلس التعاون لدول الخليج العربية ضمن برنامج عمل اللجنة الفنية رقم 12 " اللجنة الفنية لمواصفات قطاع مستحضرات التجميل والعناية الشخصية " بتحديث مشروع اللائحة الفنية الخليجية رقم 2528/2021" مستحضرات التجميل – لائحة ادعاءات مستحضرات التجميل والعناية الشخصية"، على أن تلغي اللائحة الإصدار القديم وتحل محلها. وقد قامت (المملكة العربية السعودية) بإعداد مشروع هذه اللائحة الفنية.

وقد اعتمدت هذه اللائحة كلائحة فنية خليجية في اجتماع مجلس إدارة الهيئة رقم () ، الذي عقد بتاريخ / / هـ، الموافق / / م.

Foreword

GCC Standardization Organization (GSO) is a regional Organization which consists of the National Standards Bodies of GCC member States. One of GSO main functions is to issue Gulf Standards /Technical regulations through specialized technical committees (TCs).

GSO through the technical program of committee TC No.:12 "Gulf TC of Cosmetics and Personal Care" has updated the draft Gulf Technical Regulation No. GSO 2528/2021 "Cosmetic products – Technical Regulation of cosmetic and personal care products claims", which cancels and replaces the last edition. The Draft Technical Regulation has been prepared by Kingdome of Saudi Arabia

This standard has been approved as a Gulf Standard by GSO Board of Directors in its meeting No. (), held on / / H, / / G.

Cosmetic products – Technical Regulation of cosmetic and personal care products claims

1- Scope and field of application

This regulation is concerned with criteria of cosmetic products claims, and it describes the basic criteria of acceptable claims of cosmetics products.

Products containing unacceptable claims according to this regulation may come out of the scope of cosmetic products.

Functions, scope of application and the intended use has also been mentioned in the GSO 1943 “Cosmetic Products – Cosmetic Products Safety Requirements”.

2- Complementary References

2/1 GSO 1943 “Cosmetic Products – Cosmetic Products Safety Requirements”

3- Definition

3/1 Cosmetic Products:

Any substance or mixture intended to be placed in contact with the external parts of the human body (epidermis, hair system, nails, lips and external genital organs) or with the teeth and the mucous membranes of the oral cavity with a view exclusively or mainly to cleaning them, perfuming them, changing their appearance, protecting them, keeping them in good condition or correcting body odours.

3/2 Cosmetic Products Claims:

Is any information about the nature and /or impact and /or effectiveness and /or content mentioned on the product or in advertising or in any promotional way.

3/3 Unacceptable Claims:

Claims that do not comply with the definition of cosmetic product and basic criteria for cosmetic products claims, including Claims of treating medical conditions, or significant change in body physiological functions or influence the metabolism.

3/5 Primary Cosmetic Products Claim:

Claims that are clearly and prominently mentioned to the consumer and describe the main function of the product.

3/6 Secondary Cosmetic Products Claim:

Claims that describe the other functions of the product in addition to the main function.

3/7 Substance:

A chemical element and its compounds in the natural state or obtained by any manufacturing process, including any additive necessary to preserve its stability and

any impurity deriving from the process used but excluding any solvent which may be separated without affecting the stability of the substance or changing its composition.

3/8 Mixture:

A mixture or solution composed of two or more substances.

4- Basic criteria of cosmetic products claims

All claims and advertisements for cosmetic products must comply with the following criteria:

4/1 Legal compliance

4/1/1 Cosmetic products claims must comply with all laws within the Gulf Arab states, and that do not conflict with Islamic values or habits of society.

4/1/2 The acceptability of a claim shall be based on the perception of the average end user of a cosmetic product, who is reasonably well-informed and linguistic factors in the market in question.

4/1/3 Claims which convey the idea that a product has a specific benefit when this benefit is mere compliance with minimum legal requirements shall not be allowed.

4/2 Truthfulness

4/2/1 Neither the general presentation of the cosmetic product nor individual claims made for the product shall be based on false or irrelevant information. Such as: (free of preservatives), while the product actually contain preservatives.

4/2/2 The cosmetic products claims must be true.

4/2/3 If a product claims that it contains a specific ingredient, the ingredient shall be deliberately present.

4/2/4 Ingredient claims referring to the properties of a specific ingredient shall not imply that the finished product has the same properties when it does not.

4/2/5 Claims on the label must have the same meaning in all languages.

4/3 Evidential support

4/3/1 Claims for cosmetic products, whether explicit or implicit, shall be supported by adequate and verifiable evidence released by the manufacturer, This requires the possibility of linking between references studies used as evidence and product used by the claim, and It should use scientific methods to prove a well designed and followed (true, reliable and rechargeable experience), and respects the ethical considerations

4/3/2 The level of evidence or substantiation shall be consistent with the type of claim being made, in particular for claims where lack of efficacy may cause a safety problem. (Note: for example, sunscreen products, which claim a certain Sun Protection

Factor (SPF), must have been tested according to the relevant international standards).

4/3/3 Statements of clear exaggeration, which are not to be taken literally by the average end user (hyperbole), or statements of an abstract nature may not require substantiation.

4/3/4 Assessment of the acceptability of a claim shall be based on the weight of evidence of all studies, data and information available depending on the nature of the claim and the prevailing general knowledge of the end users.

4/3/5 the product must comply with the technical requirements of a claim. Such as: Natural or Organic Cosmetic Product must comply with technical requirements of natural or organic claims.

4/4 Honesty

It should not be overstated in view of the performance of the product. In the following are some examples:

4/4/1 The amendment to the images before and after use to illustrate the effect of the product.

4/4/2 Fine fragrances usually contain such a high amount of alcohol that the additional use of preservatives is not necessary. In this case, it would be dishonest to highlight in advertising the fact that a certain fine fragrance does not contain any preservatives.

4/4/3 Claims shall not attribute to the product concerned specific (i.e. unique) characteristics if similar products possess the same characteristics.

4/4/4 Presentations of a product's performance shall not go beyond the available supporting evidence.

4/4/5 If the action of a product is linked to specific conditions, such as use in association with other products, this shall be clearly stated.

4/5 Fairness

Claims for cosmetic products shall be objective and shall not denigrate the competitors (such as: Maximum, better ,stronger), nor shall they denigrate ingredients legally used.

4/6 Informed decision making

4/6/1 Claims shall be clear and understandable to the average end user.

4/6/2 Marketing communications shall take into account the capacity of the target audience to comprehend the communication. Marketing communications shall be clear, precise, relevant and understandable by the target audience.

5- Examples of the claims that Unacceptable in cosmetic products

(The following table shows a list of examples of unacceptable claims for cosmetic products categories, and these examples are not tied to the category of product, and has been applied to all categories of cosmetics)

| Products category | Examples of Unacceptable Claims | Notes |
|-------------------|---|--|
| Skin Care Product | يجعل الجلد أكثر شباباً Makes skin younger | <p>In general release the name of “Anti-aging cream” or “Anti-wrinkle cream” is not a problem as it is a description of the product, provided that they meet the following conditions:</p> <p>1- The name must not refer to the product effective against wrinkles and sufficient description of the group. For example, Anti-aging/Anti- Wrinkle creams and Anti-aging/Anti-Wrinkle Product are acceptable for cosmetic products,</p> <p>But, the Anti-aging/Anti-Wrinkle treatment or Anti-aging/Anti-Wrinkle effect These names are unacceptable for cosmetic products.</p> <p>2- Does not accept the existence of the product name without the presence of an additional explanation in the context of the cosmetically acceptable -according to the Cosmetic definition-, for example: moisturize the skin so that it looks more youthful, reduce the appearance of aging, improve the appearance of wrinkles..etc, these explanations are considered acceptable.</p> <p>3- Do not add therapeutic or physiological claims or suggestions in the explanation of the product in any way.</p> <p>Note: in some cases products will be evaluated separately.</p> |
| | يبطئ الشيخوخة أو التقدم في السن Reduces aging | |
| | يؤخر الشيخوخة/يبطيء التقدم في السن Slows aging | |
| | يمنع التقدم في السن Prevents aging | |
| | يقضي على التقدم في السن Eliminates aging | |
| | يوقف التقدم في السن Stops aging | |
| | إعادة الشباب Reverses aging | |

| Products category | Examples of Unacceptable Claims | Notes |
|-----------------------------------|---|---|
| Skin Care Product | يزيل الندبات والأضرار الناتجة عن الشمس Removes scars/sun damage | |
| | يصلح الضرر الناتج عن الشمس Repairs sun damage | |
| | أي إشارة بالتأثير على المستوى الخلوي Any reference to action at cellular level (living) | |
| | يعمل على/ أو من داخل Works on/from the inside | |
| | أي إشارة إلى تحفيز أو تنشيط أو تحسين أو زيادة إنتاج أو المساعدة على إنتاج الكولاجين، الإيلاستين، الإنزيمات.. الخ Any sign to stimulate skin synthesis of collagen, elastin, enzymes etc. | |
| | مزيل أو يخفف التصبغات De-pigmentation | On the other hand, it's acceptable to: improves the appearance of pigmentation. |
| | يقلل من مظهر الأوردة والشرايين.. الخ Reduces the appearance of veins, capillaries, etc. | On the other hand, it's acceptable to: improves the appearance of the veins by hiding them. |
| | Decongests Skin يقلل من احتقان الجلد | |
| | Decongesting Skin يزيل احتقان الجلد | |
| | أي إشارة إلى مرض الوردية Any reference to rosacea | |
| تأثير علاجي Therapeutic effect | | |

| Products category | Examples of Unacceptable Claims | Notes |
|--------------------------|--|--|
| Skin Care Product | <p>يقتل مسببات الأمراض Kills pathogens</p> | <p>- A product which presents itself as antiseptic and antibacterial products for the treatment or prevention of infection and lesions of the skin is likely to be considered as medicinal product by virtue of presentation.</p> <p>- The Cosmetics Regulation allows for secondary biocidal claims like e. g. antimicrobial claim in cosmetic products where the primary purpose is a cosmetic nature.</p> <p>- In addition, it is not allowed to use proportions or specifying a type of bacteria.</p> <p>- The claim 'disinfection' or 'disinfecting action' as a secondary claim is not permitted in cosmetic products.</p> |
| | <p>يقتل الجراثيم Kills germs</p> | |
| | <p>يقتل البكتيريا المسببة للروائح Kills bacteria/ odour causing bacteria</p> | |
| | <p>مطهر Antiseptic</p> | |
| | <p>معقم / يقضي على البكتيريا Disinfectant/Sanitizer</p> | |
| | <p>مبيد الفطريات/الجراثيم/الفيروسات Fungicide/ germicide/ virucide</p> | |
| | <p>ينظف الجروح Cleans cuts (wounds)</p> | |
| | <p>الإشارة إلى الميكروبات المسببة للأمراض Reference to disease-causing organisms</p> | |
| | <p>يقتل xx% من البكتيريا Kills xx% of bacteria</p> | |
| | <p>يقتل الجراثيم Germ killing action</p> | |

| Products category | Examples of Unacceptable Claims | Notes |
|--|--|--|
| Skin Care Product | يحسن الدورة الدموية Stimulates circulation | |
| | يزيل السموم Removes toxins/ Detoxifies | |
| | أي تلميح أو إشارة إلى منع الأمراض Any impression or reference to disease prevention | |
| | الإشارة إلى إحداث أي تغيير على الأنسجة Any reference to action on tissue | |
| | الإشارة إلى معالجة أو تقليل السيلولايت/تقشير الجلد Any reference to treatment/reduction of cellulite/orange peel skin | Claims which treat or reduce or eliminate or prevent cellulite are not acceptable as cosmetic products, while claims that improve appearance of cellulite (in ways that are compatible with cosmetic definition and without any physiological effect) they considered acceptable claims. |
| | خسارة إنشات من الجسم Lose inches | |
| | يزيل الدهون Removes fat | |
| | إعادة تشكيل Reshapes | |
| | إعادة تشكيل أو تنحيف أو الحد من الترهلات Restructures or slim the skin | |
| | تنحيف Slims/slimming | |
| | سيلولايت (بطرف غير مقبولة لا تنطبق على مستحضرات التجميل) Cellulite (unqualified as cosmetic products definition) | |
| | تصريف/إذابة الدهون Lipodrainning/Melts fat | |
| يعطي أثر التدخل الجراحي/الطبي Provides effect of medical/surgical procedure | | |

| Products category | Examples of Unacceptable Claims | Notes |
|---|--|---|
| Skin Care Product | يمنع حب الشباب Prevents acne | On the other hand, it's acceptable to: - Improves acne/pimples appearance by hiding them. - Improves the appearance of acne's scars by hiding them. - For acne-prone skin. |
| | يشفي من حب الشباب Heals acne | |
| | يعالج حب الشباب Treats acne | |
| | يوقف حب الشباب Stops acne | |
| | أي إشارة للتأثير على النمو الفسيولوجي للشعر Any reference to effect on physiological growth of hair | |
| | يمنع نمو الشعر من جديد stops hair from growing back | |
| | يمنع البقع الجديدة من الظهور/ ينهي تبقع الجلد Prevents new spots from appearing / Eliminates age spots | |
| | تشبيد أو إنتاج أو تحفيز أو تجديد الكولاجين/الإيلاستين/ إنزيمات الجلد Collagen, elastin, and skin enzyme synthesis / replenishment / stimulation/ production | |
| | إي إشارة إلى الهرمونات Any reference to hormones/ phytohormones/phytoestrogens | |
| إصلاح أو إعادة بناء أو تحسين الجلد المتضرر/المتهيج. Repairs (damaged) skin | On the other hand, it's acceptable to: -help Repairs / appearance (damaged) skin. | |

| Products category | Examples of Unacceptable Claims | Notes |
|-------------------|---|---|
| Skin Care Product | ينشط الدورة الدموية/ تدفق الدم إلى العضلات Stimulates circulation / blood flow to muscles | |
| | يرخي العضلات Relaxes/relieves muscles | |
| | يخفف من الم/ تصلب العضلة Eases muscle pain / stiffness | |
| | يحفز نمو الرموش Stimulates lash growth | |
| | مضاد التعرق (للمستحضرات التي لا يكون لها تأثير على التعرق) Antiperspirant (for products that do not affect perspiration) | On the other hand, It is allowed to use (Controls perspiration) for only antiperspirant products without mention the duration of ceasing sweat. |
| | يتحكم/ينظم/يمنع العرق (الإفراز الدهني) Controls/ regulates/ prevents sweat (oil production) | |
| | إزالة النمش أو الكلف Remove freckles or melisma. | |
| | يعالج أو يشفي التشققات. Removes cuticles. | On the other hand, it's acceptable to: Softens/moisturizes to help removing cuticles. |
| | يزيل الجلد المتصلب (الزائد الجلدية) حول الأظافر. Treats Cracked heels. | On the other hand, it's acceptable to: Reduces/moisturizes Cracked heels. |
| | يعالج الطفح الجلدي. Treats skin rash. | |

| Products category | Examples of Unacceptable Claims | Notes |
|---|---|-------|
| External Intimate Hygiene Products | <p>بيغذي/يجدد / يستبدل الرطوبة الفسيولوجية للمهبل Replenishes/ restores / replaces physiological or natural vaginal moisture</p> | |
| | <p>يحسن من الرطوبة الفسيولوجية للمهبل Enhances natural or physiological vaginal moisture</p> | |
| | <p>بيغذي/يجدد/يستبدل الرطوبة الفسيولوجية لأنسجة المهبل Replenishes / restores / replaces natural or physiological moisture from vaginal tissue</p> | |
| | <p>يحافظ على توازن درجة الحموضة لمنع العدوى Balanced pH to prevent infection</p> | |
| | <p>يساعد على الحفاظ على المستوى الطبيعي لدرجة الحموضة Helps maintain normal pH level</p> | |
| | <p>تضييق أو انقباض المهبل Vaginal tightening / contracting</p> | |
| | <p>يعزز من حركة الحيوانات المنوية/ يزيد من فرص حدوث الحمل Enhances sperm motility/improves conception</p> | |

| Products category | Examples of Unacceptable Claims | Notes |
|--------------------------|---|--|
| Hair Care Product | <p style="text-align: center;">علاج القشرة Dandruff treatment</p> | <p>On the other hand, it's acceptable to:</p> <ul style="list-style-type: none"> - Anti-dandruff. - help to prevent dandruff <p>The claim "promoting hair growth" usually relates to pharmaceutical products, such as, for instance, those containing minoxidil, a substance that is prohibited as a cosmetic ingredient; while the claim "reducing hair loss" usually relates to cosmetic products.</p> <p>- A product "preventing hair fall", on the other hand, may be a cosmetic product. For more explanation, a product claim "preventing hair fall" via nourishing the hair / hair follicles, which contributes to preventing hair loss, is acceptable due to the hair nourishment factor only.</p> <p>On the other hand, it's acceptable to:</p> <ul style="list-style-type: none"> - Anti-hair loss. - Reduces or helps preventing hair fall. |
| | <p style="text-align: center;">ينهي القشرة Eliminates dandruff permanently</p> | |
| | <p style="text-align: center;">أي إشارة إلى الصلع Any reference to Alopecia</p> | |
| | <p style="text-align: center;">يعالج، يمنع، يشفي أو يوقف تساقط الشعر Treats (prevents/heals/stops) hair loss.</p> | |
| | <p style="text-align: center;">استبدال الشعر الرقيق Replace thinning hair</p> | |
| | <p style="text-align: center;">استعادة خلايا الشعر Restore hair cells</p> | |
| | <p style="text-align: center;">ينشط نمو الشعر Stimulates hair growth</p> | |
| | <p style="text-align: center;">اختراق جذور الشعر (أي تأثير تحت فروة الرأس) Root penetrating (i.e. any action under the scalp)</p> | |
| | <p style="text-align: center;">أي إشارة إلى القمل Any reference to head lice</p> | |

| Products category | Examples of Unacceptable Claims | Notes |
|---------------------------|--|--|
| Mouth Care Product | <p style="text-align: center;">أي تلميح على التأثير تحت اللثة Any implication of effect below the gum line</p> | |
| | <p style="text-align: center;">إزالة/تبييض البقع الدائمة (الناجمة من استخدام التيتراسيكلين) Removes/Whitens permanent stains (e.g., tetracycline-induced) Stains</p> | |
| | <p style="text-align: center;">أي إشارة إلى امراض اللثة أو الأسنان Any references to the diseases of gum or teeth</p> | |
| | <p style="text-align: center;">يخفف ألم الأسنان واللثة Relief gum and teeth pain</p> | <p>On the other hand, sensitivity claims can be made as long as “curing” or “treating” are not used.</p> |

References:

- 1- [Regulation \(EC\) No 1223/2009 of The European Parliament and of The Council.](#)
- 2- [Manual on The Scope of Application of The Cosmetics Regulation \(EC\) No 1223/2009 \(Art. 2\(1\)\(A\)\).](#)
- 3- [Guidelines to Commission Regulation \(EU\) No 655/2013 laying down common criteria for the justification of claims used in relation to cosmetic products.](#)
- 4- [Guidelines for Cosmetic Advertising and Labelling Claims, February 2006.](#)
- 5- [Guidelines for the Nonprescription and Cosmetic Industry Regarding Non-therapeutic Advertising and Labelling Claims, May 2014.](#)
- 6- [Cosmetic claims guidelines, TGA, May 1997.](#)
- 7- [US FDA Cosmetic Products & Ingredients](#)