



PRESS RELEASE

CosmEthics Plastic Certificate

Helsinki – July 1st, 2025 – CosmEthics today announced the release of its plastic certification of retailers and brands providing eco-conscious formulations sans persistent polymers. This initiative is designed to help consumers avoid plastics, which are still widely present in cosmetics during the phase-out periods of microplastic regulations.

The current prevalence of just *one* ingredient, carbomer, which is a product viscosity increasing soluble plastic classified as a **microplastic** by ECHA, is found in 10% of marketplace products from years 2015-2019 (5 year data set) and 11% of products in 2024 (1 year data set). Analyzing all plastics in years 2015-2019 (excluding partial and fully organic biopolymers) results in a hit rate of a staggering 46% (independent study by CosmEthics, July 2025). For comparison in 2024 the hit rate is 36%, making this initiative significant. The inclusion of all bioplastics raises the numbers further.

Worth noting is that **nearly every second cosmetic product on the market contains plastic** in the conventional sense.

"We are thrilled to provide the strictest environmental standards from the cosmetic plastic perspective, and promote players operating under the absence of plastics, with the exception of permitting only fully organic biopolymers, typically produced by microorganisms via fermentation. However, even the latter will be noted, if present.

"This initiative represents the importance of protecting human and aquatic health, and to better decipher the complexity of identification of plastics in cosmetic formulations, which amount to almost 850 ingredients in total - a near impossible feat for most consumers, " said CEO Katariina Rantanen.

Avoiding plastic is a megatrend, and plastics can be replaced with fully organic alternatives given the consumer the knowledge to do so.

CosmEthics will publish a decade worth of knowledge on its extensive big data studies on plastics from 2015-2025 in August 2025.

Categories (5 Types):

INGREDIENT EXAMPLE	Type	Allowed/Not allowed in certification
CARBOMER	Soluble plastic, classified as microplastic. Synthetic polymers of acrylic acid.	NOT ALLOWED
POLYETHYLENE	Granular plastic, synthetic polymer.	NOT ALLOWED
POLYLACTIC ACID (PLA)	Bioplastic , with long breakdown (100 years+). Synthesized bio-based plastic.	NOT ALLOWED
POLYURETHANE-100	Partial (hybrid) bioplastic with a synthetic component (isocyanates in this case). NB. Not allowed, even when using bio-based polyols (from vegetable source), as diisocyanates are synthetic.	NOT ALLOWED
Polyhydroxyalkanoates (PHAs)	Fully organic bioplastic , biopolymer, fully biodegradable and produced by microorganisms via fermentation.	ALLOWED, BUT WILL BE NOTED IF PRESENT These are included in our watchlist

About CosmEthics:

CosmEthics is on a mission to help consumers and retailers find clean and sustainable cosmetics. It is an independent cosmetic ingredient analysis provider that specializes in clean beauty standards. Founded in 2014, it is one of the most recognized providers of plastic analyses. Its proprietary database has been used in the current EU microplastics reform in the European Union marketplace.

For more information, visit www.cosmethics.com

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