

What is the Nordic Swan Ecolabel?

The Nordic Swan Ecolabel makes it easy for you to choose among the environmentally best products and services. The aim of the Nordic Swan Ecolabel is to reduce the overall environmental impact from our consumption. The entire life cycle of a product, from raw material to production, use, disposal and recycling, is included in the assessment, when drawing up the requirements for an ecolabelled product – for the benefit of people, the environment and the earth's resources.

Nordic Ecolabelling is responsible for the Nordic Swan Ecolabel. We control and certify Nordic Swan Ecolabelled products and services. We ensure compliance with Nordic Ecolabelling's tough requirements through documentation and inspections.



Nordic Swan Ecolabelled skin and haircare products

meet strict environmental and health requirements. When you choose ecolabelled products, you help to drive product development in a more sustainable direction.

We are all exposed to chemical substances from the things we surround ourselves with. They affect the environment and they affect us. The Nordic Ecolabel sets tough requirements for chemicals. This is good for your health, for the people who make the products, and it is important to the environment and our future.

Nordic Swan Ecolabelled skin and haircare products are free from chemicals and substances such as:

- CMR ingredients* or ingredients that are potential to be CMR ingredients
- MI and other preservatives classified as allergenic
- Parabens and other substances on EU's list of suspected hormone disruptors
- Micro plastic - plastic particles smaller than 1 mm that easily pass through water treatment plants and end up in our oceans and lakes where they affect fish and wildlife

The Nordic Swan Ecolabel also ensures that products:

- for babies and young children are free from perfume and so called natural fragrances
- for adults do not contain the 26 perfume substances - classified as allergenic and compulsory to declare - in amounts that exceed 0,01 % in rinse-off products and 0,001 % in products that remain on the skin
- comply with strict requirements regarding the amount and types of packaging used to protect our environment

*The Nordic Swan Ecolabel does not allow CMR ingredients

C	Carcinogenic	- causes cancer
M	Mutagenic	- causes damage to genes
R	Reproductively-toxic	- causes either a decrease in fertility or problems with development of the foetus