



AISBL Slow Cosmétique

Slow Cosmétique Charter



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Preamble

'The current ecological and psychological impact of cosmetics weighs heavy on the planet, on our budget and our state of mind. Faced with this observation, we say that an alternative skincare is possible'

Julien Kaibeck, Founder of Slow Cosmétique

Slow Cosmétique is a movement striving for an alternative use of cosmetics, embodied by the Slow Cosmétique Association and its partners.

It is an eco-friendly and ethical approach based on a shared will to promote a natural, healthy and sound way of using cosmetics.

As a movement, Slow Cosmétique above all concerns consumers concerned with supporting a more eco-friendly, sound and natural way of using beauty.

By extension, the movement also concerns all the players in the cosmetics field, from the production of raw materials to the consumption of a finished product, including processing, formulation, distribution, regulation, training and communication.

Joining the Slow Cosmétique movement establishes both the belief that more natural cosmetics is healthier and better suited to society, and the desire for greater transparency in the practices of the cosmetics industry.

Slow Cosmétique values are based both on traditional knowledge benefiting from science progress and on the observation that the practices of so-called conventional cosmetics, although strictly regulated by the competent authorities, are not worthy. We think they're not worthy of Nature, from an ecological point of view, nor of humankind, from an ethical point of view.

Slow Cosmétique members are in a positive approach to improve the quality of cosmetics practices. As consum'actors, they are aware their commitment implies respect for the values of the movement in a firm and serious way in all fields of their cosmetics-related activities. They undertake to make as many join the Slow Cosmétique values as possible, and always according to this Charter and the laws in force.



I. Definition Criteria

The term "Slow Cosmétique", or "slow cosmetics", used as a noun, adjective or adverb, may identify a product, service, attitude or beauty ritual **that cumulatively meets a series of criteria defined in this Charter**. "Slow Cosmétique" is a registered trademark, managed by the Slow Cosmétique Association AISBL (www.slow-cosmetique.org).

The amount of criteria may change over time, it is best to set a categorization into 4 key pillars. So "Slow Cosmétique" is therefore both ecological, healthful, smart and sound cosmetics.

I.1. 'Ecological' cosmetics:

Slow Cosmétique is formulated and practised with respect for **the environment**. It favours the least processed natural and organic ingredients in its formulas, excluding any ingredient derived from synthetic chemistry, petrochemicals, the plastics industry, as well as any potentially polluting ingredient for the environment or the body. It strives to minimise its ecological impact in all fields of its activity without exception, and therefore favours short cycles and exchanges at the local level and zero waste. It focuses on plants and minerals with low environmental impact. It excludes any ingredient and technique potentially harmful to the environment, humankind or animals. It promotes biodiversity.

I.2. 'Healthful' cosmetics:

Slow Cosmétique is formulated and practised with respect for human, vegetal, and animal **health**. It is formulated with respect for nature and its life cycle without causing short of long-term harm. It ensures to not disrupt the body's physiological functions. In any doubt over the sanitary impact or action of a product, Slow Cosmétique follows the precautionary principle and satisfies itself with the available alternatives. Slow Cosmétique bars all animal testing, as well as any animal abuse by suffering or death.

I.3. 'Smart' cosmetics:

Slow Cosmétique meets the skin's **real needs** in a suitable and sound manner. It acknowledges the skin's basic dermatological needs, namely cleansing, hydration and protection, and meets them with sound products or rituals. To this end, it uses ingredients from available resources that bring something positive to the skin. It avoids wherever possible the inert, inactive or unnecessarily processed ingredients, as well as any ingredient capable of maintaining or improving the health of the skin to the detriment of the health of the rest of the body or the mind. It encourages us to consume **less but better**, while leading us into direct contact with nature without looking to recreate the latter in an artificial way.

I.4. 'Sound' cosmetics:

Slow Cosmétique does not make **false promises**, impossible to keep with regards to the nature of a product or a cosmetic ritual. It forbids itself from greenwashing, manipulation, and any form of airbrushing or concealment intended to deceive its contacts. It is sold and bought at a **fair** price, which reflects the genuine quality of its formulation or service. The price is the result of an honest calculation, in direct connection to the development of the product or service upholding



Slow Cosmétique values. It promotes ancient and traditional know-how while respecting **ethics**. In its development, it ensures the improvement of the standard of living for all actors in the production chain. It trusts the ingredients from nature or human talent, without seeking to claim exclusivity (biopiracy). Decidedly positive and not-anxiety-provoking, it recognizes the need for **pleasure** felt by humankind as a quality and encourages it to cultivate it in a simple way. It encourages the adoption of natural alternatives, beneficial for the body and beauty as well as the mind.

II. Community

Anyone recognising themselves in the Slow Cosmétique values as described above is encouraged to join the movement of the same name. To this end, a person may show interest in the Association under Belgian Law with international character known as the Slow Cosmétique AISBL and offer their active or passive assistance. With its legal personality, this association is the only worthy representative of the global Slow Cosmétique movement. The Slow Cosmétique movement gathers the Association and its partners.

The legal details of the Association are:

Slow Cosmétique not-for-profit international association

RPM : BE 0534 959 453

25 rue du marais

7830 Silly – Belgium

www.slow-cosmetique.org

Persons active within the Slow Cosmétique movement are welcome to commit themselves to following the values described above through various actions of the Slow Cosmétique Association:

- **Sharing with the greatest number the available information** relating to cosmetics as a whole, with particular attention to natural and eco-friendly cosmetics.
- **Teaching the greatest number the principles of Slow Cosmétique - slow cosmetics - and the invitation to be careful** during each act of consuming. For this reason, the organisation of workshops, conferences, shows or any type of event with the Slow Cosmétique theme is encouraged.
- Activism aimed at **making the Slow Cosmétique principles exist in the public sphere** by any possible communication. As such, the writing of articles or texts, the production of reports or editing of videos, the creation of posters, or the publication of recipes according to the principles of this Charter are encouraged.
- **Whistleblowing** wherever feasible by each and all and under the laws in force **for practices going against the Slow Cosmétique movement principles**: greenwashing, false or intimidating advertising, inviting to overconsumption, biopiracy, presence of synthetic or controversial materials in the formulas, pollution of all kinds, are particularly targeted.



- **Presenting the Slow Cosmétique Award** to deserving brands whose formulations and marketing mix have been analyzed in the light of this Charter.
- **Support and promotion of the brands that got the Slow Cosmétique Award** in order to steer the cosmetics market towards a more eco-friendly and genuine beauty.

These actions are carried out in a spirit of good collaboration between persons active within the Slow Cosmétique Movement, with teaching, humour and goodwill. Any purpose of gain going against the values of Slow Cosmétique values being excluded.

III. International Association

It is agreed that an association under Belgian law with international character, namely the Slow Cosmétique AISBL, has been founded. With its legal personality, this association is the only worthy representative of the global Slow Cosmétique movement.

Consumers and interested parties seeking to join the Slow Cosmétique movement are welcome to contact this international association.

In order to uphold the values of Slow Cosmétique and put them into practice, it is understood that other persons, associations, companies or organisations are likely to want to claim their belonging to the Slow Cosmétique movement as partners of the Association in all countries of the world.

Any official partner of the association must however always meet at least the following conditions, on a case-by-case basis:

- *The official partner has been endorsed as such by the Association, in writing.*
- *The partner has their own legal personality and is legally founded according to the laws in force in their/the territory concerned.*
- *The partner accepts the principles of the present Charter and undertakes to ensure that they are respected by all persons concerned by its activities.*

A partner may not represent the Slow Cosmétique Association nor act on its behalf, in Belgium or abroad.

Representatives of the Slow Cosmétique AISBL on the international level are either Association employees, or volunteer associate or full members of the Association, and are designated by the headquarters/seat in Belgium to represent the Slow Cosmétique movement on a given territory.



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IV. Slow Cosmétique Brand and Award

It is understood that "Slow Cosmétique" is a registered trademark, whose use and management are governed by the decision-making bodies of the Slow Cosmétique AISBL seated in Belgium but active worldwide.

It is forbidden for a product, brand or label to self-nominate the term "Slow Cosmétique" or to use it for trading purposes without the endorsement of Slow Cosmétique AISBL or its worthy representatives.

Indeed, the slow cosmetics movement aims first and foremost to remain a not-for-profit and educational project.

The trading potential of slow cosmetics being nonetheless recognised by all, it is understood that at regular intervals, Slow Cosmétique AISBL controls proper usage of its brand by third parties.

Every year, the Slow Cosmétique Association rewards brands with the "Slow Cosmétique" Award after reviewing an evaluation file. This Award is a reward offered to a brand.

The official presentation of the "Slow Cosmétique" Award by the Association to a brand does not imply automatic trademark licensing for the purpose of the Award. Any communication by the prize-winning brand for promotional purposes shall be subject to prior authorization by the Association and shall respect the framework enforced by the Association.

In cases of non-compliance with the terms of this Charter, or any subsequent change judged in disagreement with these by the members, Slow Cosmétique AISBL and/or its worthy representatives reserve the right to withdraw the Award without delay or any other form of trial. The subject of the initial Award accepts in this case the duty to eliminate any previous use of the Award in its activities and to immediately cease its use.



**Logo of the
Slow Cosmétique Award**



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V. Means

The Slow Cosmétique Association acknowledges to be needing financial and human resources to meet its social goal.

Its members pay fees. Donations are also encouraged. In support for the slow cosmetics movement, it is open to any person, institution or brand identifying with the Slow Cosmétique Association's struggle to make a donation. The gift may be symbolic, material or financial depending on the case.

The Slow Cosmétique Association welcomes any volunteer offering their help to lead the movement. Each volunteer, before identifying as such, is encouraged to receive the Association's approval without which they may not act within the movement.

The Slow Cosmétique Association may also provide paid services, as well as exceptionally sell publications, works, furnished property or buildings in connection with its goal according to its statutes published in the Belgian Official Gazette on 05 June 2013 under the number RPM BE 0534 959 453.

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