



AISBL Slow Cosmétique

# Slow Cosmétique Charter



AISBL Slow Cosmétique

## **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 more natural, healthy and sound way of using cosmetics.

As a movement, Slow Cosmétique addresses consumers concerned with supporting a healthier and more authentic 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.

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 International Slow Cosmétique Association AISBL ([www.slow-cosmetique.org](http://www.slow-cosmetique.org)).

The amount of criteria may change over time, it is best to set a categorization into 2 key pillars. So "Slow Cosmétique" is therefore both healthy and authentic cosmetics.

## I.1. We want "authentic" cosmetics

Cosmetics must suitably meet the skin's genuine needs. Cleansing, moisturizing and protecting the skin are basic needs, and cosmetics must respond with sound products or actions.

To this end, cosmetics must use ingredients from the available resources that provide something positive to the skin.

Efficient cosmetics must give priority to the ingredients naturally active and beneficial for the skin without seeking to claim exclusiveness.

Inert, inactive or unnecessarily processed ingredients should be avoided as well as any ingredients that may improve the skin's health at the expense of the health of the rest of the body or mind.

Cosmetics must not create new needs for the skin. Limiting the amount of products and rituals necessary to maintain healthy skin is key in avoiding marketing tricks.

In their marketing discourse, cosmetics must not make promises that are impossible to keep in view of the nature of the product or the cosmetic action. Nor should they be anxiety-ridden and use the fear of ageing or being imperfect to sell. Cosmetics should not encourage us to consume even more products or services.

Cosmetics must forbid any form of greenwashing, as well as airbrushing or concealment intended to deceive its partners. It must be sold and bought at a fair and sensible price, reflecting the true quality of its formulation or service.

## I.2. We want "healthy" cosmetics

Cosmetics must be formulated and used with respect for the human and animal health, as well as for Nature.

The least processed natural and organic ingredients should be favoured in formulas, excluding any synthetic chemical ingredients, petrochemicals, animal



## AISBL Slow Cosmétique

abuse leading to death, as well as any ingredients potentially polluting the environment.

Cosmetics must strive to minimize the environmental impact in all spheres of its design and use. Short cycles and exchanges at the local level must be favoured.

Cosmetics must also be formulated, sold and used with respect for humankind. It must acknowledge humankind's need for enjoyment as a quality, but must encourage to nurture enjoyment in a simple way.

Cosmetics must emphasize the benefits that plants, animals and minerals bring to the body and to the mind. Any ingredient or technique potentially harmful to humans must be avoided. Thus, humankind will be encouraged to come into direct contact with nature and will not seek to recreate it synthetically.



AISBL Slow Cosmétique

## 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](http://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.
- Certifying with the Slow Cosmétique Label deserving brands whose formulations and marketing mix have been analyzed in the light of this Charter.



## AISBL Slow Cosmétique

- **Supporting brands that got the Slow Cosmétique Label - certificate in order to steer the cosmetics market towards a more healthy and authentic 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.**



AISBL Slow Cosmétique

### **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 NGO / 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 the 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 an 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 staff members, or volunteers 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.*



AISBL Slow Cosmétique

## **IV. Slow Cosmétique Brand and Label**

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 Association 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 Cosmétique movement aims first and foremost to remain a not-for-profit and educational project.

The trading potential of Slow Cosmétique 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 certifies brands with the Slow Cosmétique Label after reviewing an evaluation file. This Label is a guarantee for consumers and a quality sign for brands.

The official certification with the Slow Cosmétique Label does not imply automatic trademark licensing for the certified brand. Any communication by the certified 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 evaluation criteria used by the Association, Slow Cosmétique AISBL and/or its worthy representatives reserve the right to withdraw the Label without delay or any other form of trial. The subject of the certification accepts in this case the duty to eliminate any previous use of the Label in its activities and to immediately cease its use.







## **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 Cosmétique movement, the Association is open to any person's or public institution's donation. The donation may be symbolic, material or financial depending on the case.

The Slow Cosmétique Association welcomes any volunteer offering their help to manage the movement. Each volunteer, before identifying as such, is required to receive the Association's approval prior to any action 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.

\* \* \*