



Cosmetics Ranking

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Commissioned by:



Inhoud

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1. Introduction

[Stoere Vrouwen](#), translated as 'Tough Women in a powerful way', is a platform and campaign agency that has stimulated for already 10 years to consciously and positively use the power of your purse, by spending your money on brands and companies who you can endorse.

[Rank a Brand](#) is an independent international brand-comparison website by and for consumers who want to buy sustainable and fair products or services. Rank a Brand assesses and ranks major international and national consumer brands in several sectors on sustainability and social responsibility, and uses these ranks to inform and advise consumers, general public and media.

Stoere Vrouwen has requested Rank a Brand to assess the performance of 30 cosmetics brands on sustainability and social responsibility. Stoere Vrouwen and Rank a Brand want to help consumers to make responsible shopping choices and encourage cosmetic brands to perform more responsibly.

2. Research

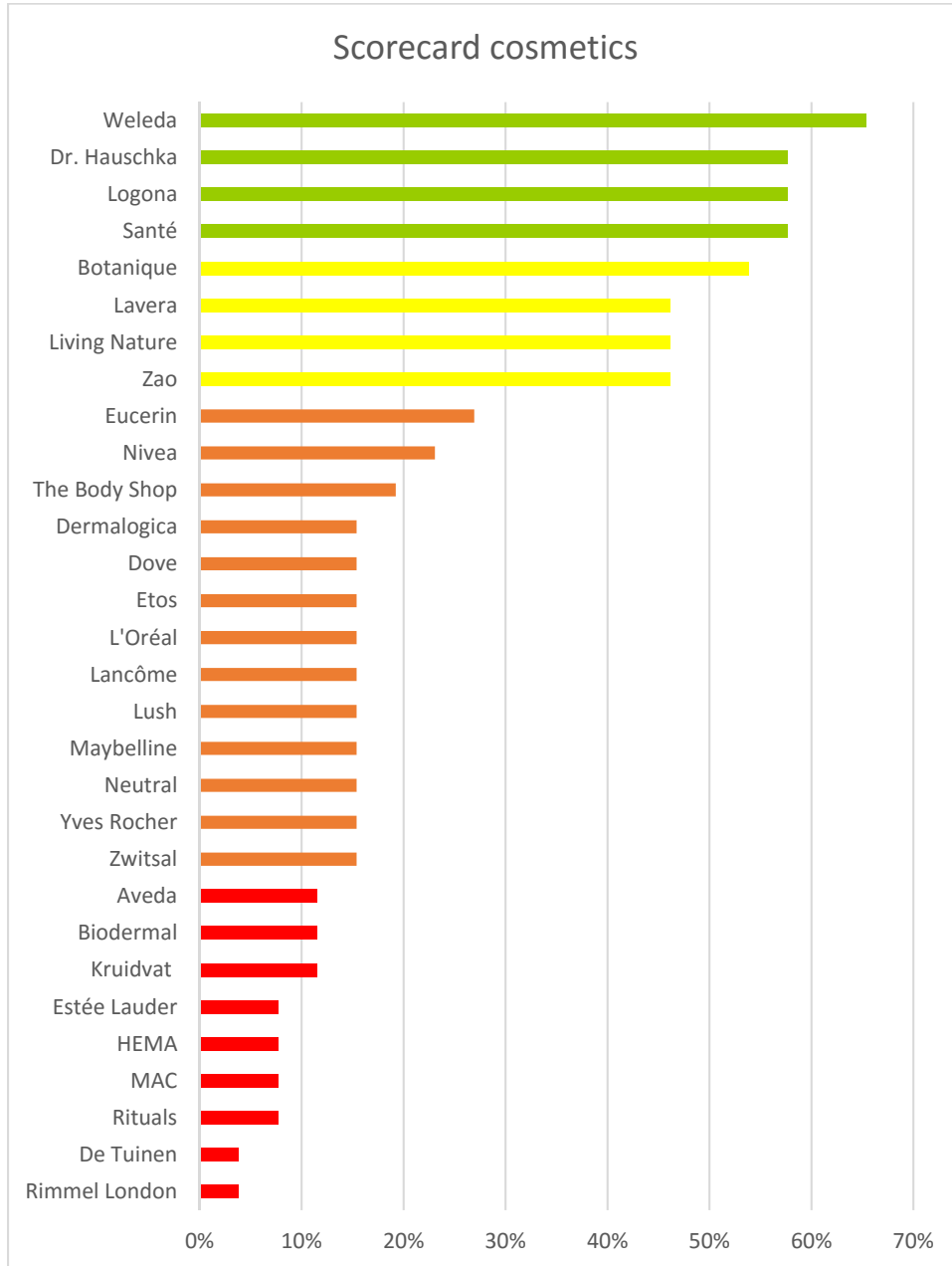
Rank a Brand has assessed 30 cosmetic brands on a set of criteria (see appendix 1) regarding environment and health, animal welfare, climate and labour conditions. Both policies and targets as well as actual performance and reported results have been assessed. Rank a Brand has assessed the brands based on publicly available information. Our position is that brands should demonstrate to their consumers that they have actually implemented sustainable and socially responsible policies. The brand has the responsibility to prove so and to be transparent about it.

The research was conducted by trained and qualified rankers of Rank a Brand (see appendix 3). Based on publicly available data they established a preliminary score for each brand. The preliminary results were verified by a verifier to guarantee quality and consistency. After verification Rank a Brand sent the preliminary results by email to each brand for feedback and to give them the opportunity to provide additional information, raise questions or make corrections. 14 out of 30 brands responded and provided feedback. The additional information and corrections were checked by Rank a Brand's head of research. Based on this the final results were established.

Based on the score on the criteria each brand got a label, ranging from an A-label for the best performing brands (75% or more of the maximum score) to an E-label for the worst scoring brands (less than 15%).

3. Results

Below you will find an overview of the scores of all cosmetics brands that we assessed.



Labels

No brands in this research have received a score good enough for an A-label (75% or more). Four brands received a B-label, and are on track towards sustainability. The best scoring brand is Weleda with 65% of the maximum score. Dr. Hauschka, Logona and Santé all scored 58%. Another four brands have received a C-label, and are on their way but can do better: Botanique, Lavera, Living Nature and Zao. Thirteen brands received a D-label and should do better. Nine brands received the lowest label E: Aveda, Biodermal, Kruidvat, Estée Lauder, Hema, Mac, Rituals, De Tuinen and Rimmel London. Our advice is not to buy these brands until they have improved their sustainability performance.

Score	% correct	Advice
 A	75-100	Shop away!
 B	55-75	On track towards sustainability
 C	35-55	On its way, but can do better
 D	15-35	Should do better
 E	0-15	Better put your wallet away

Environment and health

Most important in this research are criteria related to environment and health. The 8 best scoring brands (with a B- or C-label) do well regarding policies to eliminate the use of harmful substances, such as hazardous chemicals like parabens, micro plastics, as well as petroleum based and synthetic ingredients, genetically modified materials, nanomaterials and radiated materials. The best performing brands do well on the use of natural, renewable and biodegradable ingredients, although no brand reports to have at least 90% of their products certified 'organic'.

More than half (17) of the brands, respectively its parent company's, have published their water footprint and a concrete policy to minimize, reduce or compensate this footprint. However, less companies communicate clear objectives and results of minimizing waste and the environmental impact of packaging, by reducing, re-using and recycling.

Animal welfare

Fifteen of the assessed brands (50%) completely refrain from animal testing. However, some of the largest cosmetic producing companies assessed, L'Oréal, Unilever and Beiersdorf, still allow animal testing if required by national law, for example for the Chinese market. Moreover, though many brands, especially the natural cosmetic brands, emphasise that most of its products are vegan, only the brand Botanique refrains completely from using animal derived ingredients.

Climate

All brands communicate a policy to minimize, reduce or compensate their greenhouse gas emissions. Botanique received the highest score on climate impact, due to a clear target of its owner Udea to reduce 25% of its climate footprint and the use of 100% renewable energy. But, as many other brands or their parent companies, Udea hasn't published an up to date annual climate footprint of last years. Only Logocos (brand owner of Logona and Santé) and Unilever (brand owner of Dermalogica, Dove, Zwitsal and Neutral) published own operations climate footprints which met the ranking criteria of 10% reductions within the last five years.

Labour conditions

On labour conditions 7 brands score 0%. The other 23 do purchase tropical ingredients from sources (plantations) that are certified to e.g. have no child labour and no forced labour, and provide a better living standard for the farmers and workers, but do not report this to be at least 50% of their total volume. No single brand reports to purchase mined raw materials such as mica from sources (mines) that are certified to e.g. have no child labour and no forced labour, and provide a better living standard for the farmers and workers, or even to be involved in significant initiatives to achieve this.

4. Conclusions

Overall the majority of the assessed cosmetic brands are not performing very well on our criteria regarding climate impact, environment & health, and labour conditions. Only 8 out of 30 score more than 30% of the maximum score, mainly due to using natural materials and eliminating harmful substances. The other 22, including some large and well-known brands, should do much better. In particular, on improving labour conditions for farmers and workers who produce the raw materials that are used in cosmetics, there is a lot of room and need for improvement in the industry. Also the use of organic or otherwise environmentally certified renewable ingredients is still very low. Four brands, Weleda, Dr. Hauschka, Logona and Santé, receive a B-label and show the way forward for the cosmetics industry. More brands might be able to get a higher score in our ranking, if they would improve on transparency and the concreteness of their reporting on sustainability and social responsibility.

Appendix 1. Overview scores per company

Brand	climate	environment & health	labour conditions	total	perc
Weleda	1	15	1	17	65%
Dr. Hauschka	1	13	1	15	58%
Logona	2	12	1	15	58%
Santé	2	12	1	15	58%
Botanique	3	11	0	14	54%
Lavera	1	10	1	12	46%
Living Nature	1	10	1	12	46%
Zao	1	10	1	12	46%
Eucerin	1	5	1	7	27%
Nivea	1	4	1	6	23%
The Body Shop	2	2	1	5	19%
Dermalogica	2	1	1	4	15%
Dove	2	1	1	4	15%
Etos	2	1	1	4	15%
L'Oréal	2	1	1	4	15%
Lancôme	2	1	1	4	15%
Lush	1	2	1	4	15%
Maybelline	2	1	1	4	15%
Neutral	2	1	1	4	15%
Yves Rocher	1	2	1	4	15%
Zwitsal	2	1	1	4	15%
Aveda	1	1	1	3	12%
Biodermal	1	2	0	3	12%
Kruidvat	1	2	0	3	12%
Estée Lauder	1	0	1	2	8%
HEMA	1	1	0	2	8%
MAC	1	0	1	2	8%
Rituals	1	1	0	2	8%
De Tuinen	1	0	0	1	4%
Rimmel London	1	0	0	1	4%

Detailed ranking reports per brand are available on www.rankabrand.org/cosmetics (click on brand name and scroll downwards).

Appendix 2. Criteria

Nr.	Criteria	Score perc.
	Climate impact	36%
C1	Is there a policy for the brand to minimize, reduce or compensate carbon emissions?	100%
C2	Has the brand (company) disclosed the annual absolute carbon footprint of its 'own operations' (Scope 1 & 2) and has the brand already reduced or compensated 10% of these emissions in the last 5 years?	23%
C3	Has the brand (company) set a target to reduce its absolute 'own operations' carbon emissions by at least 20% within the next 5 years?	17%
C4	Is at least 25% of the electricity used by the brand (company) generated from renewable resources, such as wind or solar energy?	3%
	Environment & health	23%
E1	Does the brand have a policy to phase out all possible harmful substances?	27%
E2	Does the brand refrain from using the high hazard (red coded) chemicals as listed in the Skin Deep database of the Environmental Working Group, and if still used, does the brand give scientific account for the safe use of it?	30%
E3	Does the brand strictly apply the precautionary principle (=banning) for all possible harmful substances such as parabens, also when the scientific evidence for possible harm is limited, unclear or debated?	27%
E4	Does the brand refrain from using any microplastics for all of its products?	30%
E5	Does the cosmetics brand completely refrain from animal testing including tests in the supply chain?	50%
E6	Does the cosmetics brand refrain from using animal derived ingredients?	3%
E7	Does the brand have a policy to replace petroleum-based ingredients with renewable, biodegradable ingredients?	27%
E8	Has the brand already achieved an overall ratio of 50% renewable, biodegradable ingredients?	27%
E9	Are all the cosmetics of the brand free of organic-synthetic dyes, synthetic fragrances, ethoxylated raw materials, synthetic UV filters, synthetic preservatives, silicones, paraffin and other petroleum derived products?	27%
E10	Are all cosmetics free of genetically modified materials, nanomaterials and radiated materials?	23%
E11	Are at least 50% of the brand products certified 'natural'?	27%
E12	Does the brand use organic or otherwise environmentally certified renewable ingredients for at least 50% of its total use of ingredients?	7%
E13	Are at least 90% of the brand products certified 'organic'?	0%
E14	Does the brand inform users through all products about environmentally responsible use, such as dosage, water use and packaging disposal?	3%
E15	Does the brand (company) publish a water footprint and is there a concrete policy to minimize, reduce or compensate this footprint?	57%
E16	Does the brand (company) publish its annual material use footprint, or alternatively material footprints for each sold product, and does the brand have an	10%

	effective policy in place to reduce the overall environmental impact of material use?	
E17	Does the brand (company) have clear objectives to minimize waste, by reducing, re-using and recycling, and does the brand annually report the results?	23%
E18	Does the brand have clear objectives to minimize the environmental impact of packaging, by reducing, re-using and recycling, and does the brand annually report on these results?	13%
	Labour conditions	19%
L1	Does the brand (company) purchase tropical ingredients such as palm oil, cocoa butter, coconut oil, carnauba wax from sources (e.g. plantations) that are certified to e.g. have no child labour and no forced labour, and provide a better living standard for the farmers and workers who produce these tropical materials?	77%
L2	Does the brand (company) purchase at least 50% of its tropical ingredients such as palm oil, cocoa butter, coconut oil, carnauba wax from sources (e.g. plantations) that are certified to e.g. have no child labour and no forced labour, and provide a better living standard for the farmers and workers who produce the tropical ingredients?	0%
L3	Does the brand (company) purchase mined raw materials such as mica from sources (e.g. mines) that are certified to e.g. have no child labour and no forced labour, and provide a better living standard for the farmers and workers who produce the raw materials, and/or is the brand equally involved in significant initiatives to achieve this?	0%
L4	Does the brand (company) purchase at least 50% of its mined raw materials such as mica from sources (e.g. mines) that are certified to e.g. have no child labour and no forced labour, and provide a better living standard for the farmers and workers who produce the raw materials, and/or is the brand equally involved in significant initiatives to achieve this?	0%

Appendix 3. Rank a Brand research team

[Rank a Brand](#) is an international NGO by and for consumers that assesses and ranks consumer brands in several sectors on sustainability and social responsibility.

The research was conducted by a team of qualified and trained rankers, led by Mario Dziamski (head of research) and Radboud van Delft (managing director).

The team consisted of: Berber Achterbosch, Marloes Boere, Marine de Waziers, Willemijn Drok, Tara Durieux, Bianca Festa, Irene Jonkman, Simona Kramer, Angela Rojas, Heinz Rotter, Martje Rozmus, Marieke van Asperen, Olga van Genechten and Wieke Vervuurt.