

Appendix IV: Guidelines for fitness for use testing

The product's capacity to fulfil its primary function (e.g. cleaning, conditioning) and any secondary functions claimed (e.g. anti-dandruff, colour protection) shall be demonstrated either through laboratory test(s) or a consumer test.

Both, consumer and laboratory tests shall be conducted following the "Guidelines for the Evaluation of the Efficacy of Cosmetic Products" available for download here:

<https://www.cosmeticseurope.eu/publications-cosmetics-europe-association/guidelines.html?view=item&id=23>

1. If a consumer test is employed the following guidelines must be followed¹⁸:

A consumer test shall be done in anonymous conditions; i.e. the name of the market-leading product which will be used as reference products shall not be disclosed. For auto-evaluation tests blind use tests shall be used as described in the "Guidelines for the Evaluation of the Efficacy of Cosmetic Products" (Chapter I.1).

A consumer test must include as minimum of 15 people. The consumers must be asked about the product's efficiency compared to a market-leading product. The questions to the consumers must cover at least the following aspects:

1. How well does the product perform in comparison with the market-leading product?
2. How easy is it to apply the desired dosage of the product in comparison with the market-leading product?
3. How easy is it to apply and rinse-off the product to/from the hair and/or skin in comparison with the market-leading product?

At least 80 % of the consumers must be at least as satisfied with the product as with the market-leading product.

2. If a laboratory test is employed the producer's own test method can be accepted. The applicant must, however, demonstrate that the test gives a measure of the product's performance.

Both, consumer or laboratory tests shall fulfil the general requirements for all tests as described in Chapter II and of the "Guidelines for the Evaluation of the Efficacy of Cosmetic Products" and test protocols and reports shall contain information indicated in Chapter III and Chapter IV of this document for respective testing methods.

¹⁸ This guidance has been taken from Appendix I of the EU Ecolabel for soaps, shampoos and hair conditioners, available here: <http://ec.europa.eu/environment/ecolabel/products-groups-and-criteria.html>