

# The EU Ecolabel for reusable menstrual cups



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#EUGreenDeal #EUEcolabel

The EU Ecolabel is the official European Union voluntary label for environmental excellence, awarded to sustainably designed products. The EU Ecolabel encourages innovation and contributes to the EU goal of **climate neutrality** by **2050**, a **clean** and **circular economy**, and the **zero-pollution** ambition for a **toxic-free environment**.

Consumers are increasingly looking for sustainable products. Through the EU Ecolabel, industry can offer reliable and truly eco-friendly alternatives to conventional reusable menstrual cups, empowering consumers to make informed choices and play an active role in the ecological transition.

## Which reusable menstrual cups can be awarded the EU Ecolabel?

- Reusable menstrual cups made of silicone.
- Reusable menstrual cups made of elastomers other than silicone, for example, thermoplastic elastomers.

## Which products are excluded?

- Reusable menstrual cups made of materials other than those listed above, for example, rubber or latex.
- Reusable menstrual cups registered as medical devices.

Ambitious criteria, which focus on the main environmental impact throughout the life cycle of a product, ensure that EU Ecolabel reusable menstrual cups are of **good quality** and among **the best on the market in terms of environmental performance**.



The EU Ecolabel criteria aim to reduce the environmental impact of reusable menstrual cups on air, water and soil, and to reduce the environmental damage or risks related to the use of certain chemicals (particularly relevant for products that come in direct contact with the skin). In addition, the criteria encourage circular economy practices, including the promotion of reuse and recycling, waste reduction, and sustainable behaviour by consumers.

Specifically, the EU Ecolabel guarantees:

- low water and air emissions and low CO<sub>2</sub> emissions;
- less waste;
- restricted use of hazardous substances and reduced colourants;
- no fragrances;
- use and promotion of recycled materials for the packaging;
- extensive usage guidelines;
- good performance;
- protection of human and labour rights.



## Overview of the EU Ecolabel criteria for reusable menstrual cups

To be awarded the EU Ecolabel, reusable menstrual cups must comply with stringent criteria. The table shows how these criteria guarantee excellent environmental performance. For the full list of requirements, please refer to the official [EU Ecolabel criteria for reusable menstrual cups](#).

### The EU Ecolabel guarantees the following.

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Low water and air emissions and low CO <sub>2</sub> emissions	<ul style="list-style-type: none"><li>✓ Restrictions on emission of dusts, chlorides, copper and zinc during the production of the silicone.</li><li>✓ Reduced CO<sub>2</sub> emissions for silicone production.</li></ul>
Less waste	<ul style="list-style-type: none"><li>✓ Restrictions on the maximum quantity of waste generated during production.</li></ul>
Restricted use of hazardous substances and reduced colourants	<ul style="list-style-type: none"><li>✓ Ban on substances that are carcinogenic, mutagenic, or toxic for reproduction, substances that may cause allergic skin reactions, substances of very high concern, and many more.</li><li>✓ Ban on antibacterial agents, formaldehyde, parabens, endocrine disruptors and phthalates.</li><li>✓ Strict limits on the use of colourants.</li></ul>
No fragrances	<ul style="list-style-type: none"><li>✓ Ban on fragrances in the product and its packaging.</li></ul>
Use and promotion of recycled materials for the packaging	<ul style="list-style-type: none"><li>✓ Minimum mandatory content of recycled materials in the packaging.</li><li>✓ Recyclable packaging.</li><li>✓ Reusable bag must be made from sustainably sourced fibres.</li></ul>
Extensive usage guidelines	<ul style="list-style-type: none"><li>✓ Users to be informed on: how to choose the right cup size; how to wear it and for how long; how to clean it during and in between menstrual cycles; and the cup's minimum life cycle.</li></ul>
Good performance	<ul style="list-style-type: none"><li>✓ Stringent requirements on biocompatibility, leakage, fit and comfort, and overall performance (to be verified by accredited laboratories).</li></ul>
Protection of human and labour rights	<ul style="list-style-type: none"><li>✓ Third-party verification on corporate social responsibility of the manufacturing site, with regard to labour aspects.</li></ul>



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