

ECOBEAUTYSCORE

Ambition

The EcoBeautyScore initiative aims to establish a consistent, science-based system for assessing and communicating the environmental impact of cosmetic products. Developed in alignment with the European Commission's Product Environmental Footprint (PEF) methodology, EcoBeautyScore evaluates the full life cycle of a product—from raw material sourcing through to end-of-life disposal. The goal is to empower consumers with greater transparency to make more informed choices, while helping brands assess and reduce the environmental impact of their products.

Scope of the EcoBeautyScore

EcoBeautyScore is designed to apply to all cosmetic products, enabling like-for-like comparisons based on environmental impact. To achieve this, all cosmetic products are grouped into 30 segments based on their primary consumer benefit. For example, all products that clean the hair (shampoos) are placed in a single segment, allowing consumers to choose lower-impact alternatives within the same category.

The initial rollout of EcoBeautyScore within Europe (EU countries plus UK, Norway and Switzerland) covers four product segments (highlighted below in green): hair wash (shampoos), hair treatment (conditioners), body washes, and face moisturize & treat products. Additional segments will be introduced over time, with the aim of covering all cosmetic products across global markets.

 1.0 HAIR	 2.0 FACE CARE	 3.0 BODY CARE	 4.0 DECORATIVE COSMETICS	 5.0 ORAL CARE	 6.0 FRAGRANCE	 7.0 GROOMING
1.1 HAIR WASH	2.1 CLEAN & REMOVE	3.1 BODY WASH	4.1 EYES	5.1 CLEAN & PROTECT	6.1 PERFUME	7.1 HAIR REMOVAL
1.2 HAIR TREAT	2.2 FACE MOISTURIZE & TREAT	3.2 CORRECT ODOURS	4.2 LASHES & BROWS	5.2 FRESHEN & PREVENT		
1.3 SCALP TREAT	2.3 UV PROTECT	3.3 BODY MOISTURIZE & TREAT	4.3 FACE	5.3 AESTHETICS & CARE		
1.4 SHAPE & REFRESH	2.4 BOOST	3.4 HAND & FOOT TREAT	4.4 LIPS			
1.5 TRANSFORM	2.5 EYE	3.5 UV PROTECT	4.5 NAILS			
1.6 COLOUR	2.6 LIP	3.6 BOOST / OTHER	4.6 HAIR			
			4.7 NAIL COLOUR REMOVAL			

Fig 1: Cosmetic product segments

Calculating Environmental Impact

The EcoBeautyScore calculates the environmental impact of a cosmetic product through its full life cycle, from the production of the ingredients and packaging components, to their end of life, including the manufacturing, distribution and use by consumers. This Life Cycle Assessment (LCA) approach is based on the Product Environmental Footprint (PEF) methodology, recognized by the European Commission as the most effective method for assessing and comparing the environmental footprint of products and services. It measures 16 planetary impacts that are commonly used by scientists to evaluate the overall environmental impact (on issues such as climate, water pollution and land biodiversity). The evaluation measures the environmental impact, or footprint, from a single dose of a product and allows products within a segment to be compared.

The EcoBeautyScore initiative has worked for several years to complement this PEF method with databases that can be used to calculate the specific impacts of cosmetic products. This includes impact characterization factors that cover both the production and post-use impacts for the main ingredients found in cosmetic products. We will continue to expand our databases to maximize the coverage of cosmetic ingredients with specific data.

Climate change	Photochemical ozone formation
Acidification	Freshwater eutrophication
Ozone depletion	Marine eutrophication
Freshwater ecotoxicity	Terrestrial eutrophication
Particulate matter	Land use
Human toxicity (cancer)*	Water use
Human toxicity (non-cancer)*	Resource use (fossils)
Ionizing radiation	Resource use (minerals & metals)

Fig.2 Planetary impacts

**indirect impacts on human health due to emissions in air, soil and water all along the life cycle of the product*

The output of this holistic assessment is an aggregated footprint value that indicates a product’s environmental impact.

Communicating the Impact: The A–E Score

EcoBeautyScore then translates a product’s footprint value into a simple A-to-E score that allows for easy product comparison by consumers. To define the A-E scoring thresholds for each segment, EcoBeautyScore used a statistical method of representative sampling - a widely used approach in academic and eco-labeling - that provides a practical rating system for diverse products, such as cosmetics.

A representative sample of at least 100 products was selected for each segment. Within this sample, 30% are best-selling products (by volume sold in the European market) and 70% are representative of all the different types of products in the segment. Brands ranging from large to small, mass-market to luxury, with bio-based and non-bio-based ingredients, submitted their data to be used within the sample. Product footprint values were generated for these representative products to create the scale boundaries for each segment.

The ‘A’ and ‘E’ performance classes represent the products with the lowest and highest environmental impact, respectively. The A/B threshold is defined by the highest footprint of the 10% lowest product footprint values in that segment. Conversely, the value of the D/E threshold is defined by the lowest footprint value of the 10% highest footprint values.

The remaining thresholds (B-D) are defined by dividing the distance between A/B and D/E values into 3 equal bands. This results in five performance classes: A (lowest impact) to E (highest impact).

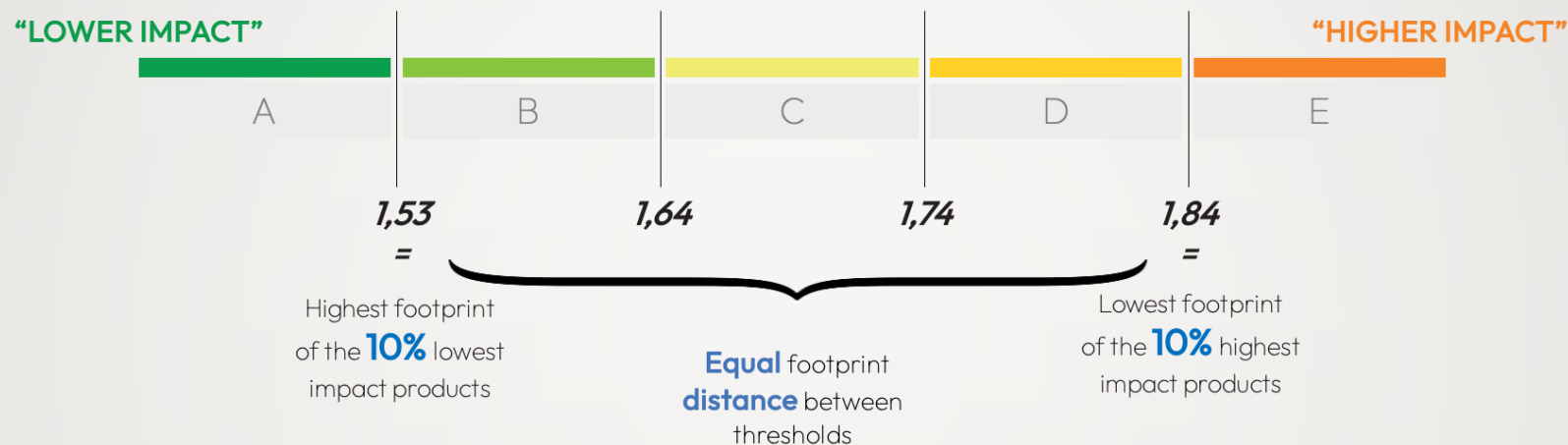


Fig. 3 Calculation of the scale performance classes (A to E)

External Review and Validation

The EcoBeautyScore methodology was developed by LCA specialists and cosmetics industry experts, under the guidance of an independent environmental consultancy. It has undergone thorough review by an external panel of LCA experts and two rounds of public consultations. Additionally, it has been verified by E&H (the consulting branch of the Ecocert Group) to ensure alignment with the European Commission’s PEF standards and ISO norms 14020 & 14025 that relate to LCA. EcoBeautyScore will continue to improve and evolve the methodology in line with scientific progress and the recommendations made during the above methodology reviews.

The full methodology is publicly accessible for those interested in learning more about how EcoBeautyScore scores are calculated. Click [here](#) to find out more.