



# **BABIES PERFUMES NEED BETTER REGULATION**

**For Immediate Release**

**The Perfume Foundation asks the EU Commission to review the Cosmetic Directive**

***The Perfume Foundation is Europe's first association dedicated to the protection of consumer health in proposing new global standards for perfumes***

**BRUSSELS – 30<sup>th</sup> January 2013:** We cannot consider a baby perfume as a cosmetic. Even perfumes are not cosmetics. Cosmetics are put on the skin, and perfumes are liquid gas. They are not supposed to be put on the skin. They mix with the air and we breathe them, they go to our lungs, our blood, and our organs, just like the air we breathe.

Many scientific mistakes in regulation are showing the economic priority given to the EU Cosmetic Directive. The Perfume Foundation would like to see the way these baby perfumes were tested and scientifically approved to be safe for babies.

Animal testing on skin is not the right way; it is bad for animals and also not good enough to be considered safe for human.

The Cosmetic Directive also considers isolated molecules and ignores completely cocktails of molecules. The finished product should be tested, as cocktail of molecules react completely differently.

The Perfume Foundation knows that many new brands understand their responsibility in causing environmental and consumer health problems and ask for a better regulation allowing them to create good products...

## **About The Perfume Foundation**

Established in Brussels, since 1995 and represented worldwide, The Perfume Foundation's principal objectives are to develop, conduct, coordinate and stimulate laboratory and clinical research to improve toxicity testing of fragrances and cosmetics.

The ultimate goal of The Perfume Foundation is to improve the standard of current regulations and establish a worldwide harmonization of perfume and cosmetics

regulations.

The Foundation's mission is to be the leading authority on environmental and health issues related to fragrances and cosmetics.

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