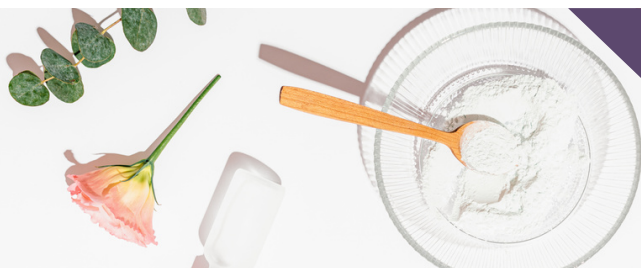


Do's and don'ts for COSMOS-related claims

Guidance for what you can say about your COSMOS ORGANIC and COSMOS NATURAL logos under the new EU Directive.

- ✗ The **EU Empowering consumers for the green transition Directive (2024/825)** applies from **27 September 2026**. It bans misleading sustainability labels and green claims in business-to-consumer communications.
- ✗ **This document focuses specifically on claims related to your COSMOS certification:** what the COSMOS ORGANIC or COSMOS NATURAL logo does and does not, on its own, allow you to claim under the new rules.
- ✗ The Directive introduces requirements in other areas (such as carbon claims, future commitments, other sustainability labels, and social claims) which are addressed briefly at the end of this document, but are not within the scope of COSMOS certification.
- ✗ The **COSMOS certification scheme qualifies as a recognised certification scheme under the Directive**. Your COSMOS ORGANIC or COSMOS NATURAL mark can continue to be displayed after 27 September 2026, provided your certificate is current and your Certification Body remains accredited.



Displaying the COSMOS logo

✓ DO	✗ DON'T
✓ Display the COSMOS ORGANIC or COSMOS NATURAL logo on products for which you hold a current, valid certificate.	✗ Display the COSMOS logo on a product whose certificate has expired, been suspended, or withdrawn.
✓ Use the logo only on the products explicitly covered by your current certificate.	✗ Apply the logo to products or formulations not covered by your current certificate.
✓ Use the COSMOS logo strictly in accordance with COSMOS visual identity guidelines , without any alteration, modification, or combination that could affect the integrity of the logo.	✗ Use an outdated or modified version of the COSMOS logo, or combine it with other logos, symbols, or visual elements in a way that alters or blurs its meaning.
✓ Reference the COSMOS logo in retailer and trade materials, clearly and exclusively linking it to the certified products.	✗ Apply the COSMOS logo visually to an entire range or brand in a way that implies certification extends beyond the products actually certified.

What COSMOS certification does (and does not) substantiate

Key principle: COSMOS certification demonstrates that a certified product complies with the COSMOS standard. On its own, it does not substantiate broader environmental claims, such as overall environmental superiority, “eco-friendliness”, or sustainability, beyond what is actually certified.

✓ DO	✗ DON'T
✓ State that a certified product is “certified COSMOS ORGANIC” or “certified COSMOS NATURAL”, clearly linking the claim to the certification.	✗ Use broad, generic environmental claims such as “eco-friendly”, “green”, “ecological”, “sustainable” or “nature-friendly” as standalone marketing claims if the only substantiation is COSMOS certification. COSMOS certification demonstrates compliance with the COSMOS standard; it does not, by itself, substantiate a claim (and, in particular, overall environmental superiority).
✓ For a product that is itself COSMOS certified, describe its certified ingredients, formulation or processing methods specifically (e.g. “this product is formulated with COSMOS certified organic ingredients”).	✗ Reference “COSMOS certified” ingredients or formulation for a finished product that does not itself hold a COSMOS certificate.
✓ Nature-related visual elements in your broader marketing communications (green colours, plant imagery) may be used when they are clearly and directly associated with a COSMOS certified product and do not, in combination with written claims, constitute an unsubstantiated environmental claim.	✗ Apply the COSMOS logo visually to an entire range or brand in a way that implies certification extends beyond the products actually certified.
✓ Nature-related visual elements in your broader marketing communications (green colours, plant imagery) may be used when they are clearly and directly associated with a COSMOS certified product and do not, in combination with written claims, constitute an unsubstantiated environmental claim.	✗ Use “clean beauty”, “pure” or “free from” language, or combine nature imagery with written claims, in a way that implies an environmental benefit not substantiated by COSMOS certification.

Scope: product, range and brand-level claims

Key principle: Any claim referencing COSMOS certification must accurately reflect what has been certified. The Directive prohibits claims that apply to a whole product, range or company when COSMOS certification only covers part of it.

✓ DO	✗ DON'T
✓ Specify exactly what the COSMOS certification covers for a given product (e.g. the formula) and communicate accordingly.	✗ Claim that a product is “100% sustainable” or “fully eco-responsible” based on COSMOS certification when other aspects of the product (e.g. the packaging) have not been independently assessed.
✓ Describe your brand as committed to organic and natural formulation, referencing your COSMOS certified products specifically and specify, including by making clear this does not apply to your full range or to all products.	✗ Describe your brand or company as “sustainable” or “green” in B2C communications solely on the basis that some products are COSMOS certified.
✓ Clearly communicate which products in your range are COSMOS ORGANIC and which are COSMOS NATURAL.	✗ Describe an entire product range as “organic” when only a subset holds COSMOS ORGANIC certification.

Beyond COSMOS certification

The Directive also introduces requirements in **areas that are not addressed by COSMOS** certification, including:

- Carbon and climate-related claims (e.g. “carbon neutral”, “climate neutral”)
- Forward-looking sustainability commitments (e.g. “carbon neutral by 2030”)
- The use of other sustainability labels and trust marks alongside the COSMOS mark
- Social and ethical claims (e.g. “fair trade”, “ethically sourced”)

COSMOS certification does not provide a basis for these types of claims. If you use this kind of language, **compliance with the Directive’s requirements in these areas is your responsibility**, independently of your COSMOS certification. We recommend seeking guidance from legal counsel on these topics.

Please note!

⚡ This document does not constitute legal advice.

This document reflects, based on our current legal assessment, the state of the Directive as of July 2026. Transposition into national law is still ongoing in 20 of 27 EU Member States. COSMOS-standard AISBL will update this guidance as the legal framework develops.

⚡ Need more information?

For specific questions regarding your products or communications, please consult your Certification Body, legal counsel or contact us at **compliance-emco@cosmos-standard.org**.