



New EU rules on green claims: what retailers stocking COSMOS-certified products need to know

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A new EU law — **Empowering Consumers for the Green Transition (Directive (EU) 2024/825, ECGT Directive)** — applies across Europe from **27 September 2026**. It sets new standards for how environmental and sustainability credentials can be communicated to consumers — including on shelf, in catalogues, on websites and in promotional materials. As a retailer stocking COSMOS-certified cosmetics, here is what directly concerns you.

The short answer: COSMOS-certified products can stay on your shelves

The COSMOS certification scheme qualifies as a recognised independent certification scheme under the new Directive. Products carrying the COSMOS ORGANIC or COSMOS NATURAL mark, provided they are currently certified, are fully compliant to sell and stock after 27 September 2026. No product recall or relabelling is required on that basis alone.

B.1 — Where you do need to act: your own environmental communications

The Directive does not just apply to product manufacturers — it applies to anyone involved in selling products to consumers, including retailers. Any environmental language you use in shelf labelling, category signage, promotional materials, your website or your catalogue is now in scope.

Section or category labels using green terms

Shelf or section headers such as "*Green Beauty*", "*Eco Cosmetics*", "*Natural & Sustainable*" are now considered generic environmental claims. They are banned unless every product grouped under that label can individually demonstrate recognised environmental performance. Describing a range as "organic" or "natural" purely because it contains COSMOS-certified products is not sufficient justification.

Promotional materials and advertising

If your flyers, website banners or social media content describe a product range as "eco-friendly", "sustainable" or "green", that language must now be substantiated, product by product, by a recognised independent certification or a verifiable environmental performance claim. Referencing the COSMOS mark in your promotional materials is fine; applying broad green language to uncertified products grouped alongside certified ones is not.

Own-label and private label products

If you sell cosmetics under your own brand or label, you are in the same position as any manufacturer: you are directly responsible for the environmental claims on those products. If your own-label range carries the COSMOS mark, that mark is your strongest asset under the new rules, make sure the certification is current. If it does not carry the COSMOS mark but uses environmental language, review those claims against the new requirements before September 2026.

The retailer is also responsible

Under the Directive, a misleading environmental claim is the responsibility of whoever makes it to the consumer, not just the manufacturer. If you place a product in a “sustainable” section or describe it as “eco-friendly” in your own communications, that claim is yours. Make sure it is substantiated.

B.2 – Practical steps before September 2026

- **Review your in-store and online environmental language** — section headers, shelf-edge labels, catalogue descriptions and website category pages.
- **Check the certification status of COSMOS products you stock** — certificates must be current. You can verify any product’s certification status on cosmos-standard.org.
- **Review any other sustainability labels or trust marks** you display or promote — each must be based on a qualifying certification scheme or established by a public authority.
- **If you have own-label cosmetics with environmental claims**, review those claims against the new rules or consider pursuing COSMOS certification to strengthen your position.

Questions?

We will publish further guidance on cosmos-standard.org ahead of the September 2026 deadline. You can also verify the certification status of any COSMOS product at any time on our [website](https://cosmos-standard.org). For other questions: info@cosmos-standard.org.