

# Rules for Online Disclosure: Personal Care Products

## Level 1 Leadership — 10 Rules You Can Apply Today

### To increase consumer understanding

1. **Ingredient Names** — Standardize ingredient names across products using the International Nomenclature for Cosmetic Ingredients (INCI) OR the Household & Consumer Products Specialty Association (HCPA) dictionary.
2. **Reason** — Provide a layperson's explanation of the ingredient's stated function in a product.
3. **Language** — Provide website and ingredient information in English and Spanish.
4. **Color** — For colorants, provide both the full FDA colorant ID followed by the Colour Index (CI) name (which is standard in global sales regions).

### To boost consumer trust

5. **Function** — Define an ingredient's function (i.e. scientific name for its purpose in the product).
6. **Trade Secrets** — For a trade secret ingredient, use chemical descriptive name.
7. **Data Sheets** — Link to product-level Safety Data Sheets (SDS), whose availability to consumers should be standard practice.
8. **Product Updates** — Note the date for the last time product ingredient information was updated online.

### To allay allergy concerns

9. **Fragrance** — Indicate presence of a fragrance and link to a fragrance palette that lists all fragrance ingredients used across product portfolio. Use INCI names and associated CAS numbers on palette.
10. **Allergens** — Disclose EU fragrance allergens and specific chemical identities. (In the EU, fragrance allergens are required to be disclosed according to EU Cosmetics Regulation (Regulation No. 1223/2009) Annex III).