

# Rules for Online Disclosure: Personal Care Products

## Level 2 Leadership — Building Your Way to Best in Class

### Five Rules to Achieve Level 2 Leadership

1. **Rule No. 1: Fragrance** — Disclose the identity of all fragrance ingredients used in product — on product page.
2. **Rule No. 2: Color** — Include colorants in the disclosure sequence of ingredients in order of concentration in the product, not listed in any order at the end of the ingredient list.
3. **Rule No. 3: Ingredients** — Disclose all ingredients, including trade secrets, using INCI names. (Our example shows a trade secret ingredient whose identity has now been divulged).
4. **Rule No. 4: Trace Ingredients** — Disclose trace ingredients (e.g. known contaminants or by-products) that may be present unintentionally in the product.
5. **Rule No. 5: Unique Identifier** — Link to a separate PDF or page that lists the INCI names and associated CAS numbers of all ingredients. CAS numbers are unique identifiers for chemical ingredients.