



Bra Miljöval Cosmetics



Bra Miljöval (Good Environmental Choice) places strict environmental and health requirements on labelled products. Our goal is a society in balance with nature.

Bra Miljöval Cosmetics are characterized by:

- Products that are as harmless to the environment and human health as possible
- Requirements that are sharpened regularly
- Criteria developed by an independent environmental NGO

The criteria are applicable to all cosmetic products covered by the EU Cosmetics Regulation, such as shampoo, mascara and toothpaste.

For more information, see www.bramiljoval.se

Chemicals suspected of being carcinogenic or toxic to reproduction are banned. Strict requirements are placed on endocrine disrupting and sensitising substances. Compounds must have a low toxicity to aquatic organisms and fulfil strict criteria regarding biodegradability. By doing so Bra Miljöval encourages the phasing out of hazardous chemicals.

In addition, Bra Miljöval has requirements on the packaging material. The license holder must also have a policy to increase the proportion of renewable raw materials in the product.

Bra Miljöval is an important tool in the transition to a more sustainable society. In the absence of legislation

that is restrictive enough, ecolabelling plays an important role by promoting the phasing out of hazardous chemicals and encourage the development of products with less climate impact.

By regularly sharpening the criteria, Bra Miljöval creates incentives for producers to develop products with gradually decreasing impact on the environment and human health. Progressive criteria also pave way for political decisions.

Together we can change the world!



Bra Miljöval