

# COMPARATIVE INGREDIENT ANALYSIS OF COSMETIC PRODUCTS: ARE BRANDED PRODUCTS BETTER THAN SUPERMARKET?

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## Introduction and scope

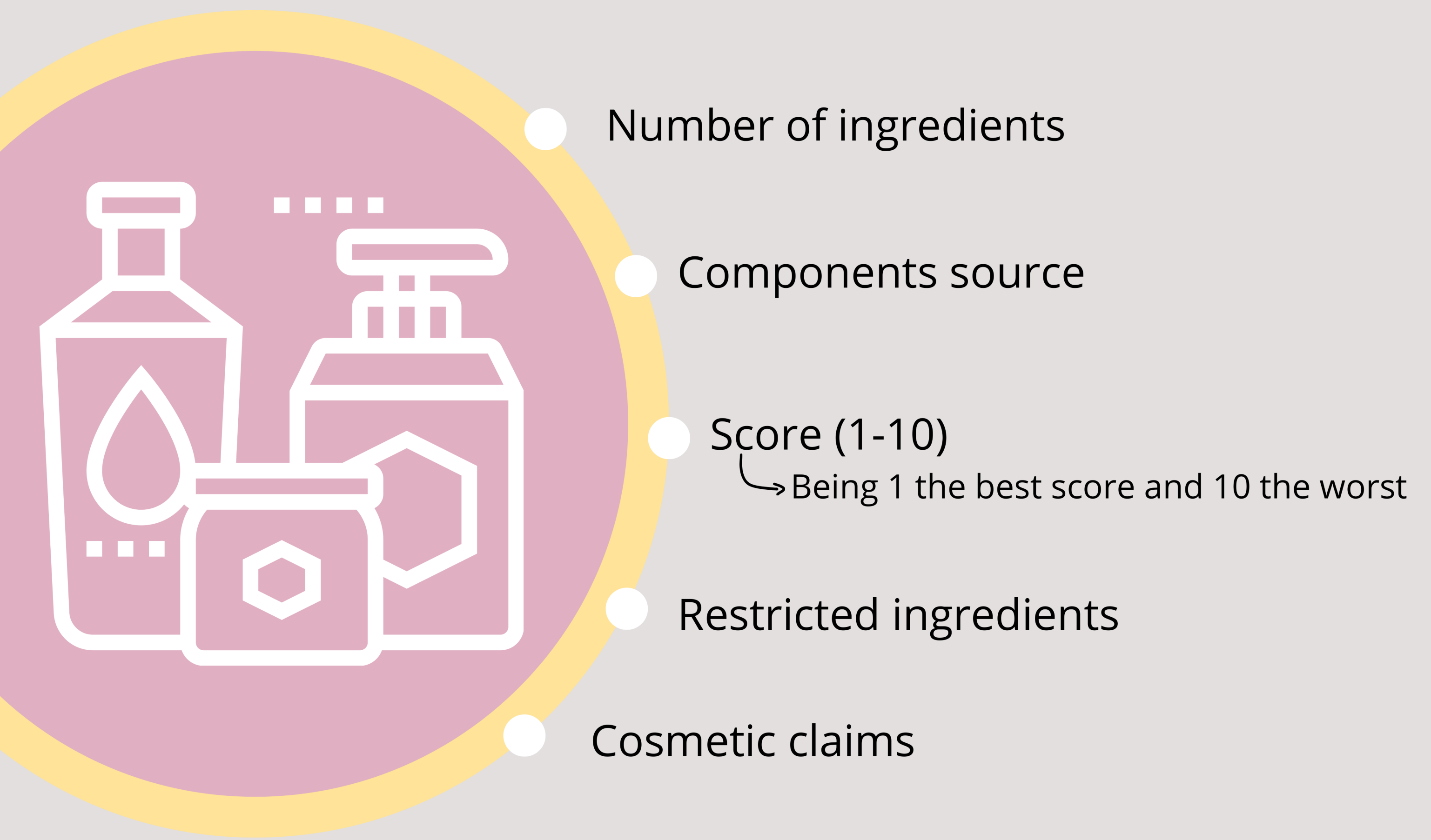
Moisturizers are the most commonly used topically applied product for the treatment of dry skin conditions. Not only do moisturizers leave the skin smooth and hydrated, but also they display an important role in terms of skin nutrition since they are made by ingredients with occlusive, humectant and emollient properties. There is a wide variety of available topical moisturizers in the market, which may difficult the selection of the products by the consumer.

The main purpose of this work was to analyze the labeling of cosmetic products, namely their qualitative composition, functional claims and price.

## Study design

Two case studies were selected: a moisturizing cream for adults and a moisturizing cream for babies. For each product type a supermarket (S) and a pharmacy Brand (B) product were considered.

- (B) ATL® moisturizing cream - EDOL laboratory, pharmaceutical products SA.
- (S) Cien® soft moisturizing cream - Lidl supermarket.
- (B) Mustela Hydra bébé® - Expanscience laboratories.
- (S) Corine de Farme milk hidratante® - Continente supermarket



## Results & discussion

Table 1: Characterization of ATL and Cien moisturizing creams for adults.

	ATL (B)	Cien (S)
Price per 100 mL	3,75 €	0,60 €
Dermatologically tested	Yes	No
Sustainability claims	Recyclabe packaging	Recycable packaging
% natural ingredients	4,17%	18,18%
Nº of ingredients	24	22
Nº of restricted ingredients	9	7
Average score	2,92	2,73

Outputs ATL® moisturizing cream:		Outputs Cien®:	
- Dermatologically tested	✓	- Not dermatologically tested	✗
- Packaging is recyclable	✓	- Recyclable packaging	✓
- Low score	✓	- Low score	✓
- Higher price	✗	- Economical	✓
- Higher number of restricted ingredients	✗	- Lower number of restricted ingredients in the annexes to regulation 1223/2009	✓
		-Higher percentage of natural source ingredients	✓

Table 2: Characterization of Mustela and Corine de Farme moisturizing body milks for babies

	Mustela (B)	Corine de farme (S)
Price per 100 mL	4,50 €	0,71 €
Dermatologically tested	Yes	Yes
Sustainability claims	100% natural origin bottle	Certified B corporation; Eco friendly
% natural ingredients	97%	96%
Nº of ingredients	18	16
Nº of restricted ingredients	0	2
Average score	1,83	2,06

Outputs Mustela®:		Outputs Corine de Farme®:	
- Dermatologically tested	✓	- Dermatologically tested	✓
- Bottle is 100% of plant origin	✓	- Sustainable	✓
- Very low score	✓	- Low score	✓
- Not very economical	✗	- Economical	✓
- No restricted ingredients (annexes to regulation 1223/2009)	✓	- Few restricted ingredients (annexes to regulation 1223/2009)	✓

## Conclusions

Regarding the 1st case study we could clearly observe that the S product displays a higher percentage of naturally sourced ingredients, combined with a lower ingredients toxicity score. Furthermore, the S product presents suitable environmental claims, alongside with a low price. The only added benefit of the B product for this specific case study, regards the dermatological testing.

Regarding the 2nd case study - moisturizing creams for babies - the scenario is different. The B product displayed a higher percentage of naturally sourced ingredients, with none of them being restricted.

In the present work, the main difference between B and S products was mainly related with the price, as the formulations displayed identical toxicity and environmental profiles.

## References

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