



Step-Change for Beauty Sector Environmental Transparency: EcoBeautyScore Tool Launch Democratizes Environmental Impact Assessment and Scoring

Brussels, 6th March 2025 – EcoBeautyScore today announces the official launch of its innovative product scoring tool, providing the cosmetics industry with a common, user-friendly, science-based method to calculate the environmental impact and associated score of products.

This new tool, developed by the EcoBeautyScore initiative in collaboration with sustainability software provider Pilario, empowers cosmetics and personal care brands to assess the impact of their products across the full life-cycle, without the need for in-house technical expertise. Available initially in Europe for four key product categories—shampoo, conditioning hair treatments, body wash, and face moisturizers & treatments—the tool helps brands, regardless of size, make informed, data-driven decisions to understand and reduce their environmental footprint, and communicate an impact score to consumers.

A Science-Based, Independently-Assessed Methodology

Developed over three years of collaboration between scientists, industry experts and technical environmental consultancy, Quantis, the EcoBeautyScore tool uses a methodology grounded in the European Commission's Product Environmental Footprint (PEF) approach. Tailored specifically for the unique characteristics of cosmetic products, this methodology draws on the EcoInvent and SPICE databases for comprehensive ingredients and packaging data respectively. It has undergone rigorous review by independent life-cycle assessment experts to ensure its robustness. The EcoBeautyScore Association is also partnering with the Ecocert Group consulting branch (E&H) to review alignment with the principles of the PEF and ISO norms and establish a third-party control and certification system, further reinforcing the tool's credibility and scientific integrity.

“The launch of this tool marks a significant milestone in making product footprint assessments accessible to all cosmetics brands, which is a first step to enabling consistent, transparent consumer communications,” said Jean-Baptiste Massignon, Managing Director of the EcoBeautyScore Association. “It's been a collaborative effort that united over 70 companies and trade associations from four continents with the common goal of creating a simple, harmonized, and science-based way for consumers to understand the environmental impacts of the products they purchase.”

Enabling Easy Access to Detailed Insights



As a first step towards enhancing industry transparency for consumers, cosmetic manufacturers are invited to use the ‘plug-and-play’ tool to assess the environmental footprint and comparative score of their products. By inputting data such as product descriptions, ingredients, and packaging attributes, brands will gain insights into the key life-cycle stages that contribute to their products’ environmental impacts. They will also receive a detailed breakdown of the 16 PEF impact categories, covering areas such as climate, water, and land use.

This analysis will help companies identify environmental hotspots across their whole portfolio, a first step towards fostering a culture of eco-design. Most importantly, brands will be able to not only understand how their products score, but also compare their performance against similar products on the market.

Cosmetics manufacturers interested in accessing the EcoBeautyScore tool can contact contact@ecobeautyscore.org for licensing details.

Empowering Consumers Through Increased Transparency

The EcoBeautyScore label will be available initially to consumers in Europe on select products starting from Q2, allowing them to make more sustainable choices with confidence. Intended to be progressively rolled out to all beauty categories globally, the score provides a clear, transparent comparison of products based on their environmental impact, ultimately empowering shoppers to support brands that align with their values.

A Global Collaboration for a More Sustainable Future

EcoBeautyScore is proud of its global membership, with participation from cosmetics companies large and small and trade associations, who together, are shaping the future of more sustainable cosmetics.

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About the EcoBeautyScore Association

The EcoBeautyScore Association is a not-for-profit organization whose primary goal is to develop a common environmental impact scoring system for cosmetic products, thus enabling consumers to make more informed purchasing decisions. In addition, the Association aims to enable the industry to anticipate upcoming regulation, as well as foster a culture of eco-design among the members and beyond.



The Association is supported by external partners: the technical environmental consultancy, Quantis, management consultancy, Capgemini Invent, and law firm, Mayer Brown.

Learn more about the EcoBeautyScore Association:

<https://www.ecobeautyscore.com>

Learn more about our methodology:

https://www.ecobeautyscore.com/app/uploads/2025/03/EBS-METHODOLOGY-DOCUMENTATION_1.6_20250129_FINAL.pdf

Media enquiries:

media@ecobeautyscore.org

Learn more about our partners:

Capgemini Invent: <https://www.capgemini.com/about-us/who-we-are/our-brands/capgemini-invent/>

Ecocert Group: <https://www.ecocert.com/en/home>

EcoInvent: <https://ecoinvent.org/>

Mayer Brown: <https://www.mayerbrown.com/en>

Pilario: <https://www.pilario.com/>

Quantis: <https://quantis.com/>

SPICE: www.open-spice.com