

Empowering Sustainable Beauty: The EcoBeautyScore Tool

July 17, 2025

Today's Speakers



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EcoBeautyScore

Presentation of the EcoBeautyScore Association

July 2025

ABOUT EBS



1. Objectives & journey so far



2. Launching EBS to the market



3. A proven, tested and verified methodology



4. An accessible and secure platform



5. A consumer-tested scoring-system



6. EBS governance and member/license fees

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Why EBS? Why now?



Consumers are demanding greater transparency

of product origin and environmental impact



Proliferation of 'green' labels and claims

on personal care products has enabled heightened scrutiny and raised consumer expectations



Regulatory and investor pressure to be more transparent

about the environmental impact of producing and using products



Several environmental scoring initiatives have been launched

although there is no standard or industry-wide approach

Thus, there is a need for the industry to collectively design a system that is clear, transparent and effective at communicating to consumers the environmental impact of products

What is the EcoBeautyScore Initiative?

EBS is a collaboration of +70 cosmetics and personal care companies and professional associations who have joined forces to develop an industry-wide environmental impact assessment and scoring system for cosmetic products.



Who has participated in the EBS Initiative?

EBS represents
the diversity of the
cosmetics industry, with
+70 contributors across
46 countries.

MAJOR GROUPS AND COSMETICS SMES:



REGIONAL & NATIONAL ASSOCIATIONS:



SUPPORTED BY PARTNERS



What are the objectives of EBS?

The primary objective of EBS is to enable consumers to make more informed purchasing decisions through clear, transparent, and effective communication of the environmental performance of products.

In addition, the association will promote a culture of eco-design within the cosmetics industry and enable the industry to anticipate future regulations affecting the use of environmental claims, labels and schemes.



The EBS Score

The EcoBeautyScore measures the full environmental impact of a product over its lifetime, from sourcing the ingredients for the formula and the packaging to manufacturing, transport, consumer usage and even after use when it becomes waste.



EcoBeautyScore

ENVIRONMENTAL IMPACT

A

B

C

D

E

Compared to other face care products
sold in the European market

What does it mean?

- Products that score "A" rank amongst the best in class of the face care segment for having a lower environmental impact.
- Products that score "E" have a higher impact and are therefore key products to focus our efforts to improve their environmental performance.

The EBS Approach

EBS WORK IS BASED ON 4 PILLARS:

METHOD

A common, science-based method for measuring environmental impacts throughout the life cycle of products.

Backed by the principles of the EU's Product Environmental Footprint (PEF*).

DATABASE

A common database of environmental impacts of standard ingredients and raw materials used in formulas and packaging.

PLATFORM

A common tool that enables each EBS platform users to calculate the environmental impact of individual products, usable by non-experts.

SCORING

A harmonized scoring system containing a score range enabling the consumer to easily compare products.

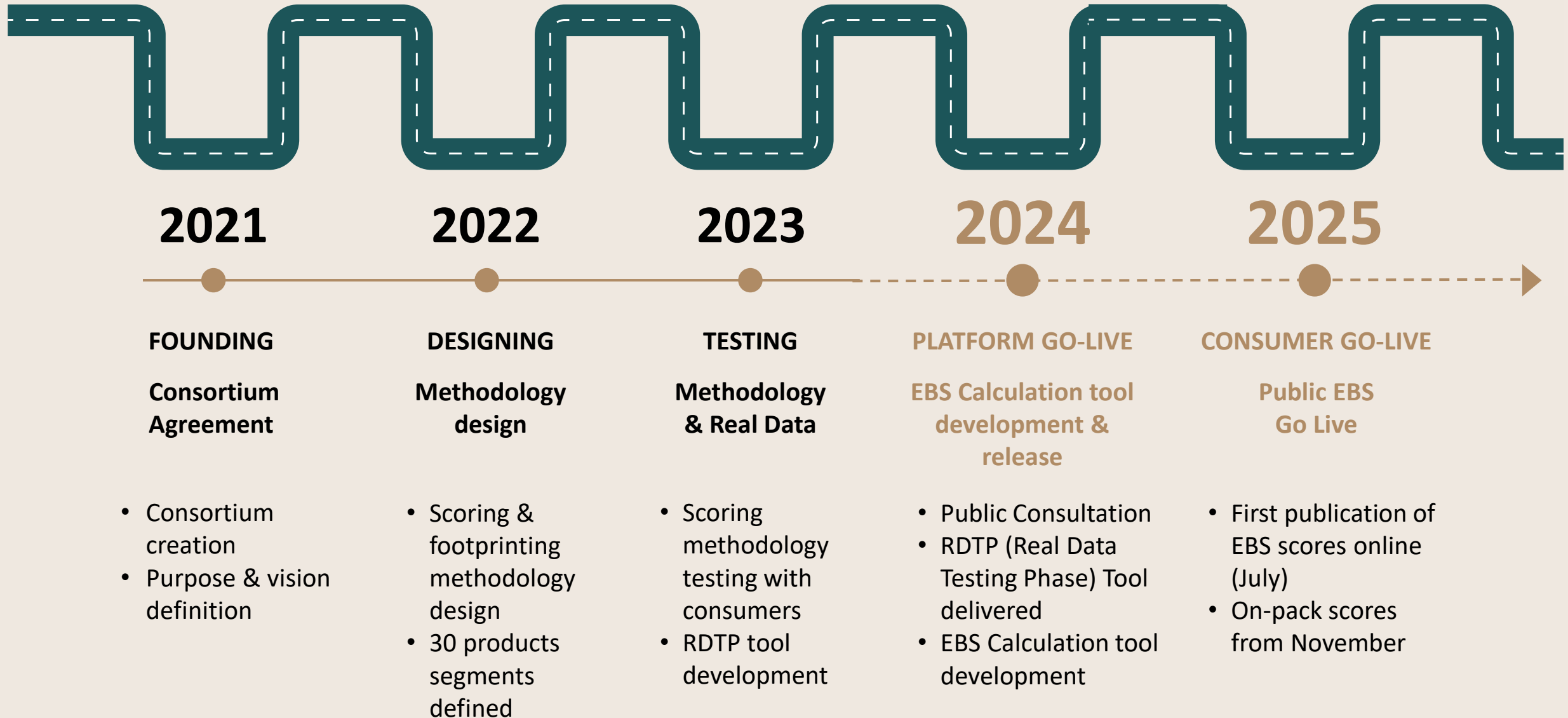
Methodology (inc. database and scoring) and platform reviewed and verified by:



Score usage by brands regularly audited by a third party.



The EcoBeautyScore Association journey



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EBS Membership as of 17th July

Today, we have 40 members of the EBS Association

31 Corporate Members



9 Associate Members



The EcoBeautyScore addresses legal and regulatory considerations

ANTI-TRUST / COMPETITION LAWS

Given the number of organisations involved in the initiative, throughout the work of EcoBeautyScore, anti-trust and competition laws have been strictly adhered to, overseen by Mayer Brown.

ALIGNMENT TO RELEVANT REGULATIONS

EBS is well-placed to meet upcoming regulations – whether known (e.g. Empowering Consumers Directive) or still evolving (e.g. Digital Product Passports and Green Claims Directive).

We have worked with E&H, part of the Ecocert Group, to conduct a gap-analysis against ECD.

The more that EBS is a success and embraced by consumers, the increased chance of policymakers also embracing EBS.

Scope of the EcoBeautyScore launch

Geographical Scope



The scores will be available for products sold in **Europe (EU countries, Norway, United Kingdom and Switzerland)**.

Product segments included



HAIR WASH

Hair products that remove sebum, environmental dirt or treatment/styling products via solubilizing/emulsifying agents and are rinsed out with water.



BODY WASH

Body products that wash the body, remove organic and environmental dirt and dead skin cells.



FACE CARE

Daily use face products to moisturize and treat the face, neck and facial hair (beards etc.), including those that contain SPF properties (where this is an additional, rather than the primary benefit).



HAIR TREAT

Hair products that provide softness/nourishment/lubrication to the hair fiber.

The EBS Calculation Tool will be progressively developed to cover all segments.

EBS launched in July, with 6 brands (from 4 companies) so far publishing scores!

Eucerin®

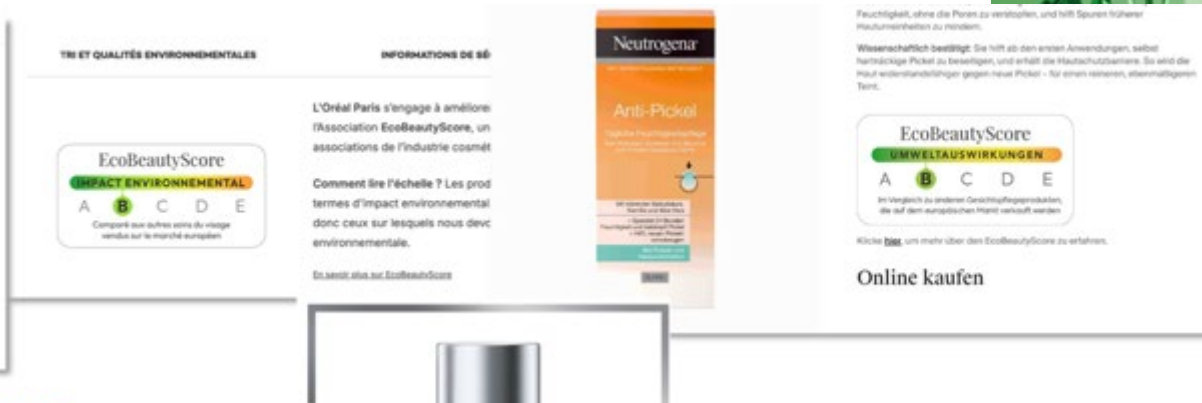
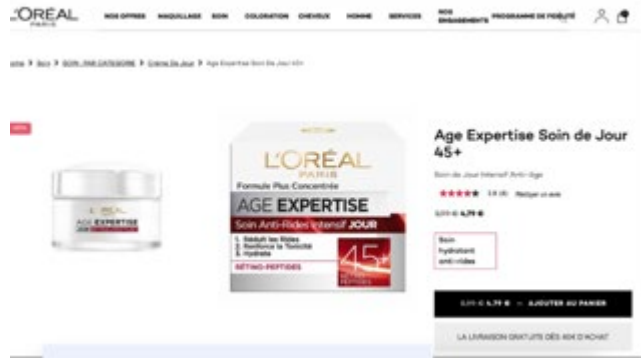
**L'ORÉAL
PARIS**

NIVEA

GARNIER

Neutrogena®

schauma



ECOBEAUTYScore



Together with over 70 cosmetics companies & associations we have developed a science-based environmental impact assessment and scoring system. Products that score "A" rank amongst the best in class of the face care category for having a lower environmental impact. Products that score "E" have a higher impact and are therefore key products to focus our efforts to improve their environmental performance.

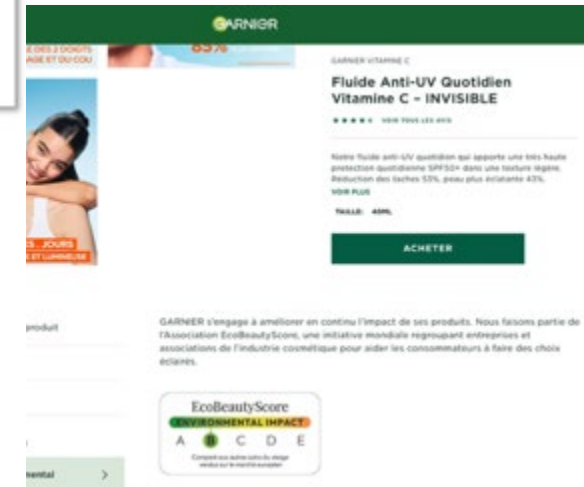
[Click here to learn more](#)



Stability & Environment

we are committed to continuously improving the environmental footprint of our products.

[Click here to learn more](#)



The 15th July launch announcement has so far seen interest across business, beauty, sustainability & consumer media in 7 markets, with more to follow...

Forbes

Will This New Certification Scheme Help Clean Up The Beauty Industry?

By **Stephanie Hirschmiller**, Contributor, © I cover luxury beauty, fashion and ...
Published Jul 15, 2025 at 08:08am EDT

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EcoBeautyScore

ENVIRONMENTAL IMPACT

A B C D E

Compared to other face care products sold in the European market

New eco rating marks "milestone of collective openness" for beauty industry

By **Kirsty Doolan**
19-Jul-2025 Last updated on 19-Jul-2025 at 17:21 GMT

CosmeticsDesign

EUROPE



HEATMAP


major beauty brands, including L'Oréal Paris and Neutrogena, set to include environmental impact ratings on their packaging. "The EcoBeautyScore" — which runs from A to E — "indicates the environmental footprint of beauty products based on its entire lifecycle from ingredients to packaging and how it is disposed of," *Cosmetics Business* reports.

EcoBeautyScore

EcoBeautyScore Launches in Europe as Consumers Need More Openness

By News Room — July 15, 2025 in Beauty

AA



To know more

MorningStar

EcoBeautyScore Launches in Europe as Consumers Demand More Transparency

By Jennifer Weil — July 15, 2025 7:00PM



Explore our f

SOURCING JOURNAL

BOF The Business of Fashion

Agenda-setting intelligence, analysis and advice for the global fashion community

BEAUTY

Big Beauty Bets on Standardised Eco-Scores. Will It Pay Off?

L'Oréal, Nivea and Neutrogena are rolling out new environmental labelling in a bid to stay ahead of anti-greenwashing regulations and give them an edge with consumers.



EcoBeautyScore

ENVIRONMENTAL IMPACT

A B C D E

Compared to other face care products sold in the European market

WWD

BEAUTY > BEAUTY FEATURES

EcoBeautyScore Launches in Europe as Consumers Demand More Transparency

L'Oréal Paris, Neutrogena, Nivea Q10 and Eucerin are among brands first publishing the label.


By **Jennifer Weil** July 15, 2025, 6:41am

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How EcoBeautyScore is Making Beauty More Sustainable

By **Charlie King**
July 16, 2025 • 5 mins



EcoBeautyScore ASSOCIATION

SUSTAINABILITY LIVE LONDON

Join us in London on September 9-10

Attend Now

The next phase of the EBS launch will see scores on-pack and retailer engagement

NEXT LAUNCH: ON-PACK



Brands can start to publish EBS scores on-pack from mid-November 2025

RETAILER ENGAGEMENT



Retailers begin to showcase EBS scores online and in-store

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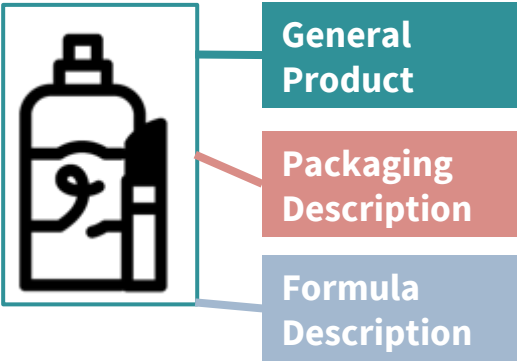
5. A consumer-tested scoring-system



6. EBS governance and member/license fees

A science- and LCA-based footprinting methodology

The EBS footprinting approach has been built on the principles of LCA and PEF methodology, adapting it to cosmetics specificities and ensuring it is usable by non-experts.



PRODUCT SPECIFICATIONS

EBS HARMONIZED DATABASES



LCI ingredients



Freshwater ecotoxicity CF



Activity data & other parameters



EBS FOOTPRINTING METHODOLOGY
(LCA & PEF BASED)

PRODUCT FOOTPRINT

Impact category		Normalisation	Weighting	
Climate change	kg CO2 eq	Inhabitant eq	points (inhabitant equivalent, weighted)	
Mineral and fossil resource depl	kg Sb eq	Inhabitant eq	points (inhabitant equivalent, weighted)	
Water scarcity footprint	m³ world eq	Inhabitant eq	points (inhabitant equivalent, weighted)	
Freshwater ecotoxicity	CUTE	Inhabitant eq	points (inhabitant equivalent, weighted)	
Marine eutrophication	kg N eq	Inhabitant eq	points (inhabitant equivalent, weighted)	
Freshwater eutrophication	kg P eq	Inhabitant eq	points (inhabitant equivalent, weighted)	
Acidification	mol H+ eq	Inhabitant eq	points (inhabitant equivalent, weighted)	
Land use	pt	Inhabitant eq	points (inhabitant equivalent, weighted)	
Terrestrial eutrophication	mol N eq	Inhabitant eq	points (inhabitant equivalent, weighted)	
Photochemical ozone formation	kg NMVOC eq	Inhabitant eq	points (inhabitant equivalent, weighted)	
Particulate matter	disease inc.	Inhabitant eq	points (inhabitant equivalent, weighted)	
Ionising radiation	kBq U ²³⁵ eq	Inhabitant eq	points (inhabitant equivalent, weighted)	
Human toxicity (cancer)	CTUh	Inhabitant eq	points (inhabitant equivalent, weighted)	
Human toxicity (non-cancer)	CTUh	Inhabitant eq	points (inhabitant equivalent, weighted)	
Ozone depletion	kg CFC-11 eq	Inhabitant eq	points (inhabitant equivalent, weighted)	
Aggregated footprint value				

Scoring methodology approach

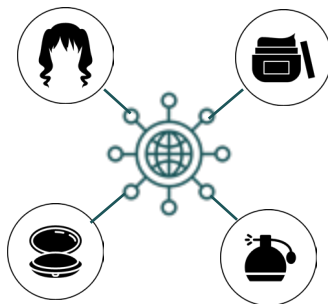
1

We want to compare products that offer a similar benefit to the consumer

Define **principles** for product segment definition



Define **product segments**

**2**

We need to define a scale to assign products a performance class according to their footprint per usage dose, within a product segment

Define a **representative sampling** of products on the market to calibrate the scale (define performance classes)

Define a **calculation rule** to calibrate the scale



EcoBeautyScore product segmentation framework

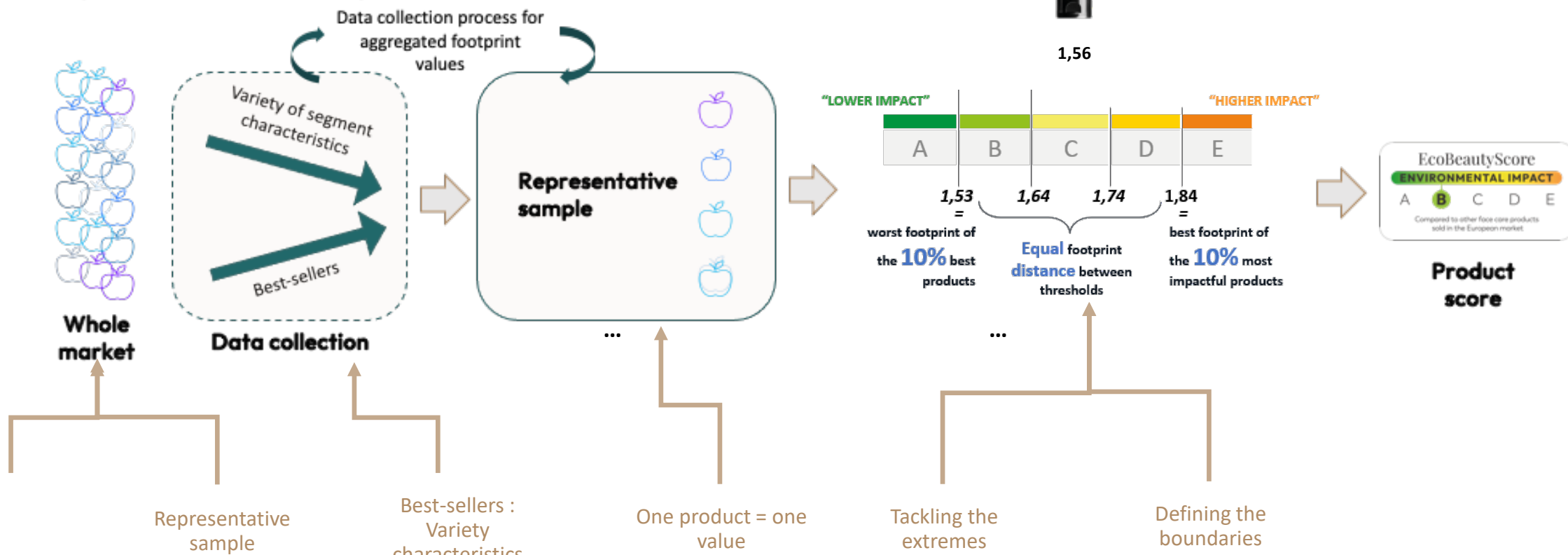
Of the 30 segments defined in the EBS methodology, 4 will be available for scoring for the Go Live. The ramp-up of the others will be gradual and has not yet been validated by EBS Association members.

						
1.0 HAIR	2.0 FACE CARE	3.0 BODY CARE	4.0 DECORATIVE COSMETICS	5.0 ORAL CARE	6.0 FRAGRANCE	7.0 GROOMING
1.1 HAIR WASH	2.1 CLEAN & REMOVE	3.1 BODY WASH	4.1 EYES	5.1 CLEAN & PROTECT	6.1 PERFUME	7.1 HAIR REMOVAL
1.2 HAIR TREAT	2.2 FACE MOISTURIZE & TREAT	3.2 CORRECT ODOURS	4.2 LASHES & BROWS	5.2 FRESHEN & PREVENT		
1.3 SCALP TREAT	2.3 UV PROTECT	3.3 BODY MOISTURIZE & TREAT	4.3 FACE	5.3 AESTHETICS & CARE		
1.4 SHAPE & REFRESH	2.4 BOOST	3.4 HAND & FOOT TREAT	4.4 LIPS			
1.5 TRANSFORM	2.5 EYE	3.5 UV PROTECT	4.5 NAILS			
1.6 COLOUR	2.6 LIP	3.6 BOOST / OTHER	4.6 HAIR			
			4.7 NAIL COLOUR REMOVAL			

 Segments available for Go Live

- Products are grouped based on the service provided to the consumer, **reflecting the final use** (e.g. washing hair, protecting oneself from the sun, avoiding unpleasant odours, etc.) and **not the technical content, nor the format/packaging type** (e.g. liquids, aerosols)
- The framework covers **all cosmetics products in scope for EBS**
- The level of segmentation will be **validated through footprint data** when available, to ensure it is **statistically relevant** (i.e. there is the ability to determine a difference between products' impacts and/or enough products to measure)

Building the scoring scales



For each segment a representative sample of products is evaluated and the range of Footprints seen is used to define thresholds for classes of performance

A subset of products currently available on the market within a segment are selected and assessed to provide a representative distribution of Aggregated Footprint Values

Products will be selected for sampling along two axes of representativeness (ratio of 30:70):

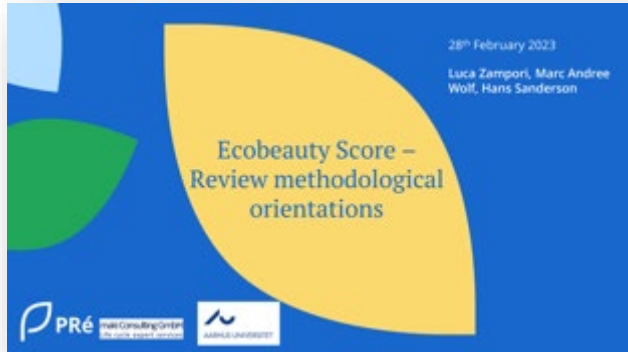
- Bestselling products
- Representative of the variety of the segment's impacts

Range setting carried out on the basis of a 'one product, one aggregated footprint value' approach

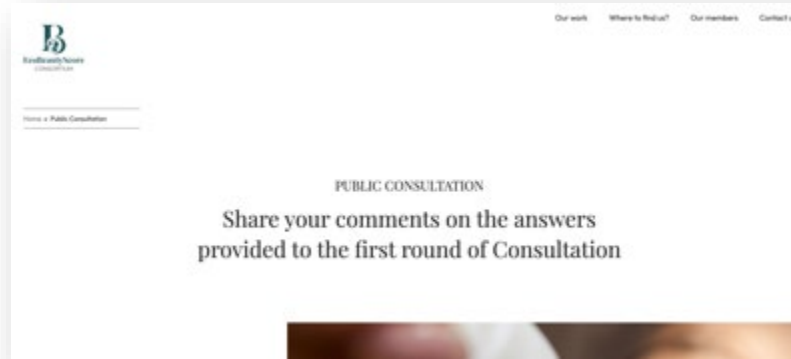
Aggregated Footprint Values at the extremes of the sample range will be 'tucked in' at an appropriate level (e.g. top/bottom 10%) and placed in an open ended category, i.e. zero = lower threshold, or higher threshold = infinity.

Thresholds between performance classes are set at regular intervals between the top and bottom thresholds which define the extremes. These are the hard boundaries.

The methodology has been reviewed & verified by independent experts and undergone two rounds of Public Consultation



The methodology has been reviewed by an external panel of LCA experts (L. ZAMPORI, M. WOLF, H. SANDERSON) twice throughout the course of its development (in 2023 and 2024).



A two-stage Public Consultation was held in H1 2024 where the methodology was shared publicly. This resulted in an overall positive perception of the methodology through +150 comments, +40 participants (companies, scientists, trade associations, consumer associations, etc.) and constructive feedback received for the evolution of the methodology.



The EBS methodology and platform have been reviewed and verified by E&H, the consulting branch of the Ecocert group, to ensure compliance with the principles of the European Commission's PEF methodology and ISO norms 14020/14025.

As per the EBS certification framework defined by E&H, brands wishing to publish their scores will need to undertake an audit with a sanctioned third party.

A methodology presented and respected within the Cosmetics industry



SETAC took place in Vienna from May 11th to 15th

We presented :

- ✓ The overall **EcoBeautyScore methodology** and Our approach to data representativeness
- ✓ Our adaptation of the **USEtox model** for toxicity assessment and Clustering approach to better cover characterization factors for cosmetic ingredients

The content was well received and the work appreciated

It was an opportunity to liaise with supplier's scientists; pharmaceutical industry working on a similar project and establish contact with new person @ JRC

Post event LinkedIn traffic



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[Click here for a short platform demonstration.](#)

- Confidential

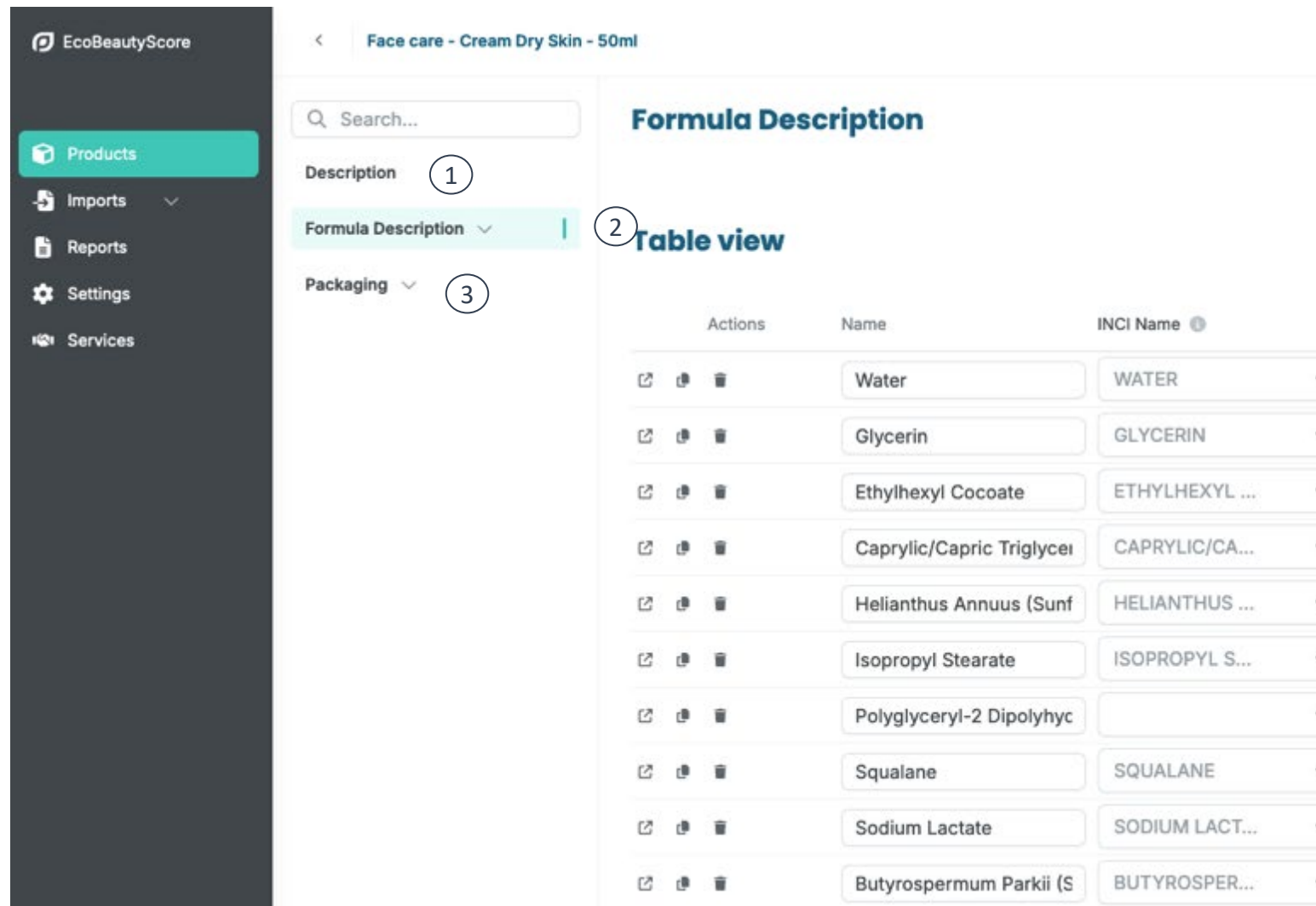
Graphic representation of the product footprint and the indicators

EBS Platform

EBS Platform is a SaaS developed by the EBS Association to help Manufacturers of Cosmetic Products to easily **measure and communicate on the environmental impact of their products** through the EBS score.

Designed for **ease of use**, the platform does not require expertise in LCA. Users only need to provide key product information including: overall product description (1), formula (2) and packaging (3).

The platform is **scalable** (bulk import, api...) and can accommodate the scoring of thousands of products.



Contribution analysis of products' impact

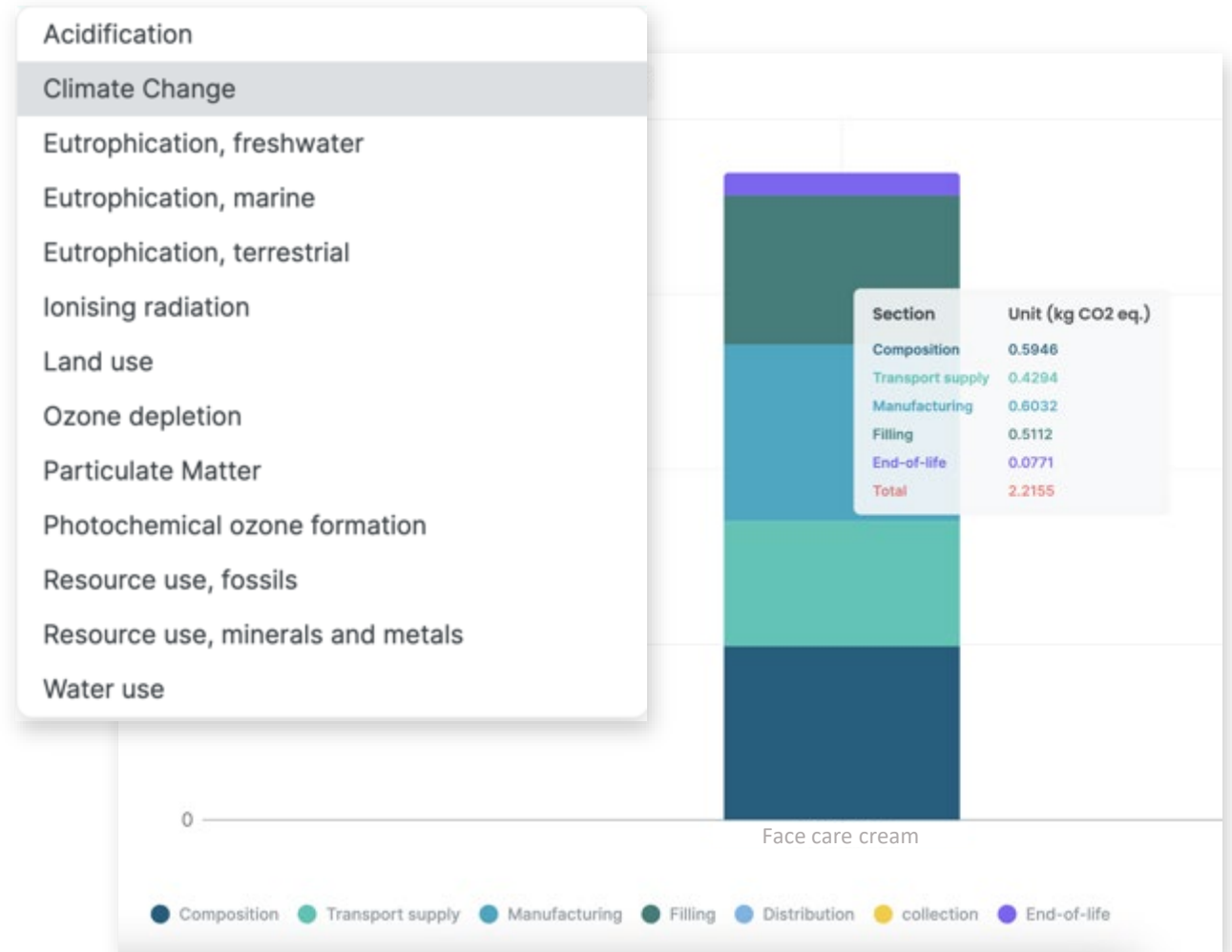
EBS models built to cover the **full value-chain** and follows PEF standard. LCA impacts are calculated based on specific or generic impact data provided by third party providers and/or developed by EBS.

In addition, all **16 LCA indicators** are calculated, and results allow for **contribution analysis**.

EBS Model and its parameters are accessible for a full transparency on the modeling and the calculation processes.

Cradle

Grave



EBS Platform designed for security

The EBS platform is operated by a trusted third-party provider, Pilario who brings years of experience and adheres to the **highest security standards and certification**, including: Yearly pen-test, continuous code vulnerability testing, annual review of certification, encryption of all data at rest and in transit...

Each licensee has its **own tenant**, ensuring that all data is logically separated. Licensees manage their own tenants, including **SSO capability**.

Your product data is never shared with EBS Association or other Licensees.



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The concept, score designs and narrative have been through 2 years of Qual & Quant consumer testing

2022

2023

2024

Qual consumer testing

of three score design routes in three markets

Objective : to assess the interest of consumers and the relevancy of our score communication approach

(Field Work July - August 2022)



Member vote took two designs forward into **Quant testing**

(FR, US, Brazil, China >9000 women)

Objective : to confirm and evaluate the relevancy of the 2 score layout options and to select the best score layout across consumers in France, US, China and Brazil.

(Field Work December 2023, >9000 women)



One score design performed better



The key learnings showed there is strong interest in EBS, the score design is clear and that brand transparency is seen as desirable by consumers

INTEREST

The EBS initiative is judged relevant for the beauty category in all countries

Whatever the cultural maturity and awareness towards sustainability, there is high consumer interest and a general expectation that this new environmental scoring information is available, either through online information or on pack.

CLARITY

Good comprehension, welcome and likeability of lay-out across markets, no confusion with a 'clean beauty' score

No tangible obstacle to use the same lay-out globally: "green to orange" color codes are considered clear, univocal and universal regardless of the country of the subject matter: It is key that "environmental impact" mention is part of the score design.

Better likeability and visibility for a colored version, but mono-color is as well understood (letters)

IMPACT ON CONSUMPTION

Transparency is viewed as a brand asset.

Impact on product desirability: *no quantitative info regarding the impact on Purchase intention according to the score value, as all tests have been done with a fictitious brand.*

However, we know from Qual that when hesitating between two products, consumers will generally prefer the one with a greener score. Though the environmental score is not the main purchase driver – if their favorite product shows a low score, most will still buy it and feel assured that the brand is working on improving its impact.

This led to the validation of the EcoBeautyScore Label identity, grounded in insight



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EBS Consortium to EBS Association

The initial Consortium was construed as a contract between participants to co-develop and maintain:

1. A robust, global cosmetic **products environmental footprint assessment methodology**, to assess the environmental footprint of any Cosmetic Product and derive the EBS Score
2. A **common footprint assessment database** of standard ingredients and raw materials used in formulas and packaging
3. A **common tool** that enables the assessment of the environmental footprint of individual products
4. A **footprint assessment scoring system** to inform consumers in a clear and effective way about the impact of their cosmetic products

Since 2025, the EBS Association has been created with the following objectives:

1. To operate and commercialize globally the EcoBeautyScore, leveraging the agility and operational efficiency of an autonomous legal entity
2. To transform the economic model from one that relies on membership fees to a user license fee structure
3. To safeguard the Consortium founders and Association Members from potential liabilities associated with the operation of a scoring system



EBS Association team

The EBS Association is a not-for-profit organization based out of Brussels.

Jean-Baptiste
Massignon



Managing Director

Laurent Gilbert



Scientific Director

Laura
Kempeneers



Administrative support

Hugo Le Gal



Customer Success Manager

Rebekah Lees



Head of Marketing &
Communications

Jérémie Barbet



Advisor
Head of Platform & Technology

Other service providers supporting
EBS Association

Quantis

MAYER | BROWN

Pilario

KPMG



EcoBeautyScore
ASSOCIATION

How to get involved with EcoBeautyScore

1. BECOME A MEMBER

Membership of the EcoBeautyScore strategy and developments, helping to steer the future direction of the initiative, including:

- Participation and input in **governance, strategic and technical committees**:
 - **Full Member**: Option to participate and vote in key decision meetings (General Assembly & Board of Directors) and all information & technical decision-making committees (technology, scientific, marketing, communications and public affairs)
 - **General Member**: Participate in General Assembly, Board of Directors (up to 5 as observers), Stakeholder Committee, Progress status Committees
- Input into the **future rollout plans** of EBS (e.g. next segments and markets)

Membership fees range from 5k – 60k EUR* / yr

2. PURCHASE A PLATFORM LICENCE

Access to the EcoBeautyScore platform provides several benefits to cosmetics manufacturers:

- **Conduct product LCAs** at scale for an unlimited number of products
- Access to a **PEF-based LCA methodology** that is tailored to the specificities of cosmetics products
- Alignment with an industry-wide, **independently reviewed and certified** approach to impact assessment and scoring
- **No requirement to have in-house LCA specialists** in order to calculate the environmental impact and comparative score of products
- **Integrate** the platform into your own IT ecosystem for **SSO** ease

License fees range from 2k – 90k EUR* / yr





For further queries, please reach out to: contact@ecobeautyscore.org

Or find out more here: www.ecobeautyscore.com



EcoBeautyScore

Disclaimer

These materials are provided by the EBS Association and reflect information as of the date of presentation.

The contents are not intended to provide specific guidance covering individual situations.

You may not copy or modify the materials or use them for any purpose without the express prior written permission of the EcoBeautyScore Association.



APPENDIX

2025 Membership fees

Member Level*	Previous EBS Consortium members		New members joining EBS Association in 2025	
	2024 Membership fees in k€	2025 Membership fees in k€	2025 Membership fees in k€	2025 Entry fees in k€
Full Member 1 > 1.5 b€	115	40	40	20
Full Member 2 < 1.5 b€	86.25	30	30	15
Full Member 3 <500 m€	34.5	15	15	7.5
Full Member 4 < 50 m€	11.5	9	9	4.5
General Member 1 > 1.5 b€	57.5	23	23	11.5
General Member 2 < 1.5 b€	43.125	15	15	7.5
General Member 3 <500 m€	17.25	10	10	5
General Member 4 < 50 m€	5.75	5	5	2.5

*Linked to company global cosmetics revenue

EBS Platform license fees: Essential Offers

Available to companies with beauty turnover < 500m€

	Access Offer	Basic Offer
	Unlimited scores calculation*	
Scores Published	250	1,000
Users	1	Up to 3
API	×	×
€ / year	€5,000 €2,000 for SMEs	€15,000



Optional extras:

- SSO integration available for €2.5k (one-off cost)

* As per the product segments available in the platform.

EBS Platform license fees: Standard Offer

Available to companies with beauty turnover below 1.5bn€

	Standard Offer
Scores Published	3,000
Users	Up to 8
API	✓
€ / year	€40,000

Unlimited scores calculation*



Optional extras:

- SSO integration available for €2.5k (one-off cost)
- On-premise option = 15k€ (one-off) + 9k€ / year

* As per the product segments available in the platform.

EBS Platform license fees: Full Access Offer

	Full Access Offer
Scores Published	UNLIMITED
Users	Up to 18
API	✓
€ / year	€90,000

Unlimited scores calculation*



Optional extras:

- SSO integration available for €2.5k (one-off cost)
- On-premise option = 15k€ (one-off) + 9k€ / year

* As per the product segments available in the platform.