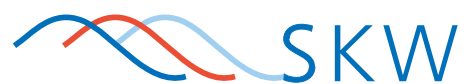


ANNUAL REPORT 2023



Schweizerischer Kosmetik-
und Waschmittelverband

Association suisse des cosmétiques
et des détergents

The Swiss Cosmetic
and Detergent Association

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Foreword

The moment has arrived: we have the new 2023 Swiss Cosmetic and Detergent Association (SKW) Annual Report in our hands. This is the 124th Annual Report as we are celebrating our 125th anniversary this year. 125 – that's an impressive number!

In 1899, Kaiser Wilhelm II was Germany's head of state! The term "automobile" was first used in the New York Times and Bayer registered "Aspirin" as a trademark. These are just three examples that show how long ago that was and what a long history our industry association has.

Awe and pride are mixed with a sense of responsibility. Emotional times!

We will celebrate this milestone in style on 23 May 2024 at the Theater Casino Zug. I look forward to meeting you in person there!

I usually talk about world events and what drives our association in my foreword. This year, I will refrain from making general observations, but I have noticed a hardening of positions and an increase in less desirable methods of campaigning and working.

This is also evident in our day-to-day work within the association and in politics. If we were concerned about legal uncertainty in certain countries in the past, we are now experiencing it here in Europe, including in Switzerland.

We are seeing an increase in arbitrariness or uncertainty on the part of legislators. Certainly not deliberately, but because of the activism that now dominates politics. One scandal leads to another, and politicians feel compelled to intervene. Increasingly, even with emergency legislation. And the media are fanning the flames from the sidelines.

This is understandably upsetting to any supporter of democracy, including me.

An excellent example of this unpredictability is the ongoing debate over furanocoumarins, which Swiss legislators want to regulate more strictly than the rest of the world. Not only do they want to go too far, but they are actively breaking their own rules (Cassis de Dijon).

What happened to the pragmatism that used to help us strengthen our position and find feasible solutions for all parties involved?

Thanks to our association – in particular, our director Bernard Cloëtta and the support of IFRA and Cosmetics Europe – a partial success was achieved in the form of a long transition period until 2026. Nevertheless, a contradictory law is on its way and should not be passed – on logical grounds alone.

Switzerland's sense of identity is based on personal responsibility and self-control. This presupposes maturity on the part of its citizens and market participants. In our modern, democratic and free world, I find it difficult to understand why we would deliberately submit ourselves to an ever-tighter maze of restrictions. But I doubt whether more and more laws will make things better. It is important that those responsible – in our case, the cosmetic and detergent companies – take a bold stand!

This is exactly what we do for our members every day at the SKW. And we do not work alone. We are ideally positioned and closely networked with all key stakeholders, associations and parties at national and international level. The influence this gives us is also a huge responsibility.

We support the politicians in Bern by providing them with accurate information that would otherwise be difficult to obtain, even from federal offices. We clarify and provide correct and authentic information – not just for our own benefit.

"Is lobbying the answer?" You may be asking yourself this right now. To which I say unequivocally: Yes! Switzerland, with its democratic system, needs interest representatives like the air we breathe. It is essential for lobbyists to transparently declare the affiliations they represent. I sympathise with any lobbyist who does their job in good faith and with a goal that benefits society. Just as we are doing. Personally, I am happy to be a lobbyist, even though this is not viewed positively by many people.



Thomas Früh
SKW President

Swissness

Swiss brands no longer benefit as directly from their past achievements, and the image of quality that propelled them to this market-leading position must be restored. Today, and by us!

I want to make our Swiss manufacturers more aware of this, encourage them to be innovative and creative in their work, and prove that Swissness is more than just a buzzword or marketing gimmick and certainly not just window dressing. Swiss products must outperform those available elsewhere in terms of quality, effectiveness and value. Otherwise, brands bearing the Swiss cross will find it difficult to compete. The Swissness Ordinance and Swissness Enforcement provide a strong foundation for the defence. Now it's up to the brands, developers and manufacturers!

Our association can help you strengthen your position nationally and make new international connections. We also provide regulatory support, including with certificates. Take advantage of these opportunities.

Every year, I am delighted with the performance of our Management Board, our prudent Managing Director, Dr Bernard Cloëtta, and his "fellow campaigners" at Breitingerstrasse 35. This has been a particularly challenging year politically, but we have managed to avoid worse. That's why the thanks are even bigger this year!

I am now looking forward to the anniversary year 2024 and to meeting you all soon at the AGM to celebrate our achievements together!



Thomas Früh
SKW President



Harmonisation remains the goal

One of our primary responsibilities is to ensure that Swiss legislation does not create any technical barriers to trade for members' products. So far, we've largely achieved this goal. In one area, we were only partially successful:

The Federal Food Safety and Veterinary Office (FSVO) applied for an exemption from the Cassis de Dijon principle for the Swiss regulation of furanocoumarins in Article 6(1) of the Swiss Ordinance on Cosmetics (VKos). Although many companies, associations and organisations from across the value chain expressed their clear opposition to the proposed regulation during the consultation process, the Federal Council signed a globally unique regulation on the furanocoumarin content in cosmetics on 8 December 2023. Thanks to intensive lobbying by the industry, a transitional period until 1 January 2026 has at least been achieved. This gives companies the time they urgently need to reformulate their products.

The dialogue with the authorities continues, and there is reason to hope that this regulation can be brought into line with the fragrance industry's planned self-regulation by the end of 2025, which the International Fragrance Association (IFRA) is working on as part of the adaptation of its IFRA standards.

Legislation

Swiss chemicals legislation is regularly harmonised with EU legislation, and technical trade barriers have been largely avoided. However, full adoption (for example, within the REACH notification system) is impossible without Switzerland joining the EU.

Cosmetics legislation

Swiss special regulation for furanocoumarins, repeal of the Cassis de Dijon principle

According to Article 6(1) of the Swiss Ordinance on Cosmetics (VKos), the furanocoumarin concentration in cosmetic products that remain on the skin and may be directly exposed to sunlight must be less than 1 mg/kg.

Therefore, Swiss cosmetics legislation differs significantly from EU law, which only requires this one ppm limit for sunscreens and self-tanning products. This special Swiss rule has so far not been applicable thanks to the Cassis de Dijon principle.

The FSVO petitioned the Federal Council to repeal the Cassis de Dijon principle for this regulation. This is part of the "Stretto IV" amendment to food legislation, entitled "Harmonisation with EU law". In other words, a truly deceiving package.

The SKW coordinated the dialogue between the industry (IFRA and Cosmetics Europe) and the authorities, organising several meetings and discussions with the FSVO, the State Secretariat for Economic Affairs (SECO) and the cantonal chemists. This resulted in a general consensus on markers, with the discussion focusing on the permitted concentrations (1 or 5 ppm).

Although 40 associations and organisations from the entire value chain expressed strong objections during the consultation process, the Federal Council approved the FSVO's proposal in its decision of 8 December 2023. The clear results of the consultation were only published together with the decision, which is unusual.

High costs will be associated with repealing the Cassis de Dijon principle for furanocoumarins. Products available in all neighbouring countries will then be banned in Switzerland or will have to be reformulated.

The fragrance industry has been working intensively for some time on updating a scientifically based self-regulation system. The IFRA has made significant progress on this and presented its findings to the authorities. These will take effect with the next regular update of the IFRA standards (52nd amendment), which is expected to take place in 2025.

According to the Federal Council's decision, cosmetic products that do not comply with the requirements of Article 6(1) of the Swiss Cosmetics Ordinance (VKos) may continue to be imported, manufactured and labelled in accordance with current legislation until 31 December 2025 and may still be sold to consumers up to this date until stocks run out. In practice, this means that exporting the products in question will also be banned, even though they are perfectly legal in the country of exportation. This is due to the prohibition on exporting cosmetics that are "harmful to health" under Article 3(5) of the Swiss Foodstuffs Act (LMG). Exceeding the maximum levels, except as specified in Good Manufacturing Practice (GMP) standards, is considered harmful to health in all cases. There were no other noteworthy changes to the cosmetics legislation in 2023. The amendments (Adaptations to Technical Progress – ATPs) to the EU CLP Regulation (EC) No. 1272/2008, i.e. the chemical legislation provisions incorporated into the Annexes to the EU, and therefore also the Swiss Cosmetics Regulation, posed the greatest challenges for the industry.

Chemicals legislation

Swiss chemicals legislation is regularly adapted to reflect EU legislation to keep pace with technical advancements and, in particular, prevent technical trade barriers while also adopting the European standard of protection.



I believe we are stronger together. The association allows us to protect our interests and cooperate with the authorities. In the "furocoumarin" case, we successfully raised our voices together. The SKW's role can evolve to better represent the importance of our sector to the public and the institutions. Beauty is not a superficial sector. It is essential. Care and well-being are important, and the sector helps to drive the country's growth. Let's raise our voices and have an even greater impact on society.

Urs Odermatt

CEO

L'ORÉAL SUISSE SA

18th ATP to the CLP Regulation (EC) No. 1272/2008

Regulation (EU) 2022/692, published on 3 May 2022, added 39 new substances to Annex VI of the CLP Regulation, amended 17 existing entries and deleted the entry for 1,5-naphthyl-ene diisocyanate (615-007-00-X) and replaced it with two new entries (615-049-00-9 and 615-050-00-4) based on particle size and particle concentration.

The classifications and labelling requirements introduced with the 18th ATP for substances and mixtures containing these substances in relevant quantities became mandatory in the European Economic Area from 1 December 2023.

In Switzerland, substances listed in the 18th ATP and preparations containing such substances may continue to be supplied until 30 November 2023, in line with the timeline in the European Economic Area (EEA), if their classification and labelling do not comply with the requirements of the 18th ATP.

19th and 20th ATP to the CLP Regulation (EC) No. 1272/2008

The 19th ATP adds new notes X, 11 and 12 to Annex VI Part 1 of the CLP Regulation. The notes in Part 1 contain rules that are assigned to individual substance entries or group entries in Part 3 of Annex VI. These must be taken into account when categorising these substances.

The 20th ATP assigns the new Note 11 to various borates. In future, the sum of these borates will have to be calculated before classification. If it exceeds 0.3%, it must be classified as Repr. 1B. The same will apply to 2-ethylhexanoic acid and its salts in the future. Again, the principle of additivity (new Note 12) will apply to classification for reproductive toxicity here. In addition, the entry for 2-ethylhexanoic acid and its salts receives a new Note X. This clarifies that the classification of a group of substances in a single entry is based solely on the hazardous properties of that part of the substance which is common to all the substances in that entry. For non-common parts, the manufacturer must independently assess whether their hazardous properties require a stricter classification.

Deadlines in the EEA

- Binding from 01/02/2025

Implementation in Switzerland

- In force since 01/10/2023 (Annex 2(1) ChemO amendment)
- Binding from 01/02/2025 (Annex 2(14) ChemO)

Chemicals Ordinance revisions, Annexes 2 and 3 (ChemO)

In consultation with the Federal Office for the Environment (FOEN) and the SECO, the Federal Office of Public Health (FOPH) amended the technical regulations in Annex 2 ChemO and the list of substances of very high concern (candidate list, Annex 3 ChemO) to current developments on 1 October 2023.

The following adaptations were made to ChemO Annex 2: Technical Regulations on Classification, Labelling and Packaging (19th & 20th ATP EU-CLP): Stricter classification criteria with regard to reprotoxicity (additivity principle) are introduced for two groups of substances (borates/ethylhexanoic acid and their salts).

Ten additional substances were added to ChemO Annex 3 (Candidate List of Substances of Very High Concern).

The changes became effective on 1 October 2023.

Ordinance on Biocidal Products (OBP)

The following changes were made to the lists of active substances:

- Annex 2 OBP now includes six new active substance/product type combinations (5 active substances)
- The approval was extended for one active substance/product type combination in Annex 2 OBP
- The approval expiry date was postponed for 11 current active substance/product type combinations in Annex 2 OBP
- One active substance/product type combination was deleted in Annex 2 OBP
- The list of notified active substances was adapted (reference to the corresponding EU Regulation in Article 7(1)(b) updated).

The changes came into force on 1 October 2023.

Obligation to report the quantity placed on the market:

- This revision of the Ordinance on Biocidal Products introduces a new obligation to report the quantities of biocidal products placed on the market annually, making it easier to record sales volumes. This reporting obligation applies to authorisation holders, manufacturers and importers.
- Reporting must be completed every year by 31 May of the following year. The obligation to report the quantities of biocidal products placed on the market (Art. 10a of the Chemicals Act (ChemA) specified in the new Art. 30c OBP) applies to all biocidal products.
- In addition, indicators have been defined based on measurements in water bodies. These will be used to assess and minimise the risks of biocidal products.
- The reporting obligation must be completed by the first person in the supply chain who places a biocidal product on the Swiss market (= initial market placement). Only the first person in the supply chain who places the biocidal product on the market has to submit the report. This ensures that several parties in the same supply chain do not report the same biocidal product (same batch) multiple times in the same year. This, therefore, primarily affects authorisation holders and manufacturers in Switzerland and Swiss importers of biocidal products whose authorisation holders are based in the EU.
- Distributors and direct points of sale (e.g. pharmacies) and professional or commercial users are not affected if they obtain the authorised products from upstream parties in the Swiss supply chain.
- The report must be submitted electronically in the format specified by the Notification Authority. The data must be entered in the Chemical Product Register (CPR). To facilitate quantity reporting, a search by authorisation number or brand name of the biocidal product is available, as is an automatic transfer of the active substance, its concentration and the product type associated with the authorisation.

The first reporting obligation for data from 2024 must be met by 2025 at the latest.

Chemical Risk Reduction Ordinance (ORRChem) revision

In conjunction with the FOEN and SECO, the FOPH amended Annex 1.10 ORRChem (carcinogenic, mutagenic or reprotoxic substances) as of 1 February 2022 to reflect changes in the EU.

A further two substances/substance groups were included in ORRChem Annex 1.10. These carcinogenic, mutagenic or reprotoxic substances (CMR substances) may no longer be supplied to the general public after the end of the transitional period.

These changes became effective on 1 October 2023.

Switzerland and the EU Green Deal

The Green Deal, introduced by the Commission in December 2019, encompasses a suite of ambitious environmental policy proposals and a greener approach to other policy areas. The aim is for the EU to be climate-neutral by 2050.

EU climate legislation has been generally tightened as part of the Green Deal to achieve a 55 per cent reduction in greenhouse gas emissions by 2030 compared to 1990. In terms of the circular economy, the EU wants to focus more on design, production and consumer responsibility rather than just recycling. A new biodiversity strategy should be the basis for binding targets in this area.

Both Switzerland and the EU are working to achieve several of the Green Deal's goals for more sustainable development. The EU's new dynamism is likely to have an impact on Switzerland. However, certain measures may create barriers to trade, such as product regulations, or pose particular challenges, for example, the decision to introduce a carbon border adjustment mechanism.

This means that Switzerland cannot be expected to act alone in this matter. What is certain is that these EU legislative initiatives will greatly impact the cosmetics, detergent and cleaning agents industries. The SKW is working particularly closely with the EU industry umbrella organisations (the International Association for Soaps, Detergents and Maintenance Products (A.I.S.E.) and Cosmetics Europe) on this.

"Protection of People and the Environment" draft ordinance

The new legal provisions for better protection of people and the environment were published in late 2021. They came into force on 1 January 2023.

The Code of Obligations (CO) provides for the following changes in this respect:

- Swiss companies of a certain size (500 full-time employees, a balance sheet total of CHF 20 million, turnover of CHF 50 million) are required by law to report on the risks of their business activities in the areas of the environment, social issues, employee matters, human rights, and the fight against corruption, and the steps taken to address these, thus creating greater transparency.

- Companies facing risks in the sensitive areas of child labour and so-called conflict minerals must adhere to stringent and far-reaching due diligence requirements. These due diligence requirements must be implemented at ordinance level.

The draft "Ordinance on Due Diligence and Transparency in relation to Minerals and Metals from Conflict-Affected Areas and Child Labour (DDTrO)" regulates which companies are obliged to meet these new due diligence requirements.

The SECO and the Federal Department of Foreign Affairs (FDFA), in collaboration with the UN Global Compact Network Switzerland & Liechtenstein, hosted the Swiss "Business and Human Rights" forum in Bern on Wednesday, 18 October 2023, to which the managing directors of SKW members were also invited.

New data protection legislation

The new Swiss data protection legislation came into force on 1 September 2023.

In the future, it should ensure better protection of personal data and be adapted to technological developments. The right to control personal data use will be strengthened, as will the transparency of how personal data is collected.

The new data protection law ensures consistency with European law and enables Switzerland to ratify the Council of Europe's Data Protection Convention 108. These changes to the new data protection law are important to ensure that the EU continues to recognise Switzerland as a third country with an adequate level of data protection and that cross-border data transfers continue to be allowed in the future without additional constraints.

By enacting the new Data Protection Act and ordinances on 1 September 2023, the Federal Council responded to a call from the business community. The one-year implementation period gives data protection officers enough time to take the necessary precautions to implement the new data protection law.

The SKW hosted a webinar on "Preparing for the new Data Protection Act" on 14 March 2023, which included an update on "Competition Law". The speakers were Dr Fabio Babey and Dr Felix Schraner from IXAR Legal AG.

Abolishing industrial tariffs

Switzerland is reducing import duties on all industrial goods to zero francs with effect from 1 January 2024. The business community welcomes this, as the abolition of industrial tariffs will help ease the administrative and financial burden on Swiss companies while strengthening the country as a business location.

In Switzerland, industrial goods include all goods except agricultural products (including animal feed) and fishery products. Therefore, the abolition of industrial tariffs covers all goods listed in Chapters 25–97 of the Customs Tariff except some products included in Chapters 35 and 38, which are classified as agricultural products.

The obligation to submit a customs declaration, including the correct declaration of the customs tariff numbers for the goods to be imported, remains in effect. Import taxes and duties, e.g. mineral oil tax, motor vehicle tax, VAT and VOC incentive tax, are not covered by the scope of application and remain payable. Unfortunately, this does little to relieve the administrative burden on companies.

The customs authorities and the SECO organised an information event on 17 August 2023, which SKW members were invited to attend.

Labour Law Ordinances 1 and 2 revision

On 30 November 2023, the SKW submitted a detailed position statement on the planned revision of Ordinances 1 and 2 of the Labour Law (ArG), coordinated with partner associations.

In particular, we criticised the highly detailed wording of obligations that are typically already standard practice in companies. These obligations do not belong in labour law, as they cover purely chemical law-related aspects.

We believe they can only remain mentioned if it is unequivocally stated that there will be no competition with existing operational systems that already cover these measures to ensure the protection objectives.



Thanks to the excellent information provided by the SKW and Mr Cloëtta's quick and competent support with individual questions, I can quickly gain an overview of new developments in legal issues that directly or indirectly affect Switzerland and check their relevance to the company.

Alexandra Buhl-Weller
Senior Legal Counsel/
In-house lawyer
Weleda AG



More in-person and fewer online meetings

We became accustomed to online meetings during the COVID-19 pandemic. However, there is a growing need for face-to-face dialogue. We have implemented a reasonable mix for many of our bodies and expert groups, for example, brief online updates and at least one in-person event per year.

The primary guiding principles for all SKW meetings and events are always compliance with antitrust and competition law rules. This allows all parties to access the association's unique knowledge platform and network without any concerns.

Meetings & Events

Association bodies

Annual General Meeting

The SKW Annual General Meeting (AGM) 2023 was held on 1 June 2023 in the Zunfthaus zur Zimmerleuten in Zurich. In addition to the statutory matters, the main focus was the election of new Management Board members. Newly elected:

- Jasmin Aziz, Estee Lauder Companies
- Urs Odermatt, L'Oréal Suisse
- Bernhard Schober, Unilever Switzerland

Re-elected for a further year:

- President Thomas Früh, Arval
- Vice President Christian Koch, Steinfels Swiss
- Sandra Banholzer (Rausch) and Ralf T. Gehlen (P&G) as the two additional members of the Executive Committee.

In the public part of the event with guests, Pray Jain and Ravina Mutha from Enterprise Bot LLC spoke on "Maximizing the Potential of Artificial Intelligence (AI) in Business Operations".

In 2024, the SKW will celebrate its 125th anniversary. The AGM, complete with festivities, will be held on 23 May 2024 in the Theater Casino Zug. It is aimed at members and their most senior executives and will cover their experiences with the SKW and their future concerns for the association.

Management Board

The spring meeting was held on 26 April at the B2 Hotel in Zurich to prepare the agenda for the 2023 SKW Annual General Meeting.

The year-end meeting was held on 6 December at the Widder Hotel in Zurich. This covered 2023 target achievement/target setting for 2024 and the resolutions for the 2024 anniversary Annual General Meeting. The evening's highlight was a natural yodelling lesson led by an Appenzell yodeller, followed by a performance to accompany the drinks reception.

SKW Stakeholder Council (SC)

The SKW Stakeholder Council is an independent advisory body to the Management Board and the Administrative Office. It currently comprises eight members from the key stakeholders dealing with products represented by the SKW (see the "Organisation" section).

The Board elects members to the SC and membership is honorary. The SC is a permanent forum for discussion and exchange of experience. It supports the SKW with suggestions and recommendations.

No meetings were held in 2023. Instead, written updates were provided.

Expert groups

Expert groups are both a source of knowledge and a driving force behind our work. More than 500 managers and employees from member companies participate in one or more of these open platforms.

We provide them with targeted internal information and obtain the same information when required.

This enables the Administrative Office to anticipate members' ever-changing concerns and needs and make the right decisions about projects and services in a timely and informed manner.

Compliance with antitrust regulations is paramount in this exchange of information and experience. This is essential for both the member companies and the SKW. Open and meaningful exchange is only possible under the "Compliance in SKW" protective shield.

Business contacts are made and common positions developed in the expert groups. They also act in an advisory capacity to the Management Board, giving them significant influence over the SKW's strategic objectives.

The SKW expert groups are open to all individuals delegated by the member companies. Expertise and a willingness to play an active role in shaping the association's work are necessary.

This exchange of information is not limited to events, however: We receive questions and suggestions from members all year round, forward them anonymously to the entire expert group, and then report back to the expert group – once again, anonymously.

SKW Managing Directors' Conference (MDC)

Regardless of the product categories represented, information that is important to managing directors is shared and exchanged here.

The SKW Administrative Office finds it particularly useful to get a sense of the mood here and suggestions for day-to-day work and future strategies.

It is open to CEOs, country managers and executives from all member companies.

In 2023, we offered several webinars for the SKW Managing Directors' Conference, for example on

- Data protection legislation and antitrust law
- The abolition of industrial tariffs
- The Swiss "Business and Human Rights" forum.

Technical Committees (TCs)

With around 300 representatives from member companies, the two Technical Committees for Detergents and Cleaning Agents (TC DCA) and Cosmetics (TC Cos) are the SKW's largest and most active expert groups.

They receive all technical and regulatory information from the SKW on an ongoing basis.

For the SKW, they are an invaluable source of knowledge for a variety of tasks.

On 6 February, there was an online update on changes in cosmetics and chemicals legislation (Switzerland and EU).

On 30 November, we held a live meeting of both TCs and the Packaging and Environment expert team, featuring the following topics and speakers:

- SKW information and update on Swiss cosmetics legislation, Dr Bernard Cloëtta, Director of the SKW Swiss Cosmetic and Detergent Association
- Update on EU legislation relevant to detergents and cosmetics, Dr Christian Gründling, Deputy Director of the Association of the Austrian Chemical Industry (FCIO)
- Update on chemicals legislation in Switzerland and the EU, Dominique Werner, MSc MAS – Environment, Head of Chemicals Legislation, scienceindustries
- Packaging and recycling/EU Ecolabel update, Judith Fiedler, Steinfels

Swissness and Export Working Group (WG)

The Swissness and Export expert group comprises around 160 representatives from the 70 Swiss manufacturing companies in the SKW.

This expert group primarily deals with the issues and challenges facing a Swiss manufacturer with international reach. There is a particular need for information and exchanges of experience concerning the practical management of exports, registration, market access and distribution channels in the different target markets here.

A particular advantage is our global network of information on regulatory requirements for products in key export markets. This means that critical internal tasks can be delegated to the SKW in a cost-effective and timely manner.

At this expert group's annual meetings, we provide presentations on individual export countries and there is also an exchange of experiences between individual member companies and services from partner organisations and associations.

The SKW initiated the "Swiss-Made Cosmetics Ordinance" and has been involved in enforcing Swissness legislation abroad since it came into force. This is accomplished through the SKW's membership of the [Swissness Enforcement](#) public-private partnership.

There was no meeting in 2023, but the expert group received a lot of interesting information and had the opportunity to participate in webinars on legislation, enforcement, registration and distribution of exported products, particularly in China and the USA.

Packaging and the Environment Expert Team

Environmental and packaging issues and social responsibility are critical in the day-to-day operations of consumer goods companies across all sectors.

The greatest challenge is to meet the stringent requirements of investors, NGOs, legislation and customers while always maintaining control over costs and product performance.

We organise webinars and live events for this expert group, where industry representatives can discuss current issues and exchange ideas with the relevant stakeholders.

This expert group's main objectives are:

- To improve the industry's unified presence in the areas of packaging and the environment through increased expertise and collaboration
- To support circular economy projects, such as Swiss Recycle's "Sammlung 25"
- To coordinate activities in the field of packaging with stakeholders and national and international umbrella and partner associations
- To create an expert network through the direct involvement of in-house specialists and external experts if necessary
- To act as an advisory body to the Management Board and the Administrative Office

This expert group boasts approximately 100 company representatives.

The Packaging and Environment ET meeting took place on 30 November in Zurich at the same time as the Technical Committees' meeting. Judith Fiedler, Steinfels, provided information on packaging, recycling and the EU Ecolabel.

This meeting was followed by the inaugural meeting of a voluntary industry organisation for plastic packaging and beverage cartons (Sammlung 2025 project). It involves organisations from across the entire value chain working on a circular economy for plastic packaging and beverage cartons.

The aim is to implement a circular economy for this packaging. The association, to which several SKW members also belong, will take on various tasks with a view to coordinating a harmonised collection throughout Switzerland. The new industry organisation was developed in collaboration with dedicated founding members and Swiss Recycle, the umbrella organisation for Swiss recycling systems. The SKW supports this project by communicating and providing expertise.

VOC Expert Team

The incentive tax on volatile organic compounds (VOCs) is a unique aspect of Swiss environmental law. This tax is levied by the Federal Office for Customs and Border Security (FOCBS) on both imports into Switzerland and domestic production. The tax is refunded (border adjustment) if products containing VOCs are exported to other countries.

Depending on the product, this levy can be very costly for companies. On the one hand, there is the tax itself, but also the associated administrative costs (determining the VOC content of products, arranging payments, etc.).

The team of approximately ten experts is tasked with assisting the SKW in all matters pertaining to this tax, in particular with devising practical proposals to simplify the procedure.

This expert group did not hold any meetings in 2023. The SKW management obtained its feedback by correspondence.

Professional haircare WG (PHC WG)

The PHC expert group comprises ten members who supply hairdressing businesses with products and services in the B2B sector. They have special requirements for the SKW in terms of technical and legal issues.

Another key function of this expert group is to work with the Swiss industry association Coiffure Suisse on projects such as apprentice training or event sponsorship.

This expert group did not hold any meetings in 2023. The SKW management obtained its feedback by correspondence.

Professional washing and cleaning

Over 20 company representatives comprise the expert group of manufacturers and importers of detergents, cleaning agents and disinfectants in the B2B sector. They supply commercial and professional customers such as cleaning businesses, hospitals, homes, hotels and restaurants.

Their products are often subject to different regulations than household products in the regulatory area.

The SKW collects three statistics from this expert group for products, machines and equipment and regularly holds information and experience-sharing events.

An online meeting was held on 16 May. Current legislative and technical issues and the structuring of the statistics for this expert group were discussed.

Natural cosmetics

Several natural cosmetics manufacturers and importers are affiliated with the SKW. Some contract manufacturers produce natural cosmetic products for customers. There are always companies looking to enter this product market. Nearly 50 company representatives are members of this working group.

The SKW provides them with a platform in the form of an expert group on which all interested association members can exchange information and receive specific information and services in a cartel-protected area, regardless of whether they offer certified natural cosmetics and, if so, which ones.

No events were held in 2023, but the opportunity for an informal exchange of experiences via the SKW Administrative Office was frequently exploited.

Communication

The SKW Administrative Office collaborates closely with the communication managers of its member companies. To this end, we have recorded them as an expert group in our CRM, divided into the areas of cosmetics, and detergents and cleaning agents.

The aim is to support the association's external communications. The Administrative Office contacts members of the Communications expert group to obtain feedback on media topics and prepare a position statement. We then post these on the SKW website if necessary.

The Administrative Office is informed daily about current media issues and can respond quickly to any media enquiries thanks to the ARGUSavenue online portal.

SKW members also have access to this portal. All relevant print, internet, TV or radio press releases are stored on it based on around 60 search keywords specified by the SKW.



We really value our long-standing and trusting relationship with the SKW. As the regulatory environment and requirements for manufacturers in Europe are changing dramatically as a result of the Green Deal, and a variety of initiatives are also being debated and implemented in Switzerland, close dialogue is crucial. The SKW provides an authoritative platform here that brings together a diverse array of stakeholders from authorities, associations and industry. This platform is extremely active, thanks to the SKW's extensive national and international network. We are also delighted to participate in the information events organised for association members on current Swiss topics.

Kai Hönscher

Regulatory Affairs DACH
Procter & Gamble



We have a strong network of contacts

The SKW is THE national and international network for the Swiss cosmetics, detergents and cleaning agents industry.

One of our primary roles is to build and maintain a comprehensive network of all relevant stakeholders and partner organisations at national and international level.

Below is a brief overview of the year's most significant interactions and the benefits they brought to the SKW's members.

Network

Authorities

Federal Food Safety and Veterinary Office (FSVO)

- Various meetings were held to discuss mutual concerns in cosmetics legislation and enforcement. The FSVO has assisted members and their representatives nationally and internationally by responding to various SKW enquiries about ingredients and other legislative issues.
- In the matter of furanocoumarins, we were able to inform the FSVO about the ongoing projects and activities of the IFRA and Cosmetics Europe. The goal is to achieve government-recognised industry self-regulation. A meeting to inform the authorities (FSVO, SECO and the Swiss Association of Cantonal Chemists) through the SKW, Cosmetics Europe and IFRA about the current status of the project and the next steps took place on 17 March 2023. This allowed the industry's concerns to be addressed directly.
- Since May 2021, cosmetics exports to China have required a GMP certificate from an authority. Without this, products must undergo completely unnecessary animal testing before they can be marketed. This applies to all import countries. The SKW suggested that the FSVO consider having these certificates issued by cantonal chemists. The FSVO has successfully implemented this request together with the cantonal chemists. As a result, SKW members can finally resume key exports to China without animal testing.

Federal Office of Public Health (FOPH)

- The FOPH is our primary point of contact for Swiss chemicals legislation, which is updated annually in response to changes in the EU (REACH, CLP Regulation).
- In conjunction with our partner associations, we represented the interests of our members at numerous coordination meetings. Our primary objective was to avoid technical trade barriers due to Switzerland's independent legislative action.

Federal Office for the Environment (FOEN)

- The FOEN is the point of contact for Swiss environmental legislation, particularly for the implementation of EU legislative proposals in this area (Green Deal, Chemicals Strategy for Sustainability, microplastics, etc.). The SKW's main responsibility is ensuring that legislation is in line with the EU standards and

communicating any particular features to businesses promptly.

- Switzerland has not adopted the EU's regulation on single-use plastics. As a result, several proposals have been submitted to parliament that exceed the EU regulation. We must work closely with our partners here to prevent Switzerland from going it alone.
- In general, the SKW's role is to act as a point of coordination between the activities of the European umbrella organisations A.I.S.E. and Cosmetics Europe. There is a significant reciprocal need for information. For more information on this, see the "Sustainability" section.

Commission of Experts for the VOC Incentive Tax

- The FOEN chairs the Commission of Experts for managing the VOC Incentive Tax, which is made up of representatives from the sectors most affected, the cantonal authorities and the federal government.
- There is currently little legislative activity in this area.

State Secretariat for Economic Affairs (SECO)

- SECO is always the point of contact for the SKW when a proposed regulation in Swiss law could result in a technical trade barrier.
- During the reporting year, several meetings were held with the SECO to discuss the Swiss special regulation for furanocoumarins under Article 6 of the VKos and the proposed repeal of the Cassis de Dijon principle for this regulation.

Institute of Intellectual Property (IPI), Swissness Enforcement Association

- Since 1 January 2017, legal requirements have applied to products and services that producers want to advertise with a Swiss cross or with the "Swiss Made" label, etc. The aim of this is to better protect the "Switzerland" brand from copycats while also securing an important long-term competitive advantage for companies that produce in Switzerland. The "Swiss-Made Cosmetics Ordinance", initiated by the SKW at the time, applies to cosmetics.
- Following the enactment of the new Swissness legislation, the Institute of Intellectual Property (IPI) drove forward the

establishment of a public-private partnership (PPP) to enforce rights in the event of misuse of the "Swiss Made" designation of origin or the use of the Swiss flag on products abroad and founded the Swissness Enforcement Association.

- Swissness Enforcement is a joint private and public sector initiative. The aim of this association is to effectively combat the misuse of Swiss indications of origin abroad through close coordination between business and administration. In the event of individual cases of misuse affecting both public and private interests, intervention is carried out on behalf of the association.
- The SKW is represented on the board of this organisation by its President, Thomas Früh.

National associations and organisations

Economiesuisse

The managing director attended a number of online meetings of the Competition Commission, which coordinates the position of trade associations on antitrust and competition legislation. This allows the business community to present a united front within the legislative process.

scienceindustries/Swiss Association for the Paint and Varnish Industry (VSLF)

At various coordination meetings, the SKW regularly exchanges information on current political and legal topics with these partner associations, which are technically and legislatively quite similar.

The Swiss Flavour and Fragrance Industry Association (SFFIA)

The SKW places great value on the continuous exchange of information regarding fragrances and aromatic substances. These raw materials are found in a wide variety of cosmetic, laundry and cleaning products and are subject to rigorous and ever-changing regulation. The SFFIA serves as the IFRA's "representative" in Switzerland and provides technical support to the SKW.

Swiss Medtech/Disinfectants Expert Group

Activities were coordinated with the SKW ProCI WG through mutual participation in various meetings of the Swiss Medtech disinfectants expert group.

Allianz Design for Recycling Plastics/Swiss Recycling/Sammlung 25

- The SKW has been supporting the "Allianz Design for Recycling Plastics", which some SKW member companies have joined as active partners, for a long time. Swiss Recycling now coordinates the alliance.
- Swiss Recycling is committed to high-quality plastics recycling. Because only high-quality recycled materials are in demand. The cycle is incomplete and no environmental advantage is obtained until the recycled materials are reused.
- The SKW serves as a link between the European umbrella organisations A.I.S.E. and Cosmetics Europe and their recycling projects and activities. For more on this, see the "Sustainability" section.
- Following the meeting of the Technical Committees on 30 November 2023, the SKW provided a platform for the establishment of Sammlung 25. This project involves organisations from across the entire value chain working on a circular economy for plastic packaging and beverage cartons. The project is currently in the process of setting up a national collection and recycling system for plastic packaging and beverage cartons with a corresponding organisation and financing solution.

Helvetic Association for Cosmetic Ingredients (HCI) and the European Federation for Cosmetic Ingredients (EFFCI)

- HCI is a Swiss trade association for ingredient manufacturers and providers of services such as packaging, testing and consulting. It is a member of the European Federation for Cosmetic Ingredients (EFFCI), which comprises more than 100 companies from national associations based in France, Germany, the United Kingdom, Italy and Switzerland or from directly affiliated companies.
- Many SKW members are particularly interested in working closely with this association of suppliers, as cosmetic ingredients will be subject to extremely strict regulations in the future.
- On 24 January 2023, HCI invited members of the SKW Technical Committee to a webinar to discuss current ingredient issues and the activities of the HCI and EffCI.
- On 4-5 October, the EffCI and the HCI jointly organised the EffCI Annual Meeting, accompanied by a specialist conference on



HCI and SKW collaborate closely to facilitate a seamless exchange of regulatory insights and support within the cosmetic industry. This collaboration fosters innovation, promotes industry standards and ensures compliance with regulatory requirements for the cosmetic field, from raw materials to finished products.

Julien Janson

President
Helvetic Association for
Cosmetics Ingredients

ingredients. National Institutes for Food and Drug Control (NIFDC) representatives provided information about the enforcement of Chinese cosmetics legislation. The SKW's Managing Director presented the differences between Swiss and EU cosmetics legislation.

Various NGOs

- The SKW Managing Director is a board member of GINETEX Switzerland, the country's national textile labelling association, where he represents the detergent industry's interests.
- The SKW and the Swiss Retailers Association (IG DHS) exchange information on matters relating to the enforcement of cosmetics and chemicals legislation. These coordination meetings aim to share non-binding information on industry and trade positions on legislative matters.
- Two meetings with the Swiss Association of Druggists (SDV) enabled us to exchange a wealth of relevant information on technical and legal issues relating to cosmetics.

Look Good Feel Better Switzerland

- Look Good Feel Better is represented in 27 countries worldwide. The Look Good Feel Better Switzerland foundation was created in 2005 by a group of cosmetics companies.
- This foundation has its secretariat in the SKW headquarters, resulting in highly beneficial synergies for both organisations.
- As a member of the Foundation Board, the SKW's Managing Director attended various meetings and informed SKW members about LGFB's activities.

International associations and organisations

Cosmetics Europe – Active Association Members (AAM)

- Cosmetics Europe (CE) is the cosmetics industry's umbrella organisation. The SKW is a member and acts as an interface for CE's activities and projects in Switzerland.
- Therefore, the SKW Managing Director regularly attends CE meetings, mainly those of the national association representatives.
- The SKW's participation in the "Task Force China", which coordinates Cosmetics Europe's collaboration with Chinese authorities on legislative initiatives and offers current information, is crucial for Swiss

manufacturers. Exporters to China are confronted with extreme challenges under the new Chinese Cosmetic Supervision and Administration Regulation (CSAR). The European cosmetics industry must speak in unison on this issue as well.

A.I.S.E. – National Associations Committee (NAC)

- A.I.S.E. is the European umbrella organisation for the detergent and cleaning agents industry. The SKW is also a member here and serves as an interface for the A.I.S.E.'s activities in Switzerland.
- The Managing Director attended various NAC meetings and coordinated the topics discussed there at national level, particularly in microplastics, raw materials and environmental issues.
- An important part of our work is to keep the Swiss authorities informed about new developments in the A.I.S.E.'s sustainability projects. For more on this, see the "Sustainability" section.

International Associations Collaboration (IAC)

- The IAC brings together the world's leading industry associations and international corporations in the cosmetics industry.
- The objective is to share information and coordinate activities in the fields of legislation, law enforcement and communication on a global scale.
- The IAC affords an excellent opportunity for companies to establish global relationships and expand their international network. This is particularly beneficial to export companies within the SKW.
- The focus of various online meetings was worldwide cooperation and the exchange of experiences on global media issues, NGO campaigns and legislative activities, plus the Coronavirus crisis.

The German Cosmetic, Toiletry, Perfumery and Detergent Association (IKW)

- We are connected to our German partner foundation by language and through shared media, NGO activities and several shared members. The IKW, like the SKW, represents the interests of the cosmetics and the detergent and cleaning agents industries. Therefore, close collaboration is beneficial to all parties concerned, and it has worked very well for many years.
- In addition to joint activities, especially in communications, the SKW Managing Director participates in beauty and home care specialist committees and provides information about Swiss legislative and media issues. This allows the participating associations to coordinate their activities.

Industry Association for Hygiene and Surface Protection (IHO)

- The German Industry Association for Hygiene and Surface Protection for industrial and institutional use brings together manufacturers of cleaning agents, detergents and disinfectants for professional and industrial applications. Their products are extremely important to society, for example, in terms of consumer and health protection, food safety and ensuring hygiene standards in public spaces.
- The SKW works closely with the IHO to address the issues of its Professional Washing and Cleaning expert group.

Cos D-A-CH

- The annual meeting of the German-speaking cosmetics associations, which was also attended by the associations from Hungary and Romania, took place on 24 August 2023 in Zurich.
- Current specialist topics and regulatory issues, the work of Cosmetics Europe and communication coordination were discussed.



We have been able to rely on the SKW team's expert support for many years. Legislation and regulations become more complex and detailed year after year. Close communication, professional support and guidance in dealing with complex issues are essential, especially for us as a small company. On the 125th anniversary, we would like to thank the entire team for their objective, constructive feedback and always pleasant, problem-solving collaboration.

Annina Schubiger
Managing Director
Sorein Fabrik GmbH



The voice of the industry

For an association to successfully represent the interests of its members, it must be viewed positively by politicians, the media, and NGOs. This requires a diverse network, a high degree of representativeness and credible, transparent communication.

Communication

Media relations

Swift, coordinated action and clear wording are necessary for press releases, position statements and background discussions. In 2023, a variety of media outlets enquired about industry trends, market data, ingredients and legal and professional matters.

Here are the most pressing topics we have provided commentary on:

- SRF – Kassensturz: Cleaning agents that allegedly harm the environment
- K-Tipp on sun protection products for sensitive skin
- SRF – Puls: A report on anti-ageing products: Regulation of advertising and promises in the cosmetics industry
- Various other enquiries from local and regional media

SKW satisfaction and service analysis

We performed the satisfaction survey among SKW members in autumn 2023. The aim was to assess the quality of the SKW's services. The online survey was analysed based on the "Swiss Manufacturers/Contract Manufacturers" and "Importers/Distributors" stakeholder groups. The SKW Management Board was pleased with the extremely positive results.

Online publications

The SKW has several online publications aimed primarily at consumers on various cosmetic, detergent, and cleaning products industry products.



Our associations' regular consultations have proven essential to understanding the market dynamics and proactively responding to changes, particularly at the political level. The importance of the interaction between manufacturers and specialist retailers cannot be overstated. It serves as the foundation on which we work together to drive innovation and continually improve the quality of our products and services.

Andrea Ullius

Head of Policy and Industry Chair of the Management Board

Swiss Association of Druggists (SDV)



Comprehensive package

As a nationally and internationally well-connected industry association with an extensive pool of knowledge, we can offer member companies a full package of services that makes membership particularly attractive for both multinational corporations and Swiss manufacturers.

Services

Information

We send updates to our members' various expert divisions and working groups on professional and legislative developments at national and international level on a regular basis.

The main topics of the legal and technical communications were cosmetics and chemicals law, Swissness legislation, the Federal Law on Technical Barriers to Trade, ingredients, claims, warning labels and, in particular, the differences to EU law.

Internationally, the focus was on REACH (Registration, Evaluation, Authorisation of Chemicals), GHS (Globally Harmonized System of Classification and Labelling of Chemicals) and the resulting EU CLP Regulation (Regulation on Classification, Labelling and Packaging of Substances and Mixtures), DetNet and the EU Cosmetics Regulation.

The SKW keeps its members and stakeholders informed about current projects and campaigns by the two European umbrella organisations, A.I.S.E. and Cosmetics Europe, and their extensive activities in the area of sustainability (see the "Sustainability" section for more information on this).

Information for members and stakeholders

Responding to members' questions is an integral part of the Administrative Office's day-to-day work. We also receive a wide range of enquiries from consumers, businesses, students, authorities, NGOs and other associations.

- In the year under review, the information provided to members was primarily concerned with implementing legal provisions and ingredients under cosmetics and chemicals law in Switzerland and the EU.
- Additionally, the SKW frequently dealt with business and competition law matters.
- Swiss manufacturers have access to our comprehensive global network that can answer all their questions about registration, market access and regulatory requirements. Several questions were asked about the formalities and legislation of various export destinations.
- Many stakeholders, particularly educational institutions and consumer groups, contact the SKW with queries about the cosmetics and detergent industry and its products.

Information for international companies and organisations

Despite the SKW's and Federal Council's harmonisation efforts, Swiss law still differs significantly from EU law. Many international firms no longer have their own regulatory and technical offices in Switzerland.

The SKW excels in supporting its members with head offices abroad, as demonstrated by the numerous enquiries received from these companies and enquiries from the European umbrella organisations (A.I.S.E. and Cosmetics Europe, the IFRA, etc.).

Good Manufacturing Practice (GMP) and Free Sale Certificates

We issued 184 free sale certificates for exports to our members in the year under review. The majority of the certificates were issued for China, Morocco and Vietnam.

At the request of the SKW, the FSVO created a new "Attestation for Registration-Cosmetics" confirming that cosmetics are manufactured in accordance with the international standard for good manufacturing practice (GMP). According to Chinese cosmetics legislation, this confirmation only applies to general cosmetics, not "specific" cosmetics, and eliminates the need for animal testing.

A manufacturer wishing to obtain specific certification for cosmetics exports to China from the cantonal food legislation enforcement authorities should take the following steps:

- Contact the relevant cantonal enforcement authority.
- Submit the certification/recertification for good manufacturing practice (GMP) to the relevant cantonal enforcement authority along with the "Attestation" form.
- The relevant cantonal enforcement authority will review the submitted GMP certification/recertification. ISO 22716 certification by an accredited certification body fully satisfies these requirements.

After submitting the required documentation, the cantonal enforcement authority will determine whether an inspection is required to verify the facts or if previous inspection results can be used. A fee will be charged if a new inspection is needed.

Based on experience, the Chinese authorities accept this document.

Exports and trade fairs

We provide specialised export support to our 70 Swiss manufacturers. They can join the "Swissness and Export" expert group and access the global SKW network in the "Regulatory International" field.

The SKW has steadily grown its network through global partnerships with international associations and companies. This means that SKW members can access information about legislation and product registration and the events, advisory services and publications of the major trade associations, trade fairs and export organisations.

The SKW is in regular contact with its partner "Switzerland Global Enterprise, S-GE" to voice the concerns of its members to this highly important organisation for trade fairs.

ARGUSavenue

All SKW members have access to the ARGUSavenue media portal, allowing them to quickly find and analyse relevant media reports. This extremely useful tool is also used for reporting.

The SKW also sends out a weekly media review to its members by email for the cosmetics, detergents and cleaning agents sectors.

NielsenIQ – Special conditions for new SKW clients

The SKW has a long-standing collaboration with NielsenIQ and regularly receives market figures for its annual report and website (see the "Figures" section).

NielsenIQ provides a comprehensive range of market information derived from extensive sources and advanced management information tools for

- Measuring market success
- Analysing market and consumer trends
- Identifying strengths and weaknesses in sales and marketing
- Discovering growth opportunities and market niches



My experience of working with the SKW has been an interesting and enlightening one. At a political level, Kommunikationsplan was able to contribute to a more objective discussion about furanocoumarins.

Dr Urs Rellstab

Partner
Kommunikationsplan AG



Our responsibilities

The cosmetics, detergents, and cleaning agents industry recognises its responsibility and is committed to taking sustainable action.

SKW members are rising to the challenge and devoting extensive knowledge and resources to meeting the ever-increasing demands. Member companies are primarily responsible for planning, implementing and communicating their sustainability efforts.

The SKW's main responsibility is to facilitate the exchange of information and knowledge between the industry and the relevant stakeholders, in particular...

Sustainability

...at national level:

- Informing members about relevant sustainability issues in Swiss and European legislation, specialist publications and stakeholder activities
- Inter-association sustainability experience sharing (best practice) in the SKW "Packaging and Environment" expert team
- Information and experience sharing between industry and stakeholders (authorities, NGOs). Participation in stakeholder organisation project groups, participation in events
- Point of contact for politics and administration, position statements on CSR projects and draft laws in the fields of human rights and the environment
- Participation in "Go for Impact," a collaboration between Swiss business associations, the Federal Government, and environmental organisations to promote sustainable supply chains and the exchange of information on relevant topics: <https://www.go-for-impact.ch/>
- Supporting the SKW member company partnership with [Swiss Recycle](#), "Drehscheibe Kreislaufwirtschaft" (Circular Economy Hub) and "Sammlung 25"

...at international level

(Text in English, as all referred information is in English)

- The SKW informs the relevant stakeholders and partner associations about sustainability issues and activities in Swiss legislation, publications and stakeholder activities
- We help with co-designing and implementing the activities and projects of the European umbrella and partner associations in the field of sustainability, informing the Swiss Authorities and supporting members in their implementation at national level, for example, the projects of:

1. Cosmetics Europe

Cosmetics Europe's mission is to support the development of an innovative, sustainable, competitive and respected cosmetics industry in Europe, which best serves consumers.

- **Driving Sustainable Development** – All consumer products create environmental impacts throughout their life cycles. Recognising the need to design products and processes that minimise their environmental footprint, companies in the cosmetics industry have implemented a broad range of strategies that contribute to improving the sector's sustainability.
- **Commit for Our Planet Initiative** – How to reduce the cosmetics sector's environmental footprint in Europe and across the value chain through joint effort and action. Every company can chart its own sustainability path.
- **Environmental Sustainability Report** – Cosmetics Europe's mission is to support the development of an innovative, sustainable, competitive and respected cosmetics industry in Europe, which best serves consumers.
- **Green in Action** – Case studies on environmental sustainability in the cosmetics industry. The European Green Deal is one of the most important strategic initiatives ever undertaken in the European Union. The goal is to entirely stop adding to the earth's stock of greenhouse gases by 2050.
- **All About Plastic Microbeads** – Data gathered by Cosmetics Europe in 2018 shows that 97.6% of plastic microbeads used for exfoliating and cleansing purposes in wash-off cosmetic and personal care products were phased out between 2012 and 2017.
- **Environmental Footprint Category Rules for Shampoos** – The European Commission conducted a series of pilots on the Product Environmental Footprint (PEF) of organisations and products to guide future policy proposals. In parallel, Cosmetics Europe studies the PEF of Shampoo.
- **Guidance Document for the Cosmetics Industry on the "EU ABS Regulation"** – The cosmetics industry fully supports the objectives of the Convention on Biological Diversity (the Convention) and of the Nagoya Protocol, the international instrument adopted on 29 October 2010 by the Parties to the Convention. It also welcomes the EU ABS Regulation, which establishes rules governing compliance with access and benefit-sharing for genetic resources and traditional knowledge associated with genetic resources, in accordance with the Nagoya Protocol.

2. The International Association for Soaps, Detergents and Maintenance Products (A.I.S.E.)

A.I.S.E. is actively contributing to relevant sustainability dossiers under the Green Deal

- **Driving Sustainable Development** – A.I.S.E. has developed documents for members including “Good Sustainability Practice for the Cosmetics Industry”, which provides practical advice on developing an effective sustainability strategy and “Ten Steps to Sustainability: all you need to know and do for a successful start”, which assists companies (particularly SMEs) that are commencing their sustainability efforts.
- **Circular Economy** – In 2015, the European Commission adopted its Action Plan for the Circular Economy, including measures to stimulate Europe’s transition towards a circular economy, foster sustainable economic growth and generate new jobs. In 2018, the Commission adopted other initiatives in this context, including the EU Strategy for Plastics in the Circular Economy. As a driver in sustainable development, A.I.S.E. has several initiatives that contribute directly to the objectives of this circular economy strategy.
 - Guiding Principles on Sustainable Plastic Packaging Design
 - Voluntary Industry Plastic Packaging Initiative
- **Guiding Principles on Sustainable Sourcing of Bio-Based Materials** – A.I.S.E. has developed these principles to support all the companies operating in the European detergents, cleaning and maintenance products industry sector and using – or intending to use – bio-based materials in final products and/or packaging material. It builds on the learnings from the A.I.S.E. Charter for Sustainable Cleaning in the domain of bio-based materials and on the most recent developments triggered by the objective to strive towards a Circular Economy contributing also to the global Sustainable Development Goals (SDGs).
- **CSR Guidance** – The A.I.S.E. Social Responsibility Guidance includes detailed recommendations, resources and a self-evaluation tool to support all industry players, especially small and medium-sized enterprises, in managing and implementing a social responsibility programme as part of their overall sustainable development goal.

- **Engaging with consumers** – One of A.I.S.E.’s key priorities is to steer the sustainable development agenda and reduce the environmental footprint linked to the production and consumption of detergents and maintenance products. To achieve this goal, A.I.S.E. runs a broad range of activities such as voluntary Product Stewardship Programmes, but also, the comprehensive A.I.S.E. Charter for Sustainable Cleaning which is implemented by nearly 250 companies in Europe.
- **cleanright.eu** – Portal of the Cleaning industry for Consumers.
- **Sustainable Cleaning** – Cleaning and hygiene products and services are essential to society and our commitment is to deliver impactful projects in a responsible way, promoting sustainable production, design and consumption. By working together to tackle water quality through chemical safety, reducing our environmental footprint and embracing the circular economy, we steer best practices and aim to be a role model industry. See the [Activity and Sustainability Reports](#).
- **Consumer Habits Survey 2020** – Consumer Habits Research
- **I Prefer 30°** – Low Temperature Washing Campaign
- **PEF Guidance to Industry** – Product Environmental Footprint (PEF):

3. International Fragrance Association (IFRA)

IFRA and its members engage in a series of projects relating to sustainability. The IFRA Sustainability Charter is a collective, voluntary and inclusive effort to raise the bar for sustainability in the flavour and fragrance sectors.

- **IFRA-IOFI Sustainability Charter** – The Charter builds on the Fragrance and Flavour industries’ proud heritage and on the long-standing commitment to sustainable development across its many dimensions that has been shown by many individual companies. The Charter complements company sustainability programmes, helping our industries as a whole to make advances on sustainability by sharing best practice and benchmarking progress.

To help you understand more about the IFRA-IOFI Sustainability Charter, download the documents on [Sustainability Reports](#).



We maintain a close exchange with the SKW on topics related to the circular economy and recycling, support each other with our expertise and try to realise synergies that benefit both parties. This also enabled us to use the premises to establish RecyPac in 2023 in synergy with each other.

Rahel Ostgen

Circular Economy Head
Swiss Recycle

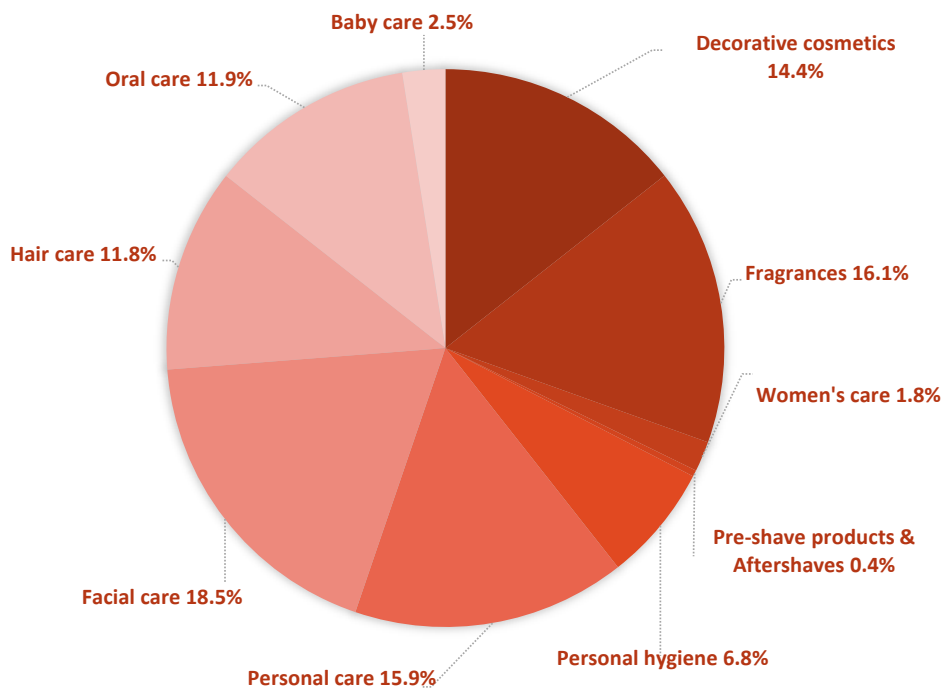
Cosmetics market

The figures below are the product of a collaboration with NielsenIQ and represent the entire Swiss cosmetics market.

The figures are extrapolated using NielsenIQ Retail and Prestige Panel scanning data. There may be some discrepancies in the total due to the rounding of the product category figures.

Sales in CHF million	2021	2022	2023
(Consumer prices)	CHF	CHF	CHF
Decorative cosmetics	267.4	286.7	291.4
Fragrances	351.1	320.3	326.0
Women's care	36.0	36.8	35.7
Pre-shave products & Aftershaves	7.9	7.6	7.4
Personal hygiene	142.6	135.7	137.3
Personal care	301.6	307.1	321.2
Facial care	381.2	364.5	375.7
Hair care	227.3	228.7	239.7
Oral care	230.8	240.7	241.5
Baby care	47.6	50.0	50.1
Total	1,993.5	1,978.2	2,026.1

Market shares



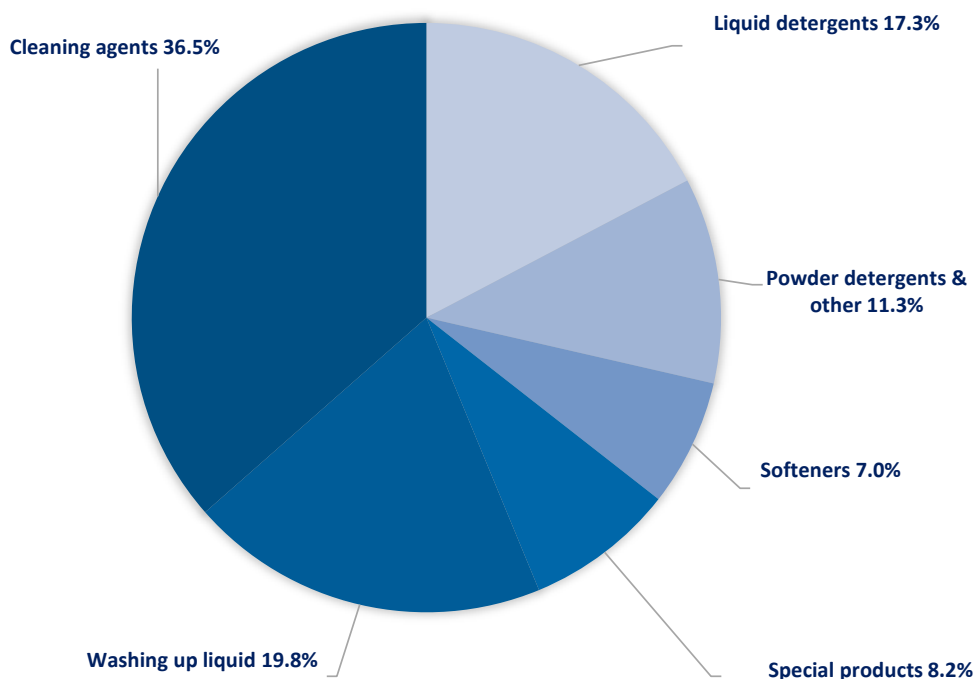
Detergents and cleaning agents

The figures below are the product of a collaboration with NielsenIQ and represent the entire Swiss detergent and cleaning agents market.

The figures are extrapolated using NielsenIQ Retail Panel scanning data. There may be some discrepancies in the total due to the rounding of the product category figures.

Sales in CHF mn	2020	2021	2022	2023
(Consumer prices)	CHF	CHF	CHF	CHF
Liquid detergents	134.4	127.9	119.4	123.3
Powder detergents & other	75.6	72.6	74.1	80.5
Softeners	46.0	46.7	45.6	49.7
Special products	64.4	63.2	60.0	58.5
Washing up liquid	160.9	155.7	139.6	140.8
Cleaning agents	294.6	279.0	257.7	260.1
Total	775.9	745.1	696.4	712.9

Market shares



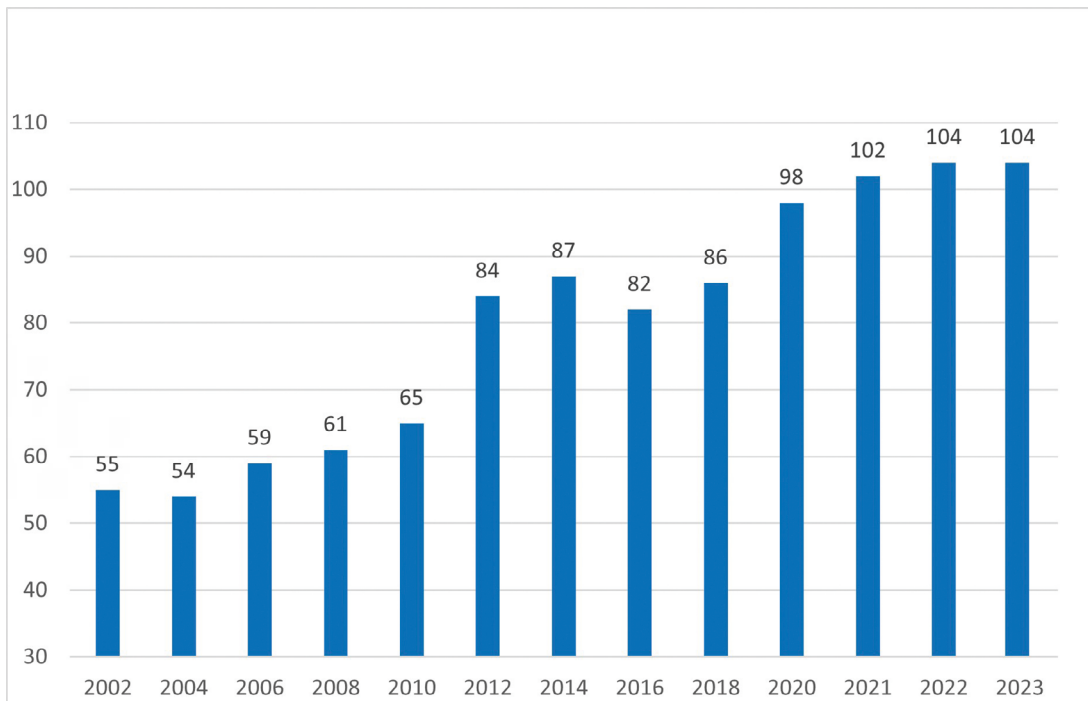
Personnel

Former SKW Managing Director Dr Kurt Gehri passed away on 15 September. He served as Managing Director of the USS/SWI detergent association from 1971 to 2002, Executive Chairman of the VSKI cosmetics association from 1981 to 2002 and Executive Chairman of LICOPHA from 1981 to 2007.

Membership trends

The SKW had 97 members on 31 December 2023 (compared with 55 on 1 January 2002). Union membership is 90 per cent.

This high level of representativeness is a critical justification for politicians, authorities, stakeholders and the media to take the association's activities seriously.



List of members

as of 31 December 2023

Abhati Suisse Ltd, Appenzell
Alcina AG, Muttenz
ananné AG, Erlenbach ZH
ASM Aerosol-Service Ltd, Möhlin
Bayer (Schweiz) AG, Zurich
Beiersdorf AG, Basel
Bergerat SA, Pfäffikon SZ
Blidor AG, Baar
Blue Box Distribution AG, Kriens
Bolton Swiss SA, Lugano Massagno
BTC Laboratory Ltd, Le Mont-sur-Lausanne
BULGARI GLOBAL OPERATIONS SA, Neuchâtel
Chanel Ltd Liab. Co, Geneva
Chemical Works Schärer and Schläpfer Ltd, Rothrist
Cocooning Nature SA, Bavois
Cosmetics Ltd Worben, Worben
Cosmotec SA, Vouvry
Coty Beauty Swiss SARL, Hünenberg
CRB S.A., Puidoux
CVL COSMETICS S.A., Morges
delta pronatura Schweiz AG, Muttenz
Dicopar SA, Münchenstein
Diversey, Münchwilen
Dobi-Inter AG, Suhr
Ecolab (Schweiz) GmbH, Reinach
Epigeneva Ltd., Kilchberg ZH
Estée Lauder GmbH, Zurich
Farfalla Essentials AG, Uster
FCC - Fragrances, Cosmetics & Consulting SA, Aigle
Filabé of Switzerland AG, Schaffhausen
Frike Cosmetic AG, Ebnat-Kappel
GABA Schweiz AG, Therwil
Galderma Ltd, Zug
Gerda Spillmann AG, Ittigen
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Henkel & Cie. AG, Pratteln
INSTYTUTUM AG, Zug
Intercosmetica Neuchâtel SA, Neuchâtel
JUST International AG, Walzenhausen
Jüstrich Cosmetics AG, Berneck
Juvena Marlies Möller AG, St. Margrethen
Kanebo Cosmetics (Europe) Ltd, Zurich
Kao Switzerland Ltd., Baar
Kärcher AG, Dällikon
Kenvue Switzerland, Zug
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La Colline Cellular Research Laboratories S.A., Sion
La Prairie Group Ltd, Volketswil
Laboratoires Biologiques ARVAL SA, Conthey
Lalique Beauty SA, Zurich
Lifeforce GmbH, Küssnacht am Rigi
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Mavex SA, Lamone
Melisana AG, Zurich
Mizensir SA, Meinier
MUSK Collection Switzerland, Wollerau
Natur i de Hand AG, Niederlenz
Naturalps Sàrl, Montreux
Nazan Schnapp Ltd. Liab. Co, Volketswil
PFCH Luxe Ltd, Meyrin
Phytomed AG, Hasle/Burgdorf
Pierre Fabre (Suisse) S.A., Allschwil
PM Care Systems AG, Zurich
PP Prestige Products Inc., Montreux
Pramol-Chemie AG, Bazenheid
Procter & Gamble International Operations Ltd, Petit-Lancy
Proderma Ltd, Schötz
Rausch AG Kreuzlingen, Kreuzlingen
RB Hygiene Home Switzerland AG, Wallisellen
Reckitt Benckiser (Switzerland) AG, Wallisellen
Schwabe Pharma AG, Küssnacht am Rigi
Schwarzkopf Professional Schweiz, Pratteln
SKIN689 (Switzerland) AG, Zurich
Soeder AG, Schwerzenbach
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Sorein-Fabrik GmbH, Pfäffikon
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Swifiss AG, Urnäsch
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Tanner SA, Cham
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TS Luxury Cosmetics GmbH, Bern
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Communication

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Federal Office of Public Health (FOPH)
eawag – aquatic research
Swiss Trade
HautZentrum Zurich
kf Consumers' Forum
Swiss Professional Association of
Housekeeping (OdA Hauswirtschaft Schweiz)
Swiss Professional Association for Cosmetics
(SFK)
Zurich University of Applied Sciences (ZHAW)

Inspection body

BDO Ltd., Zurich

* form the Executive Committee

Representations

International Association for Soaps,
Detergents and Maintenance Products
(A.I.S.E.)

National Associations Committee
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Cosmetics Europe, The Personal Care
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GINETEX Switzerland
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Detergents Specialist Committee
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Cleaning and Care Products Specialist
Committee
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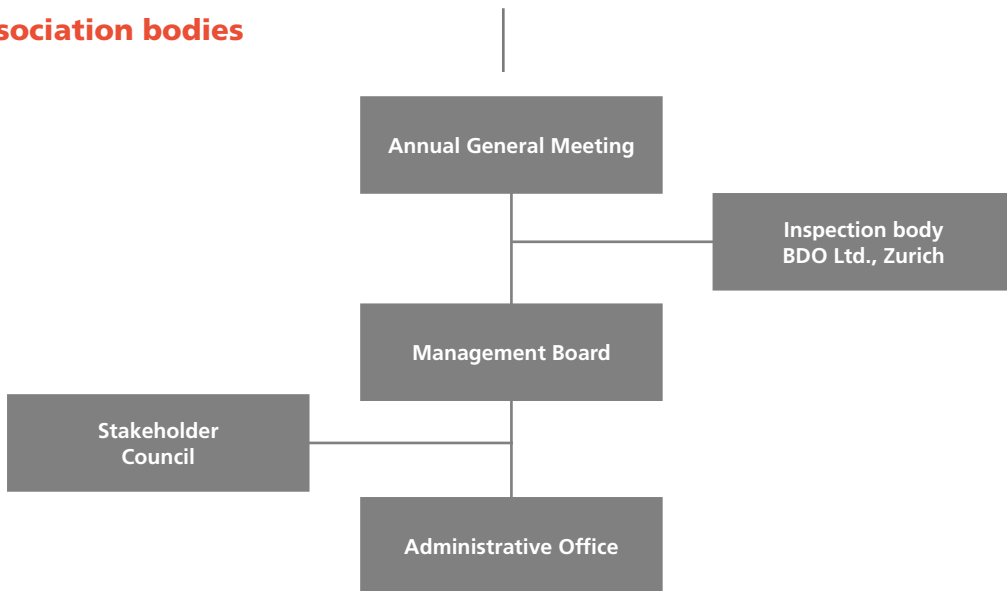
International Associations Collaboration
Committee (IAC)
Member
Dr jur. Bernard Cloëtta

Swiss Medtech/Disinfectants Expert Group
Member/Guest
Dr jur. Bernard Cloëtta

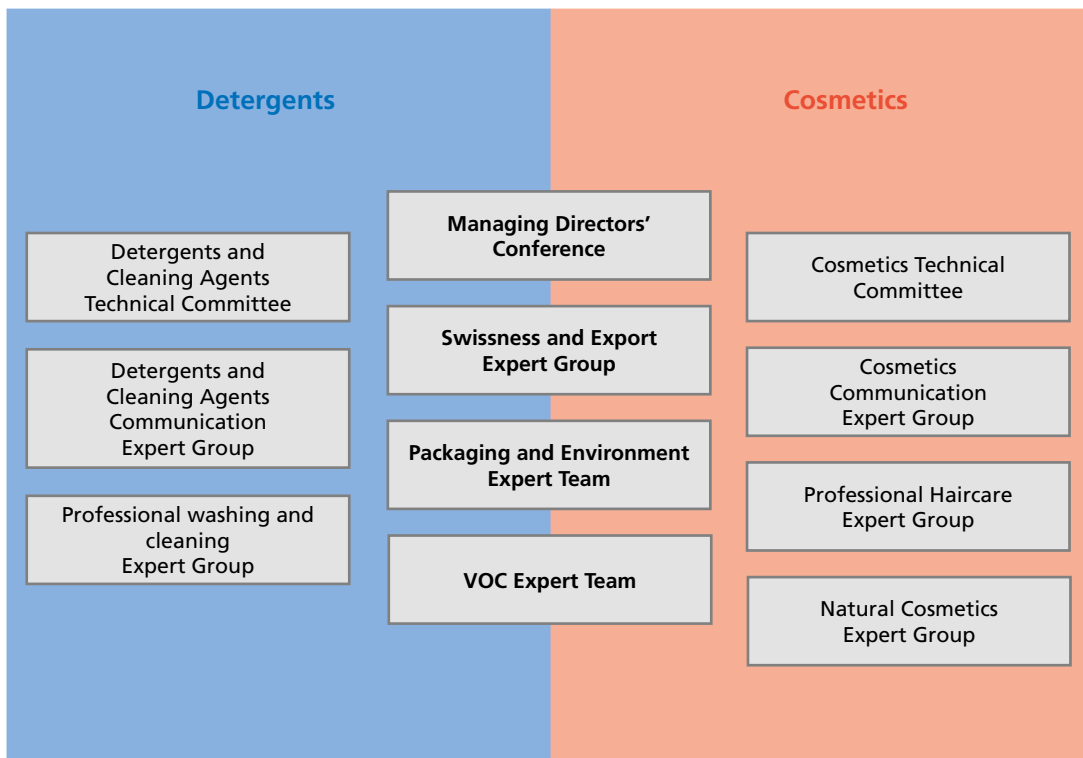
Go for Impact
is a collaboration between business, science,
community and the government. The SKW is
a member of this association.
<https://www.go-for-impact.ch/>
Member of the Programme Committee
Dr Bernard Cloëtta

Swissness Enforcement
is a joint private and public sector initiative
to combat the misuse of Swiss indications of
origin abroad.
The SKW is a member.
<https://enforcement.swiss/en/>
Board Member
Thomas Früh, SKW President

Association bodies



Expert groups



The Swiss Cosmetic and Detergent Association SKW

The SKW is the only national association representing the cosmetics, detergents and cleaning agents industry.

Vision

Personal care products such as detergents and cleaning agents significantly contribute to personal and community well-being, hygiene and cleanliness.

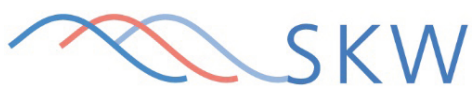
Mission

Our main mission is to support and represent the interests of our members so these innovative companies can best meet consumer requirements while also addressing environmental concerns.

1. We support our members in legal and professional matters and represent their interests to all relevant stakeholders nationally and internationally.
2. We serve as a knowledge exchange platform, informing members about current issues, monitoring media activity and providing statistics and information to members, the media and consumers.

SKW Value Proposition

1. Access to the SKW's national and international network, which represents the industry's interests to all stakeholders.
2. Knowledge and experience sharing within your expert group in an environment protected by competition law.
3. Timely and clearly presented information on all relevant regulatory and professional innovations.
4. Our expert information and appealing services mean you can delegate your internal clarifications to us.



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