

**Question for written answer P-004434/2016  
to the Commission**  
Rule 130  
**Ashley Fox (ECR)**

Subject:     Cosmetics

I have been contacted by a constituent who is concerned about the interpretation of point 5(1) of the Annex to Regulation (EU) No 655/2013 (the Cosmetics Regulation).

With regard to the subject of 'competitive denigration' contained in point 5(1), this has been increasingly linked within industry circles to negative advertising. Consumer preferences have led to a rising demand for prominent marks indicating that products are free from certain ingredients.

1. Under point 5(1), the regulation states that 'claims for cosmetic products shall be objective and shall not denigrate the competitors, nor shall they denigrate ingredients legally used'. Could the Commission please clarify whether negative advertising is classified as denigration of competitors or ingredients?
2. Is the Commission reviewing, or does it have plans to review, negative advertising in relation to cosmetics?