



## ADHESION TO THE COSMETIC RULES TO SAFEGUARD THE SAFETY OF THE PERSON WHO USE THE PRODUCT.

The safety and the wellness of the people who use our products are of basic importance for the Cosmetic Group IDEA.

The company is adequate to the European norms regarding the production and the distribution of the products on the market.

The cosmetic products for Hotels offer the same service of any other cosmetic product.

Incorporating all the global directives, we assure that all the cosmetic products that are been put on the market by Idea are adequate to the requested qualitative standards.

Cosmetic group Idea is always in contact with COLIPA (European Association of cosmetic Industry) that permits it to be always updated about the new cosmetic norms.

Our products are complying to the specific rules of the following countries:

- SASO CONVENTION (Saudi Arabian Standard Organization)
- REACH (certifications received from our suppliers attesting the recording or prerecording of raw material used in the productive cycle)
- INCI (International nomenclature)
- CTFA (for the American market)
- ICEA (Institute for the ethical and environmental certification)
- ECOBIO COSMETIC (certified bio cosmetics formulations)
- COSMOS NATURAL (community organism of organic products)

IDEA is legally responsible of all own brand cosmetic products, distributed on the market.

To assure the conformità to the cosmetic norms, for each cosmetic line, it has created a technical and legal file.

IDEA is adequate to the EUROPEAN DIRECTIVE 93/35 CEE emitted after the change and the update of the law 76/768 CEE and operates in respect to the rules about cosmetics 1223/2009 CEE.

Our cosmetic products have indicated the quality and the traceability of each ingredient, the expiring date, the production date, and the directions for use for each products.

All the products realized by Idea have an “identity card”.

Each packaging shows the following indications:

- Product's name
- Name of the company that puts the product on the market
- Origin
- Expiring date
- PAO (period after opening)
- Weight and volume

- Batch number (that permits the maximum traceability)
- The symbol that certifies the weight's checking
- The recycling symbol (mobius loop)
- The ingredients list

#### WE OFFER ECOLOGICAL FORMULATIONS:

- Without parabens
- Without silicon
- Without gmo
- Without formaldehyde
- Without ingredients deriving from animals
- They're not tested on the animals
- They're biodegradable over 90 %
- They're dermatologically tested
- Our products aren't subjected to ionizing treatments

#### WE OFFER NATURAL FORMULATIONS:

They've the same features of our standard formulations but in addition:

- They've a natural enrichment at 99,8 %
- A fragrance at 100 % natural – without allergens
- Without coloring agents

#### WE OFFER ORGANIC AND NATURAL FORMULATIONS, CERTIFIED ICEA AND COSMOS (COMMUNITY CERTIFICATION in which is part ECOCERT):

- The packaging is biodegradable or recyclable
- The procedures to get the ingredients must be not polluting
- At least 95 % of the ingredients is of natural origin
- At least 10 % of the totally of ingredients comes from biological farming

#### WE SAFEGUARD THE ENERGY:

- We monitor the water use: it's filtered with refills with selective filter until 50 mycrom and by anti-bacterials devices (uv lamp)
- We use recyclable plastic packaging: idea has decided to not use pvc material for bottles, replacing it with recyclable materials like pet, petg, pehd and pp.
- We minimize the use of raw materials
- We use recyclable cardboard
- We follow a recycle political of the wastes
- We minimize the cost of the transport and the use of petrol