



## Statement about the INCI order of ingredients

(Calw, Germany, January 2016) The International Nomenclature of Cosmetic Ingredients (INCI) is an international guideline for correct specification of the ingredients in cosmetics. The ingredients are listed in descending order of weight. This applies to all ingredients that individually make up 1 % or more of the contents. Ingredients making up less than 1 % need not be listed in this order.

The order of the list may give the misleading impression that a specific ingredient is contained in a particularly high proportion, while another has only a very slight effect on the product. This is not the case!

Even a principal ingredient may not necessarily appear first in the INCI list, because some active substances are so efficient and well-concentrated that they already achieve the greatest possible effect in small doses. A higher amount would not have a positive impact on the formula, and could even have the opposite effect.

It is also not necessarily true that the ingredients named at the top of the list make up an extremely high proportion of the product. On the one hand, the increments are in grams; on the other, the sum of the plant-origin ingredients, for example, may make up a higher proportion of the product than an ingredient such as water named first in the list.

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