



JRC TECHNICAL REPORT

# Assessing alleged differences in the quality of household and personal care products sold in the Single Market – Results of an EU wide comparison

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## Contents

Contents.....	i
Abstract.....	1
Executive Summary.....	2
Acknowledgements.....	4
1 Introduction.....	5
1.1 Differences in composition of seemingly identical branded products (DC-SIP).....	5
1.2 European Commission's response.....	5
1.3 DC-SIP in the household and personal care sector.....	6
2 Scope and objectives of the study.....	8
3 Methodological approach for assessing quality related characteristics of household and personal care products offered in the Single Market.....	9
3.1 Stakeholder engagement.....	9
3.2 Product selection and prioritisation.....	9
3.3 Collection of product content data.....	10
3.4 Comparative assessment of product content data.....	11
4 Differences in the composition and front-of-pack appearance of household and personal care products sold in the Single Market.....	13
4.1 Participation of Member States and panel of assessed products.....	13
4.2 Comparative product assessment.....	16
4.3 Regional product differentiation.....	19
5 Recommendations for updating the harmonised testing methodology to assess differences in composition and appearance of household and personal care products.....	21
6 Evaluation of existing ICT solutions for the creation of a permanent mechanism for recurrently surveying specific sectors of the Single Market to assess potential DC-SIP cases.....	23
6.1 Online shops.....	23
6.1 Commercial ICT tools.....	25
6.1.1 Product content providers.....	25
6.1.2 Web scraping.....	26
6.1.3 Market intelligence.....	26
6.1.4 Crowdsourcing.....	26
6.1.5 ICT support for assessing potential DC-SIP cases.....	27
6.1.6 ICT for market surveillance to flag potential DC-SIP cases.....	27
7 Conclusions.....	30
8 References.....	32
List of abbreviations and definitions.....	34
List of boxes.....	35
List of figures.....	36
List of tables.....	37
Annexes.....	38

Annex 1. Institutions and representative bodies attending the kick-off meeting on 8 July 2021 (by video conference).....	38
Annex 2. EU Member States' institutions participating in the data collection campaign (in several Member States the JRC collected the data).....	40
Annex 3. Household care products.....	41
Annex 4. Personal care products.....	249

## **Abstract**

The Joint Research Centre (JRC) collaborated with EU Member States' competent authorities to investigate the extent of compositional differentiation of seemingly identical household and personal care products sold in the Single Market. Front-of-pack images and ingredient data of 58 branded household and 79 personal care products were collected from 20 EU Member States following a harmonised methodology. The products were grouped into classes with 'identical' or 'different' ingredients and 'identical', 'similar' or 'different' front-of-pack appearances. The results indicated that 8 % of products had an identical front-of-pack but differed in declared ingredients, while 25 % of products with differences in the listed ingredients showed also certain variations in their front-of-pack appearance. Brand owners cited reasons such as reformulation and asynchronous product launches for variations in composition and front-of-pack. No clear trend of product differentiation was observed across geographical regions of participating Member States. It is important to note that the survey results do not reflect the situation for the entire range of products offered in the Single Market, and the compositional differences found in the survey do not necessarily constitute a difference in product quality. The generic framework for selecting, sampling, and testing food products can be adapted for household and personal care products, and information technology can provide tools to support the collection and analysis of product content data. The report also concludes that it is possible for Member States, industry representatives and NGOs to monitor composition differences across the Single Market by using ICT solutions. In case that such an observatory is indeed created, its purpose, remit, and governance structure must be defined, including a funding mechanism.

## Executive Summary

Following comparative testing in the area of food, the question arose whether issues related to 'Dual Quality' (differences in composition of seemingly identical products) might occur with respect to household and personal care products (European Parliament resolution of 13 September 2018 on dual quality of products in the single market (2018/2008(INI)). To ascertain the dimension of the problem, the European Parliament proposed the Preparatory Action 33 04 77 07 ("Assessing alleged differences in the quality of products sold in the Single Market"), which was implemented by the JRC in collaboration with the Directorate-General for Justice and Consumers (DG JUST). Next to the market survey to assess alleged differences in the quality of household and personal care products, the JRC undertook a feasibility study for creating an observatory for monitoring quality related characteristics of products sold in the Single Market.

The JRC invited the competent authorities of all EU Member States to suggest branded household and personal care products for inclusion in the sampling campaign and 15 of them were interested to participate in the survey. On the basis of the Member States selection and prioritisation of products, the JRC subsequently invited the competent authorities and/or consumer organisations of the 15 EU Member States (Austria, Belgium, Cyprus, Estonia, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Malta, Poland, Romania, Slovakia, and Spain) to collect and submit images and ingredient lists of the selected products. The JRC collected product data in further 5 Member States, namely Croatia, France, Germany, The Netherlands, and Slovenia. The data gathering took place in the period March-June 2022 in 20 Member States. In total, 1500 data sets (640 for household and 860 for personal care products) for 58 branded household and 79 personal care products, formed the basis of the comparative evaluation.

The comparative assessment used the ingredient lists printed on the products and their front-of-pack appearance (artwork including product names, colours, graphics, etc.) to group them into classes having 'identical' or 'different' ingredients, and 'identical', 'similar' or 'different' front-of-pack (established by visual observation using a panel of assessors).

Eleven of the 137 branded products (8 %) had an identical front-of-pack (FOP) while at least one of the national variants of the branded product differed in the declared ingredients. The front-of-pack of 34 products (25 %), which differed in their declared ingredients, indicated to a certain extent through text, images, colours, layout, etc., that in at least one Member State the variant of the branded product differed in the declared ingredients from the variants offered in other Member States. Thirty-two products (23 %) with different ingredient lists had also a different FOP, thus indicating the difference in composition of the products. Sixty products (44 %) had identical ingredient lists on the package of all national variants of the branded product; 46 (34 %) of them had identical FOP appearance, 12 (9 %) a similar FOP and 2 (1%) a different FOP.

Brand owners had the opportunity to provide feedback and explain reasons for variation in the composition and/or artwork on the FOP of their products. Reformulation and product innovation, asynchronous product launches in the Member States, differences in stock turnover for products with long shelf-life and stock rotation practices, and parallel imports were mentioned as the main reasons. This highlights the importance of consulting brand owners, as their product knowledge is an important element to be considered by the competent authorities when carrying out their case-by-case assessment to investigate a potential breach of the relevant rule under the Unfair Commercial Practices Directive (UCPD).

No clear trend of product differentiation related to certain geographical regions of the participating Member States was observed.

The results described in this report relate to the situation found in the markets of the participating Member States during the period the survey was carried out (March to June 2022). As the household and personal care market is very dynamic, the reported results may not entirely reflect the current situation.

Whether or not any of the identified cases of identical marketing of goods with different composition would constitute a misleading practice, thus violating EU law, goes beyond the purpose of this study. This can only be established by the relevant competent authorities by assessing the marketing practice on a case-by-case basis, including the legitimacy and the objectivity of any justification provided by the brand owner.

It is important to note that the survey results, which were obtained by comparing the selected household and personal care products available in various Member States, do not reflect the situation for the entire range of those products offered in the Single Market. In addition, compositional differences of the products found in the survey must not be interpreted to constitute a difference in product quality, since product quality depends

on a variety of factors (composition, convenience of use, etc.) and is to a certain extent subjective (preference).

The generic framework for selecting, sampling and testing of products including data interpretation and reporting developed for food products<sup>1</sup> is, with small adaptations, suitable for the assessment of household and personal care products. In particular, performance testing (e.g., of laundry detergents) may be included, if deemed necessary by the competent authority organising the testing exercise.

As regards the feasibility of creating a permanent monitoring tool for spotting differences in composition of seemingly identical branded products, information technology (ICT) can certainly provide a range of tools and techniques to support the collection of information from websites for comparing product content. By using these tools, the process of collecting and analysing product content data can be automated to save time and effort. However, currently no ready-to-use software exists. Commercially available platforms were designed to serve other purposes such as tracking pricing strategies of competitors or new product launches, but their data pool could be leveraged for comparative product assessments. Where Member States, industry representatives, or NGOs, such as consumer organisations, consider it desirable to use such ICT solutions to monitor differences in the composition of seemingly identical products on a more permanent basis, the necessary software for capturing, extracting and analysing the data has to be created or at least adapted for these purposes. The first step for any entity wishing to establish such (permanent) monitoring structure will be to define its purpose and remit, and agree on the organisational and governance structure, including a funding mechanism.

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<sup>1</sup> Framework for selecting and testing of food products to assess quality related characteristics: EU harmonised testing methodology ([https://joint-research-centre.ec.europa.eu/jrc-news/dual-quality-foods-2018-04-25\\_en](https://joint-research-centre.ec.europa.eu/jrc-news/dual-quality-foods-2018-04-25_en), accessed on 20/12/2022)

## **Acknowledgements**

The support of the competent authorities and consumer association of the EU Member States, as well as of industry representatives contributing to this project is kindly acknowledged.

Colleagues from JRC.F.4 contributed to the visual comparison of the front-of-pack of the products. Special thanks to Tatyana Dimitrova, who organised the product content data in electronic format, and to Olivier De Rudder and Sergej Papoci for shop visits and collecting product content information.

Icons used in this report were downloaded from <https://www.flaticon.com/>.



# 1 Introduction

## 1.1 Differences in composition of seemingly identical branded products (DC-SIP)

Differences in composition of seemingly identical branded products (DC-SIP), also commonly referred to as 'Dual Quality', refers to the marketing of goods under the same brand and with the same or similar packaging across the EU, while these goods differ in composition and characteristics. The purpose of branding is essentially to build the product's image, to influence the apparent worth of the product, and to increase the brand's value to the customer (brand equity), fostering brand loyalty and influencing willingness-to-pay [1]. Consumers perceive brands as a promise of quality and credence [3]; they also assume that branded products have identical characteristics and product claims in all Member States. Marketing across Member States of goods as being identical when, in reality, they have a significantly different composition or characteristics may mislead consumers and cause them to take a transactional decision that they would not have taken otherwise, thus amounting to an unfair commercial practice if not justified by legitimate and objective factors.

During 2016/2017, several EU Member States carried out comparative tests on branded food products placed on their own and neighbouring markets. They found that a significant number of the tested products differed in their characteristics (nature and amount of ingredients used, sensory properties, etc.), which made headlines in the media. In his 2017 State of the Union Address, President Juncker explicitly called for action to address the issue of 'Dual Quality' of food products.

## 1.2 European Commission's response

The EU has developed a comprehensive legislative framework to protect consumer rights. Effective consumer protection is essential for an efficient and well-functioning market. Besides safety rules, this framework includes the protection of consumers' economic rights, including their protection against unfair commercial practices.

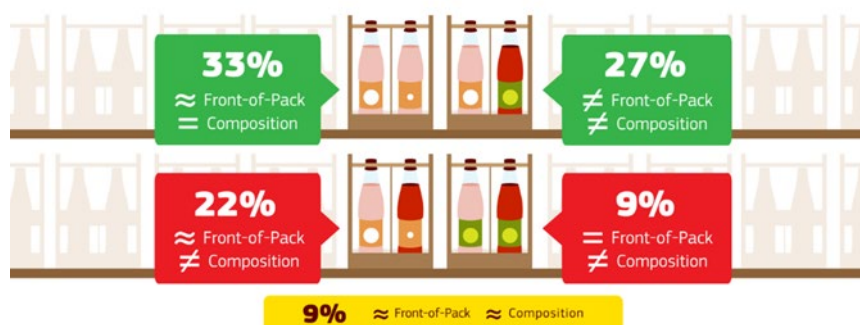
The European Union addressed the 'Dual Quality' problem by adopting new legislation. In November 2019, Parliament and Council adopted Directive 2019/2161 [4] on better enforcement and modernisation of Union consumer protection rules that has added a specific provision on 'Dual Quality' to the UCPD, which Member States had to transpose into national law by 28 November 2021 and apply from 28 May 2022. The amendment of Article 6(2) of Directive 2005/29/EC [5], makes it explicit that marketing of a good as being identical to the same good marketed in other Member States, while those goods have a significantly different composition or characteristics which are not justified by legitimate and objective factors, constitutes an unfair commercial practice when such marketing causes or is likely to cause the average consumer to take a transactional decision that they would not have taken otherwise (case-by-case assessment). Furthermore, in December 2021, the European Commission adopted a new Commission Notice on the application of the Unfair Commercial Practice Directive (UCPD) with a chapter dedicated to the issue of "Dual quality" marketing [6]. This guidance replaces and supersedes the 2017 Commission Notice regarding the application of the (original) UCPD to 'dual quality' of food [7].

In response to the 'Dual Quality' issue, the Commission's Joint Research Centre (JRC) was tasked to develop a common testing methodology to improve food product comparative tests, so that Member States can discuss this issue on an authoritative and comparable evidence base. A network of experts representing several Member States' competent authorities, Commission services, the food industry, retailers, and consumer organisations, contributed to formulating the methodology, which was released in April 2018 [8]. It lists a number of key recommendations for the selection of products, their sampling and testing (including sensorial aspects) and data interpretation. It also clarifies that manufacturers should be consulted at all stages of the comparison to provide feedback whether the products selected are comparable, etc. The methodology functions as a blueprint for future use that competent authorities should apply when assessing a 'Dual Quality' issue.

In 2018/19, the harmonised testing framework was applied in a pan-European testing campaign of food products showing that some products are identically or similarly branded while having a different composition [9]. Analysing nearly 1 400 food products obtained from 19 EU countries, the study, carried out by the JRC, showed that 9 % of the compared products differed in composition, although the front-of-pack (FOP) was identical but it did not show a consistent geographical pattern of differentiation. A further 22 % of products with a different composition had a similar FOP (**Figure 1**).

Using the same methodology and the same set of branded foods, the survey was repeated in 2021 to provide updated figures on the occurrence of DC-SIP in the Single Market and to compare them with the results of the previous testing campaign [10].

**Figure 1.** Results of the 2018/19 EU wide survey comparing front-of-pack appearance and composition of 128 branded food products.



The JRC complemented those surveys by studying the effect of different product composition on sensory properties of the concerned foods [11], the economic determinants for differentiating food products offered under the same brand in the Single Market [12], behavioural experiments to understand the effect of DC-SIP on consumer purchase choices for a selected number of branded products and Member States [13], and the empirical testing of consumers' perceptions of differences in package and product versions of seemingly identical branded food products [14]. The latter study is important as it addressed the crucial question to what extent consumers can discriminate seemingly identical products based on artwork differences on the FOP of branded products. According to the study, at least two artwork elements have to be different to make consumers aware that the FOP is different but it takes more to communicate that the product versions inside the pack are different.

In addition, the Commission has initiated several actions aiming at strengthening testing capabilities for national consumer protection authorities and consumer organisations (e.g. <https://www.fightdualfood.eu/>).

As some Member States have pointed to household and personal care products as another commercial sector where 'Dual Quality' issues may occur, the European Parliament resolution of 13 September 2018 on dual quality of products in the single market [15] requested the Commission to extend the mandate given to the JRC to work on an EU wide harmonised methodology for comparing the characteristics of non-food products such as cosmetics, hygiene products and cleaning products.

To support the initiative, the European Parliament proposed the Preparatory Action 33 04 77 07 ('Assessing alleged differences in the quality of products sold on the Single Market'), which was executed by JRC together with the DG JUST

### 1.3 DC-SIP in the household and personal care sector

The market value of the European household care, professional cleaning and hygiene sector was €40 billion in 2021 [16] and the cosmetics and personal care sector was valued at €80 billion at retail sales price in 2021 [17]. Both sectors are substantial contributors to the European economy in terms of gross value added, employment and Research & Development expenditure.

The household and personal care sector is a mature market where brands of a few multi-national companies are available in most of the EU Member States; small and medium enterprises mostly supply national or regional markets. Most of the global players have created complex brand architectures, breaking down parent brands into sub-brands in an attempt to create a market niche and respond to specific consumer demands, while at the same time preserving brand identity. This trend can indeed benefit consumers as they have greater variety to choose from but in case of DC-SIP, it complicates the comparative assessment of a specific branded product across different markets.

So far, most surveys investigating the occurrence of DC-SIP focussed on packaged food and beverages. Only sporadically other household items, mainly detergents, were part of comparative assessments in Croatia and

the Czech Republic. The Czech consumer organisation dTest did not find differences between the stain removal efficiency of four branded laundry detergents purchased in Germany and in the Czech Republic [18].

The NordQual project [19], financed by the EU Rights, Equality and Citizenship Programme and carried out by consumer organisations in Denmark, Finland and Sweden, evaluated 166 household cleaning products (toilet cleaners, hand dishwashing detergents and colour laundry detergents) and found differences related to cleaning performance, impact on health and environment, greenwashing and misleading claims. However, the results showed little or no evidence of dual quality between identical-looking products in the tests of products sold in the major supermarket chains in Denmark, Finland, and Sweden.

The placing of household care products (detergents) on the Single Market is regulated by Regulation (EC) No 648/2004 of the European Parliament and of the Council of 31 March 2004 on detergents [20] and of personal care products (cosmetics) by Regulation (EC) No 1223/2009 of the European Parliament and of the Council of 30 November 2009 on cosmetic products [21]. Both acts contain labelling requirements, which primarily serve as a means of protecting human health by informing consumers about the ingredients present in the products, in particular those with an allergenic potential. In the context of a potential 'Dual Quality' case, ingredient lists are an important information source for comparing the composition of a branded product across different Member States.

## 2 Scope and objectives of the study

The objectives of the study were to

- adapt the harmonised JRC methodology for assessing quality related characteristics of detergents, cleaning products and cosmetics in order to facilitate the work of the national authorities in carrying out their case-by-case assessment under the new rules of the Unfair Commercial Practices Directive in this area. The adapted and validated methodology should also allow competent authorities of the Member States and other stakeholders to carry out testing campaigns on 'Dual Quality' practices in the Single Market; and,
- assess the feasibility of establishing a monitoring system to collect data on certain products on a permanent basis by relevant stakeholders, including Member States' competent authorities, industry representatives or NGOs, in particular consumer organisations, in order to perform comparisons across countries.

To achieve the objectives, the following tasks had to be carried out:

- Engagement of stakeholders and adaptation of the existing testing method for food to the testing requirements for household and personal care products;
- Identification of products for inclusion in an EU wide testing campaign;
- Collection of product content, i.e., the text, imagery and other information that a brand or retailer provides to describe its offerings, in the Member States and comparison of product characteristics by the adapted methodology;
- Provision of an updated testing methodology to assess differences in composition and appearance of detergents, cleaning products and cosmetics to Member States' competent authorities;
- Validation of the possibility to collect product content data via e-commerce platforms by comparison with physically collected product data; and
- Evaluation of existing ICT solutions for their feasibility to be used for the creation of a permanent mechanism for recurrently surveying specific sectors of the Single Market that could then be used and maintained by Member States' competent authorities and/or other supply chain stakeholders to flag potential cases of product differentiation for follow-up investigations.

Physico-chemical analysis and functional testing (e.g., cleaning efficiency) of products was outside the scope of the study.

### **3 Methodological approach for assessing quality related characteristics of household and personal care products offered in the Single Market**

#### **3.1 Stakeholder engagement**

The competent authorities of all EU Member States were invited to participate in the EU wide testing campaign to assess quality related characteristics of household and personal care products. The project objectives were introduced to the stakeholders (competent authorities, industry representatives, consumer organisations and Commission services) in a kick-off meeting held on 8 July 2021 (Annex I contains a list of invited institutions and associations representing the manufacturing as well as the retailing sector, and consumer organisations).

The participants agreed to use the research methodology used in the EU wide food products survey [9], which built on the six main principles of the harmonised testing method [8]:

1. Transparency
2. Components of an assessment procedure
3. Comparability
4. Appropriate selection, sampling and testing procedures
5. Inclusiveness
6. Fairness

and to base the comparative assessment of household and personal care products on product composition (ingredient declarations according to the provisions of Regulation (EC) No 648/2004 on detergents [20] and Regulation (EC) No 1223/2009 on cosmetic products [21]) and product appearance (artwork, colours, logos, fonts, etc. of the front-of-pack).

#### **3.2 Product selection and prioritisation**

Household and personal care brands can be highly diversified into sub-brands, which can lead to inconclusive results in case different sub-brands are compared. To ensure product comparability to the extent possible, the Member States interested in participating in the survey were requested to suggest products for inclusion in the testing campaign. For their suggestions the Member States were invited to take into account consumer complaints regarding possible 'Dual Quality' issues, results of product comparisons made in the past, or other relevant observations indicative for product differentiation.

Competent authorities or consumer organisations of 11 Member States suggested altogether 758 branded products (**Figure 2**). For certain product categories, such as basic personal hygiene products (shampoo, shower gel, toothpaste, etc.) and laundry detergents, a larger number of well-known brands were proposed. For other categories, the number of suggested products was lower.

**Figure 2.** Number of branded household and personal care products proposed by Member States for inclusion in the comparative assessment.

In the following step, the proposals of the Member States were summarised and discussed with manufacturing and retailing industry representatives to check their availability in the Member States. However, this turned out to be difficult in the absence of a prioritised list of products to be tested. Therefore, Member States were invited to (i) identify those products from the list of suggested products that were actually available in their domestic market and (ii) to prioritise them as 'high', 'medium', and 'low', based on experience and previous history related to possible 'Dual Quality' issues. To assist Member States in checking the availability of products on their markets and to ascertain product comparability, a template containing images of the suggested products was made available by the JRC.

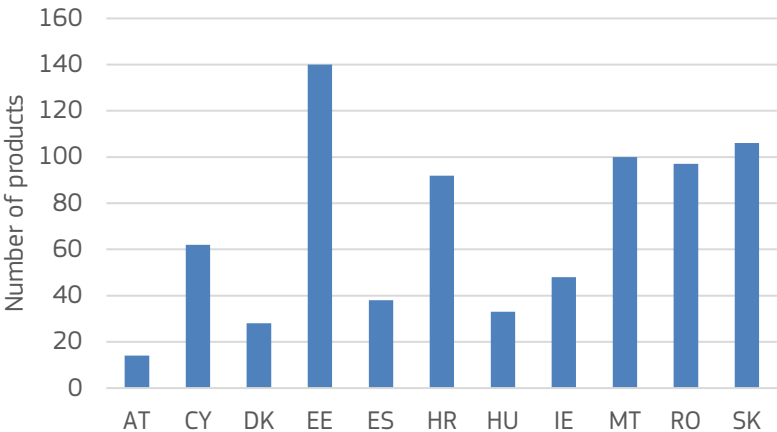
Thirteen Member States returned prioritised product lists, which were combined and 'high', 'medium' or 'low' grades received 3, 2, or 1 priority point(s), respectively. The actual motivation of the Member States for selecting and prioritising products was, however, not communicated to the JRC. Products were then ranked by the sum of priority points attributed by the Member States; products receiving the same number of priority point were in a following step ordered by the number of Member States prioritising the concerned product to create a final ranked list of products.

**3.3 Collection of product content data**

Member States were invited to collect data from 60 household and 80 personal care products from the ranked list of products and submit them to the JRC for evaluation. Data had to be submitted in form of photographs of the products, clearly showing the front-of-pack and the ingredient list. Member States had to translate the ingredient list into the English language and record the translated ingredient list in a template provided by the JRC.

An overview of the timing of the project is given in **Figure 3**.

**Figure 3.** Time line of the project to assess quality related characteristics of household and personal care products offered in the Internal Market





### 3.4 Comparative assessment of product content data

The comparative assessment of household and personal care products took account of

- product composition (ingredient declarations according to the provisions of Regulation (EC) No 648/2004 on detergents and Regulation (EC) No 1223/2009 on cosmetic products), and
- product appearance (artwork, colours, logos, fonts, etc. of the front-of-pack).

Regulation (EC) No 648/2004 requires constituents of detergents that are added at a concentration above 0.2 % by weight to be listed on the packaging in weight-percent ranges:

- less than 5 %,
- 5 % or over but less than 15 %,
- 15 % or over but less than 30 %,
- 30 % and more.

Other constituents such as enzymes, disinfectants, optical brighteners, perfumes, if added, have to be listed irrespective of their concentration. Allergenic fragrances mentioned in Annex III of Regulation (EC) No 1223/2009 have to be listed as well when added as such at concentrations exceeding 0.01 % by weight.

Regulation (EC) No 1223/2009 requires *inter alia* that a list of ingredients in descending order of weight shall be present on the product container or packaging of cosmetics. A glossary of common ingredient names taking account of the International Nomenclature of Cosmetic Ingredients (INCI), has been established by Commission Decision (EU) 2019/70 and has to be used for labelling of cosmetic products [22].

Similarity of product packaging was visually evaluated by a JRC panel of experts comparing the artwork (motif, colours, logos, fonts, pictures, layout, and shape) of the FOP of the different variants of the same product obtained from different markets; claims and promotional elements such as 'XXXL size', 'xx % more', 'recommended by', etc.) were not considered. Comparative evaluation was restricted to the FOP as this side of the packaging has the largest influence on consumers' purchasing decision. If just one of the FOP of the different variants differed, the whole product range was rated as having a different appearance. The visual evaluation was done by groups of three JRC operators working independently to minimise subjectivity and bias. In case of discrepancies in the judgment of the FOP, the evaluators met to find consensus. Still, a certain level of subjectivity remained, in particular for deciding whether the FOP of several variants of a product shall be rated as 'similar' or 'different'.

Product composition was classified either as 'identical' or 'different' according to the ingredients listed on the product label.

Branded products having a similar FOP but sold under a different product name were excluded from the comparative assessment.

**Table 1** explains the scheme and colour coding used for the classification of products according to their similarities/differences regarding composition and FOP appearance.

**Table 1.** Grid for classifying products according to similarities/differences

	<b>COMPOSITION</b>	<b>FRONT-OF-PACK</b>
<b>IDENTICAL</b>	Identical ingredient list	Identical artwork on FOP (motif, colours, logos, fonts, pictures, layout, shape)
<b>SIMILAR</b>	not applicable <sup>2</sup>	Small variation in artwork but generally having the same appearance
<b>DIFFERENT</b>	Different ingredient list	Different artwork on FOP

The evaluation of the ingredient lists of personal care products was greatly facilitated due to the use of the harmonised nomenclature (INCI), while for household care products the translation of the ingredient names into the English language led to certain inconsistencies. Differences in the expression of certain ingredients with the same meaning, such as ‘fragrance’, ‘fragrance composition’ and ‘perfume’, or ‘oxygen bleaches’, ‘oxygen bleaching agents’, or ‘oxygenated bleaches’, were disregarded for the assessment.

For each branded product, a product sheet was created (available in separate Annexes to this report), containing photos of the products, the list of ingredients as given on the product package, and, if applicable, a graphical representation of the similarity of the national variants of a product. In case the ingredients of the national variants of a branded product differed, their presence/absence in a given variant was coded as “1”/“0” and the similarity of the variants presented as dendrograms (hierarchical cluster trees) using the tree clustering algorithm of the Statistica Ver. 13 software (Tibco Software Inc.). The resulting cluster of product variants were visualised using Datawrapper (<https://www.datawrapper.de/>).

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<sup>2</sup> If one single ingredient was different, the product was considered as being different. That is why, no products were considered as being “similar” in composition.



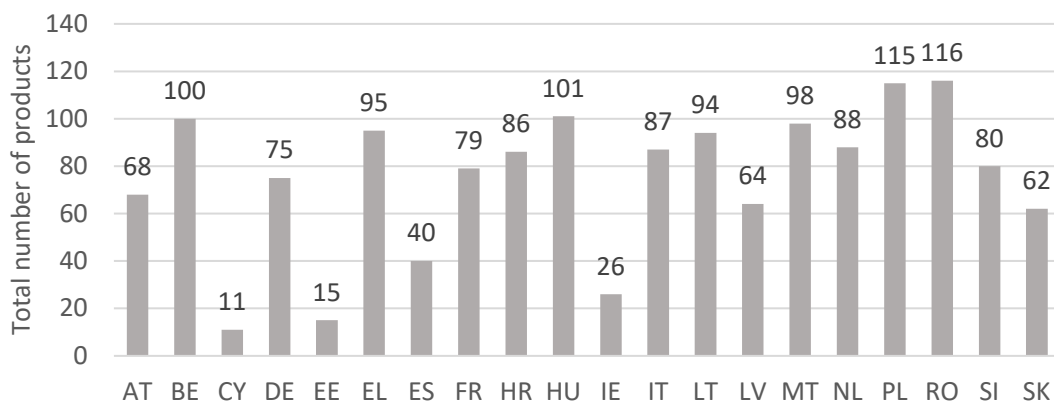
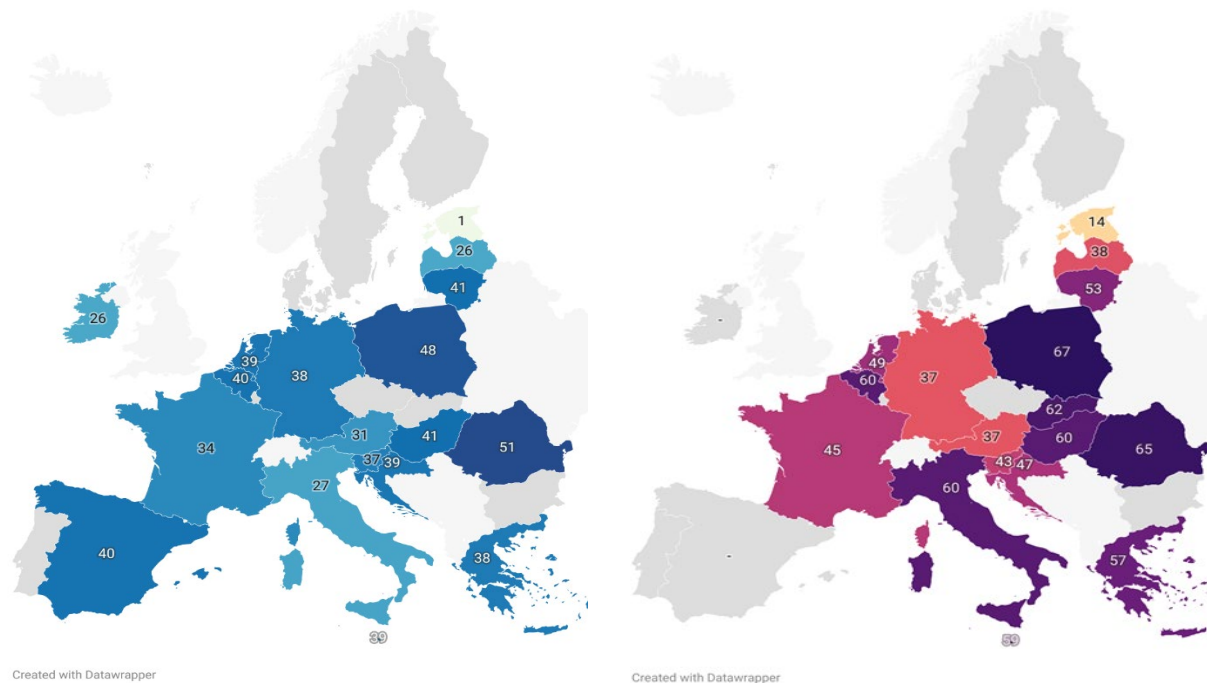
## 4 Differences in the composition and front-of-pack appearance of household and personal care products sold in the Single Market

*N.B.* The results of this study relate to the panel of products which were collected during the sampling phase of product content data (March to June 2022). It needs to be stressed that it is inappropriate to conclude by inference that the findings are also valid for the whole population of branded household and personal care products currently offered on the Internal Market.

### 4.1 Participation of Member States and panel of assessed products

Competent authorities or consumer organisations of 15 EU Member States (Austria, Belgium, Cyprus, Estonia, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Malta, Poland, Romania, Slovakia, Spain) collected and submitted product data. In order to increase the geographical coverage, the JRC collected product data in further 5 Member States, namely: Croatia, France, Germany, The Netherlands, and Slovenia (**Figure 4**).

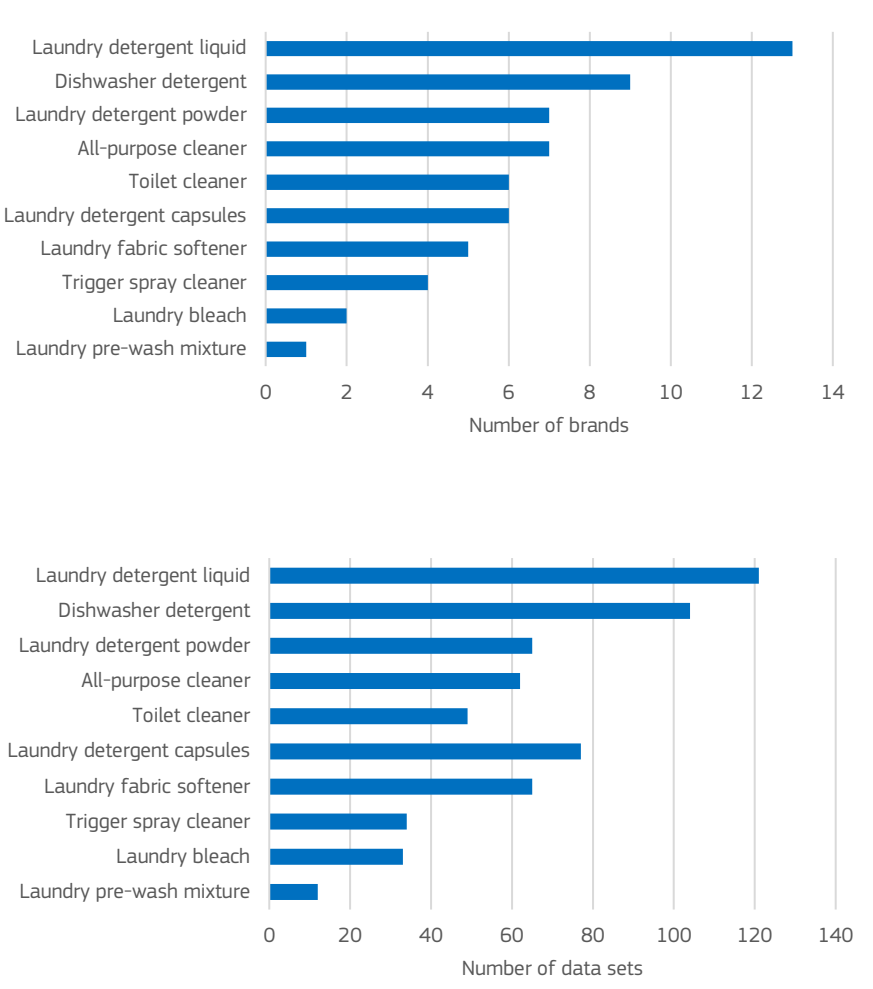
**Figure 4.** Number of household (left panel) and personal care (right panel) product content data received from the EU Member States. The total number per Member States is shown in the bottom panel.

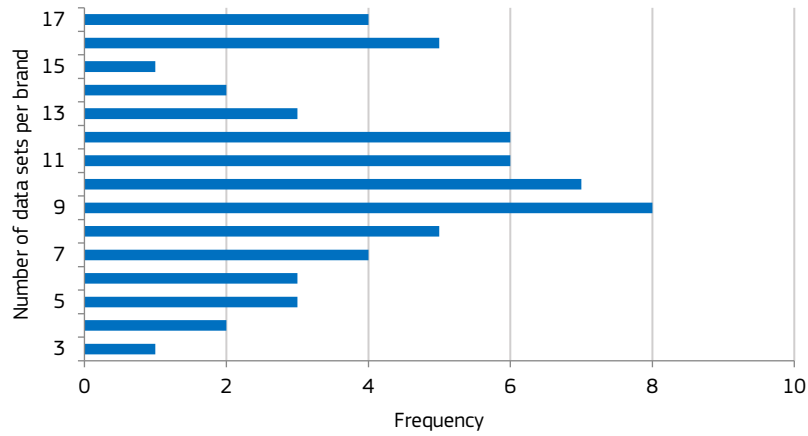


In total, 1500 data sets (photographic images and ingredient lists of 640 for household and 860 for personal care products) for 60 branded household and 80 personal care products, formed the raw data for the comparative evaluation. Most Member States provided product data for household as well as personal care products; Ireland and Spain submitted only data for household products, while Slovakia only for personal care products. Two data sets out of the 60 household and one data set out of the 80 personal care products were not useable because of comparability problems.

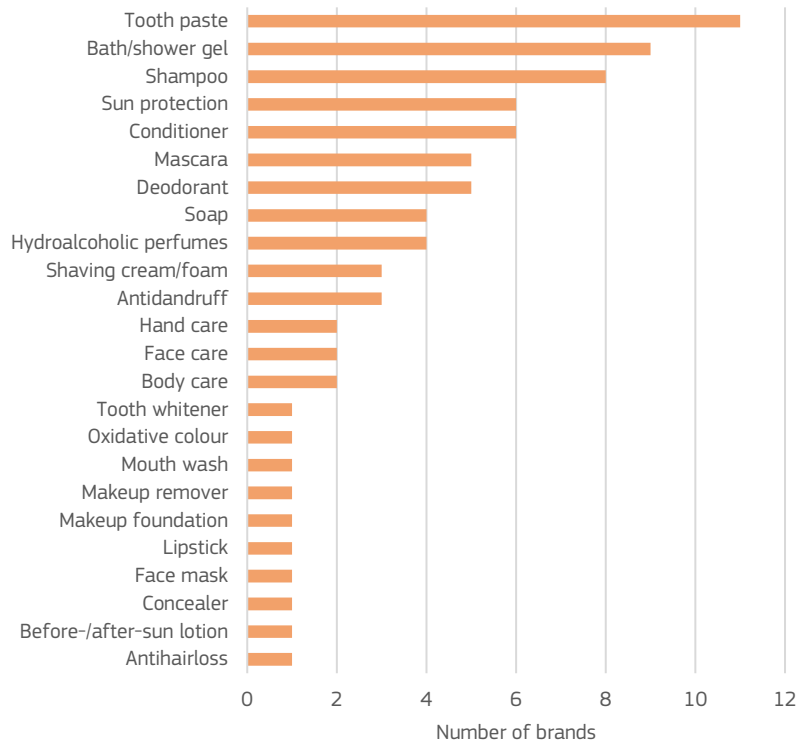
The product spectrum of household care products and the number of related data sets is detailed in **Figure 5**. Laundry detergents (liquid, powder, capsules) and dishwasher detergents were prioritised by the Member States for inclusion in the comparative assessment. The number of national variants per brand varied but in most cases more than six were available for the comparison.

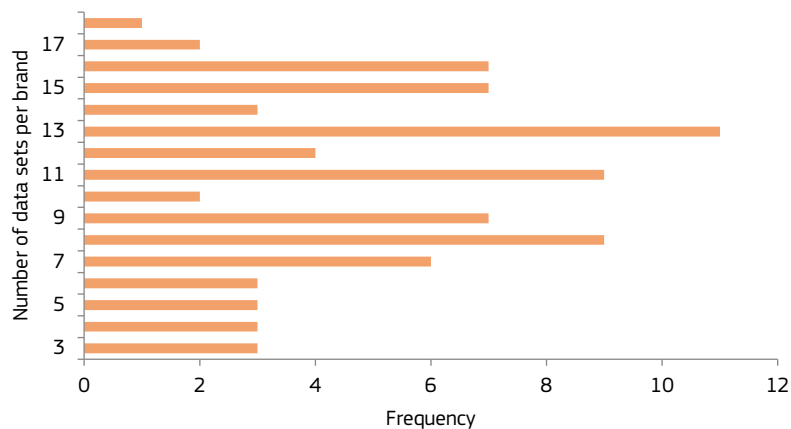
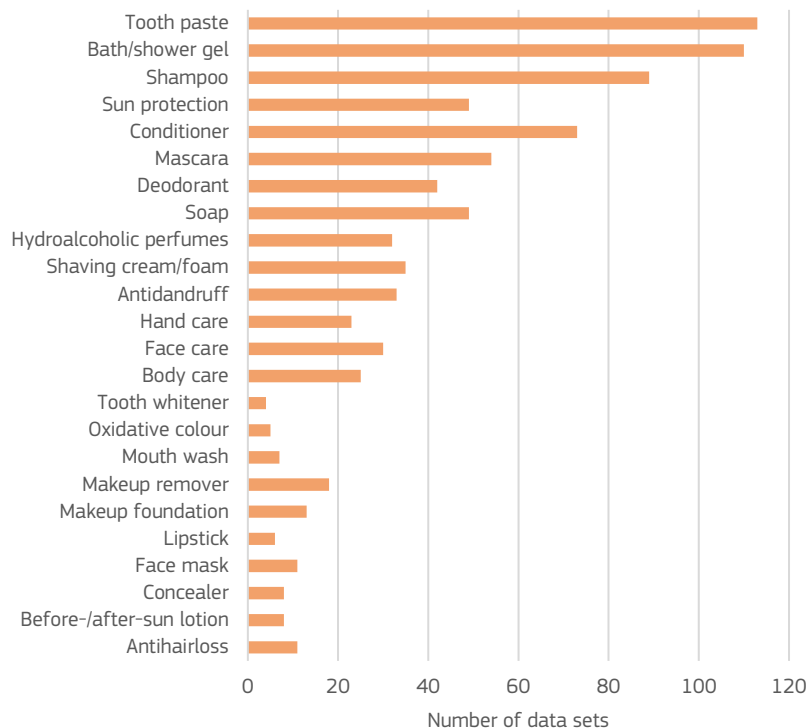
**Figure 5.** Number of brands (upper panel), number of data sets (middle panel) and number of data sets per brand (lower panel) for household care products.





**Figure 6.** Number of brands (upper panel), number of data sets (middle panel) and number of data sets per brand (lower panel) for personal care products.





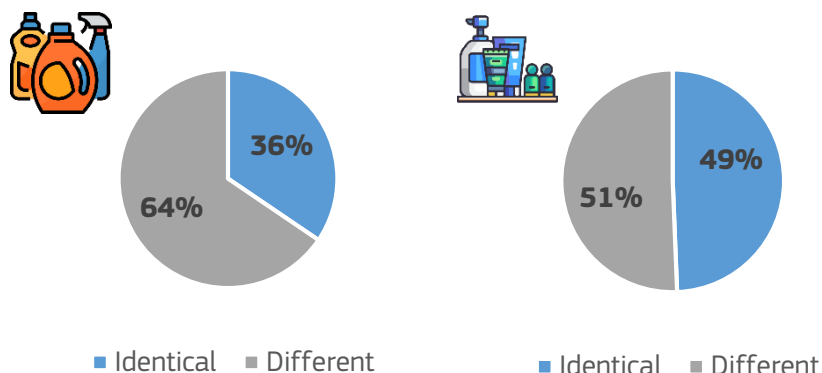
Basic toiletries such as toothpaste, bath/shower gel and shampoo were the most prominent product categories among the personal care products (**Figure 6**).

#### 4.2 Comparative product assessment

Based on the decision grid of **Table 1** the products were grouped according to similarity of their composition in 'identical' and 'different'.

Twenty one out of 58 branded household care products (36 %) and 39 out of 79 branded personal care products (49 %) had identical ingredient declaration for all national variants; 37 household (64 %) and 40 (51 %) personal care products had different ingredient declarations for at least one national variant (**Figure 7**).

**Figure 7.** Comparative assessment of declared ingredients of 58 branded household (left panel) and 79 personal care products (right panel).



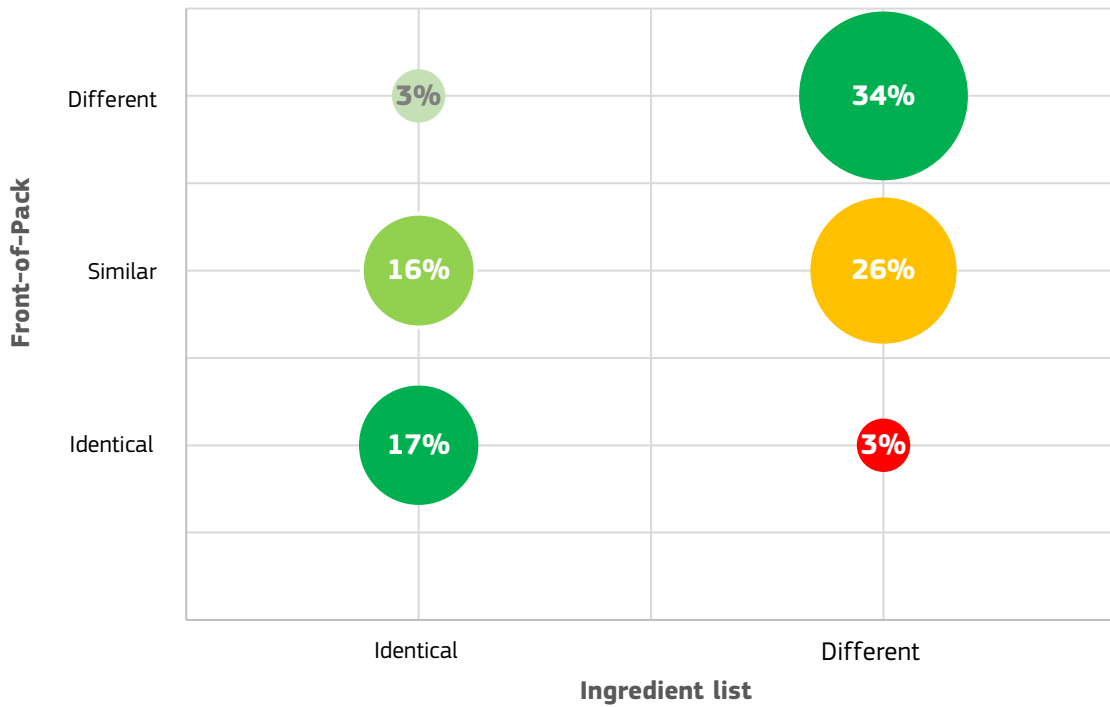
Among the 58 household care products, 19 (33 %) had an identical ingredient list as well as an identical or similar FOP. For 20 products (34 %) the ingredient list as well as the FOP differed; 15 (26 %) showed differences in their ingredient declaration but their FOP differed also to some extent, whereas for 2 products (3 %) the ingredients were different but their FOP was identical (**Figure 8**).

Out of the 79 personal care products, 39 (50 %) shared both an identical ingredient list and an identical or similar FOP information. In the case of 12 products (15 %), both the ingredient list and the FOP differed. For 19 products (24 %), there were differences in the ingredient declaration, and to some extent, their FOP also differed. Lastly, 9 products (11 %) had different ingredients, but their FOP was identical (**Figure 9**).

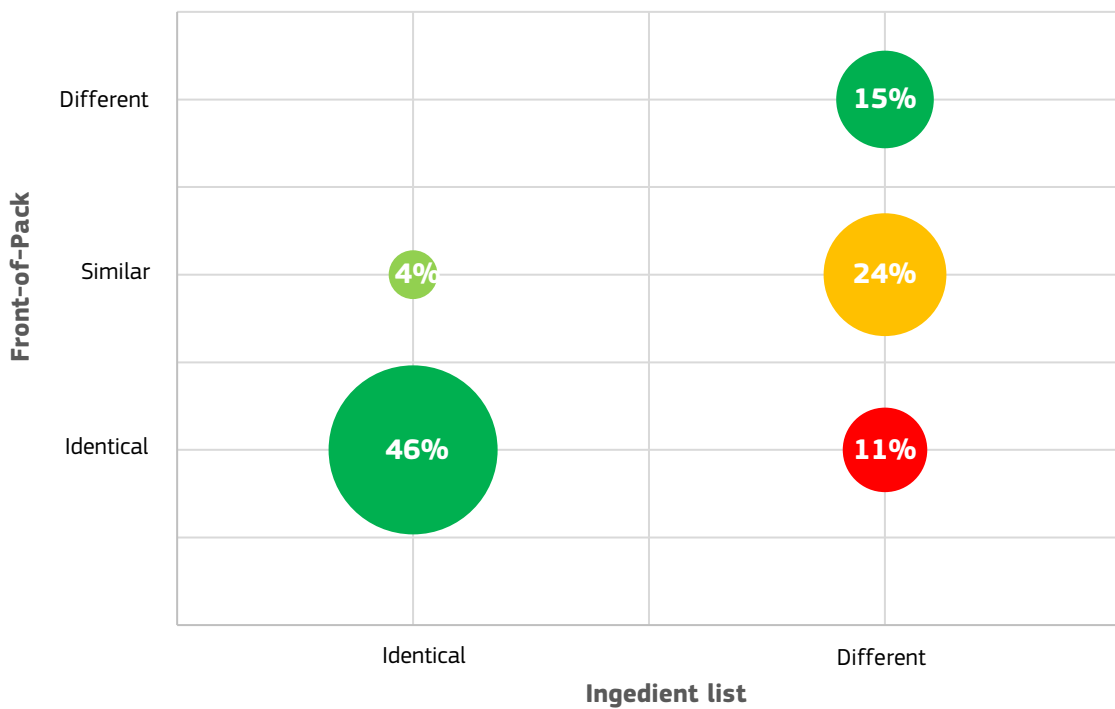
From the responses provided by brand owners a summary of potential reasons for having products of the same (sub)brand but with different ingredients on the market is given below:

- Branded household and personal care products are a dynamic market segment with frequent product reformulation and innovation (e.g. product improvement, ingredient changes due to supply constraints, new regulatory requirements). However, reformulated/innovated products cannot be launched simultaneously across the EU markets due to a variety of reasons;
- Products of different launches ('old' and 'new' product formulation) could be temporarily available at the same time (transition period) in certain markets depending on stock turnover and rotation, distribution capacity, etc. This is particularly important for products with a long shelf-life.
- Parallel imports can lead to incorrect ingredient information usually provided on a sticker attached to the original package, which is no longer under control of the brand owner.

**Figure 8.** Comparative assessment of declared ingredients and front-of-pack appearance of branded household care products.



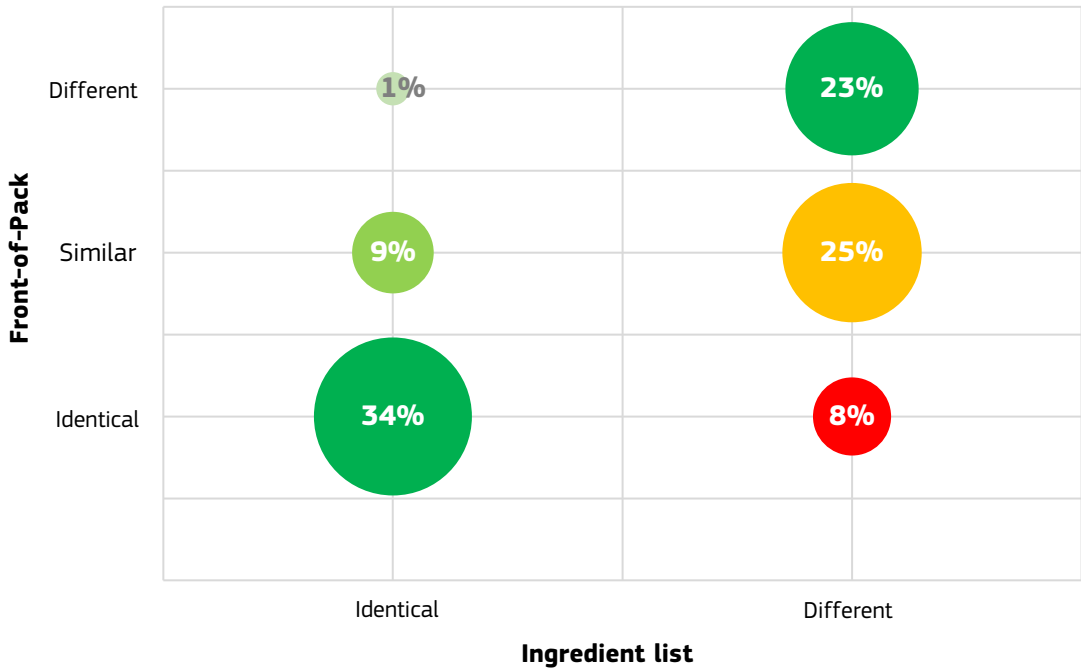
**Figure 9.** Comparative assessment of declared ingredients and front-of-pack appearance of branded personal care products.



Considering all products included in the study together (137), for 45 products (33 %) the FOP did not or not clearly indicate that at least one of the national variants of a brand differed (**Figure 10**), which is similar to what has been observed earlier for branded food products, where 31 % of the products differed in

composition but without or only to a limited extent indicating the difference through the appearance of the FOP [10].

**Figure 10.** Comparative assessment of declared ingredients and front-of-pack appearance of all branded household and personal care products being part of the study.



**4.3 Regional product differentiation**

To assess whether regional patterns of differentiation exist in the data pool, the Member States that had submitted data were grouped into a Northern (EE, LT, LV), Central (HU, PL, RO, SK), Western (AT, BE, DE, FR, NL, IE) and Southern (CY, ES, GR, HR, IT, MT, SI) region (**Figure 11**).

**Figure 11.** Grouping of Member States to assess whether regional patterns of differentiation exist in the data pool



Created with Datawrapper

The dendrograms of products having different ingredient lists were checked to see if Member States belonging to one of the regions are clustered together without being present in another cluster. To get meaningful results, only products with more than 5 national variants were considered for this analysis.

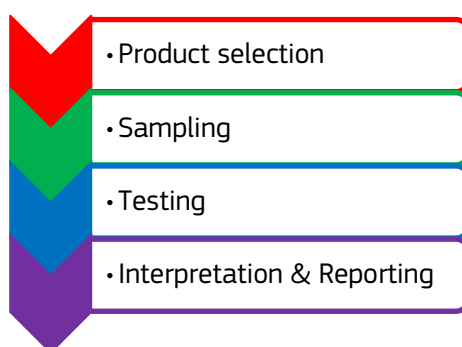
Of 31 household care products having a different ingredient list on the packages of the national variants one product had two Western Member States (DE, NL) in one cluster, while the other Member States (HR, HU, LT, PL, RO, SI) were grouped in another cluster. For 36 personal care products with differentiated ingredient lists, two had Western Member States (BE, NL) grouped together. Consequently, no consistent regional product differentiation was observed in the examined data pool given the low incidence of regional clustering of Member States (3 out of 67 data sets, equal to 5 %).



## 5 Recommendations for updating the harmonised testing methodology to assess differences in composition and appearance of household and personal care products

The six main principles of the harmonised testing methodology [8] provide an appropriate framework for comparative assessment of a wide variety of goods as they aim at creating a level playing field for actors built on transparency, fairness and inclusiveness. The generic framework for selecting, sampling and testing of products including data interpretation and reporting described in the methodology is flexible enough to allow adaptation to the requirements of the testing exercise (**Figure 12**). Minor adaptations are required to take account of the different nature of food and household and personal products, specifically the part on sensory testing (**Box 1**).

**Figure 12.** Building blocks for a generic framework to assess quality related characteristics of products.



**Box 1.** Update of the harmonised JRC methodology for assessing differences in composition and appearance of household and personal care products.

### Selection of products

1. Only those products marketed under 'the same packaging and branding' in several of the Member States qualify for inclusion in the testing programme, regardless of differences in the language used to provide information to consumers or packaging size.
2. In case of doubts, brand owners shall be consulted to verify the equivalence of products offered on different markets.
3. The number of products to be tested shall take into account the ease of organising sampling and the complexity of the analytical testing.
4. If available, existing information (consumer complaints, results from earlier testing campaigns) shall be used to form a list of products where differences have been found and where the brand owner did not provide plausible explanations for product differentiation.
5. This selection shall be complemented by products that have not been tested before but belong to the same product category (e.g. detergents, cosmetics, etc.), taking into account availability and market shares in different markets. Such information may be collected from suitable market research databases or industry sources. This set of products is intended to increase the representativeness of the market basket but it does not allow generalising the results of the testing campaign into an overall assessment of a market.
6. Comparisons of branded products shall involve at least three Member States, representing a balanced geographical section of the EU Member States.
7. Brand owners shall be consulted and shall have the opportunity to provide further information regarding composition of the products selected. Competent authorities should take this information into consideration when carrying out their case-by-case assessment under the UCPD.

**Sampling of products**

8. The sampling of products may be integrated in official control activities in accordance with national law.
9. In case that this is not possible, sampling shall be done by control bodies nominated by national competent authorities or service providers if, for the latter, a potential conflict of interest can be excluded. In all cases, sampling shall follow strict rules provided by the organiser of the sampling and testing campaign.
10. A sampling protocol shall be developed by the study organiser to record relevant data to ensure the traceability of products.
11. A sufficient number of retail units have to be collected so that a large enough sample amount is available for conducting the planned tests.
12. Replicate sampling to see whether differences between production lots offered on the same market exist is recommended. However, study organisers need to be aware that this measure considerably increases the effort necessary for testing.
13. Only samples with similar durability shall be included in the sampling and testing campaign to ensure comparability of testing results. As a benchmark, the best-before/use-by dates shall be within a 20% margin at sampling; testing shall be carried out within the indicated durability at the same point in time.

**Testing of products**

14. Testing of products shall be done by comparing information provided by the list of ingredients on the product package and by visual comparison of the artwork on the front-of-pack (Tier-1).
15. If the organiser of a sampling and testing campaign decides to require chemical analysis and performance testing of products, such analyses shall be carried out in laboratories accredited to ISO 17025 using appropriate methods which are within their scope of accreditation, whenever feasible (Tier-2).

**Data interpretation**

16. In case the composition (list of ingredients on the package and, if performed, chemical analysis and performance testing) of a product offered under the same brand and packaging differs, whilst the artwork (motif, colours, logos, fonts, pictures, layout, shape) on the front-of-pack makes it appear as identical to the same branded product offered in other EU Member States, the brand owner shall be consulted to provide an explanation for the observed difference(s).
17. Following this consultation, authorities may then decide on a case-by-case basis to proceed to the examination of a potentially unfair commercial practice.

## 6 Evaluation of existing ICT solutions for the creation of a permanent mechanism for recurrently surveying specific sectors of the Single Market to assess potential DC-SIP cases

Studies to compare quality related characteristics of food and household and personal care products have so far relied on collecting product content data by physically visiting retail outlets. Obviously, the required resources increase with the number of products included in the survey, the number of participating Member States and the number of shops visited. Furthermore, surveys using physical data collection create a snapshot of the market situation at the time of sampling. Replication of surveys to assess the impact and follow-up actions of previous studies are usually limited by the availability of resources.

Information technology can offer solutions to collect product content information from a variety of sources (**Figure 13**).

**Figure 13.** Sources for collecting product content data.



### 6.1 Online shops

Several national as well as international retail chains offer online shops for purchasing groceries either by home delivery or pick up in store. The related e-commerce websites display product content information, including product images, to enable shopping over the Internet. Thus, IT offers the opportunity to collect the targeted product content from the websites of online marketplaces either by manual or automated web scraping and use the information for comparative assessments.

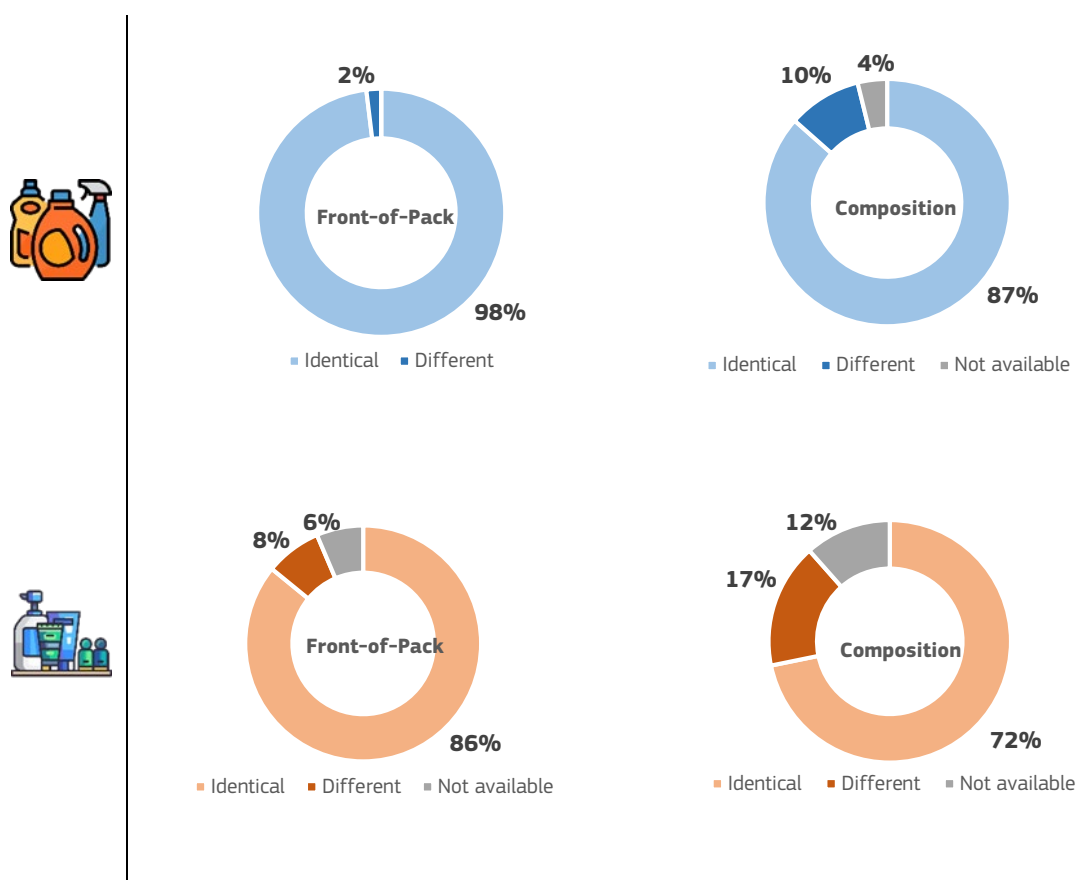
To verify whether product images and ingredient listings as displayed on the websites of on-line shops of major retail chains matched product content collected physically by visiting retail outlets, five household and five personal care products were selected from the data pool and compared with data scraped manually from the Internet. The products for the verification were chosen on the basis of availability across Member States; furthermore, only products with identical FOP as well as identical ingredient lists of the national variants were considered since brand owners frequently mentioned product reformulation or innovation and asynchronous product launches as the reason for finding different versions of a branded product across the Single Market.

Product content of the five selected household care products (laundry and dishwasher detergents) were collected via online shops of retail chains located in 9-12 Member States and for the personal care products (soap, body wash, shampoo) in 15-16 Member States. To check consistency of the product content displayed on the Internet several online shops per Member State were visited. It was observed that not all retail chains provided ingredient information and that their information policy can differ from Member State to Member State.

In total, 130 data sets were collected from the Internet and compared with the product content of the corresponding products from the data pool (**Figure 14**). Images of the five household care products were available on all websites visited, while for one product ingredient information was not provided online in two Member States. The FOP images of the household care products matched the photographs collected in store, except for one product in one Member State, and the ingredient lists displayed online were to a large extent (87 %) the same as the lists printed on the product packages.

For personal care products the mismatch between online and physically collected product content was overall higher. It was caused by one of the selected products, probably due to the asynchronous market introduction of a reformulated product version.

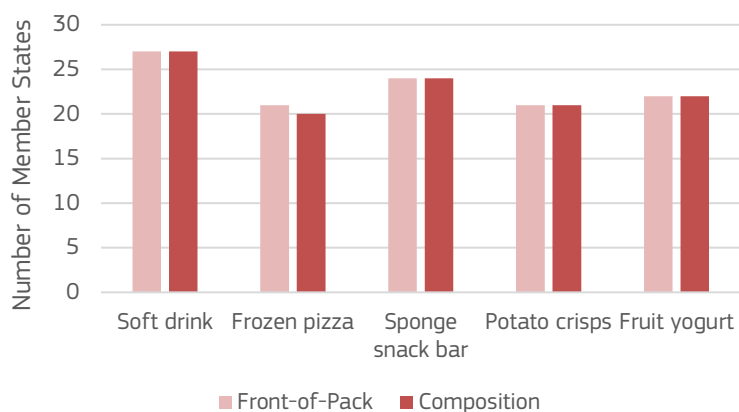
**Figure 14.** Comparison of product content retrieved from online shops located in the Member States with data collected physically in retail outlets (top row, household care products; bottom row, personal care products).



Online shops were also visited to check whether product content for five widely sold packaged foods (soft drink, frozen pizza, sponge snack bar, potato crisps, fruit yogurt) were available online in all 27 Member States (**Figure 15**). If the online shop listed the product, image(s) as well as the composition of the product (nutrition declaration and ingredient list) were displayed, which is mandated by the food labelling legislation [23].

As food products were not part of this study, a comparison with physically collected product content was, however, not possible.

**Figure 15.** Availability of product content information for five widely sold packaged foods from online shops located in the Member States.



In general, visiting online shops of retail chains located in several Member States to collect product content is a straightforward and convenient way for creating an overview ('screening') whether national variants of a branded product could be differentiated. Depending on the outcome of consultations with the brand owner, follow-up actions, including the physical collection of product content, may be necessary to verify the product differentiation.

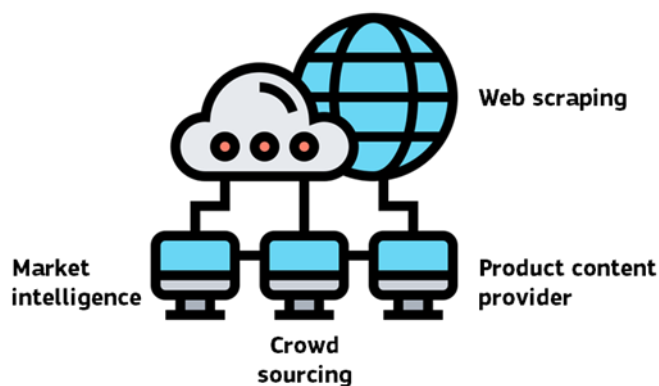
Competent authorities exploring the option to collect product content via websites of online shops can profit from the provisions of Article 14 of the Food Information to Consumers Regulation (EU) No 1169/2011, which obliges business operators to provide mandatory food information, including ingredient lists and nutrition declaration, on their websites. However, some websites recommend consumers to cross-check the information printed on the package of the product, in particular regarding declaration of allergenic ingredients. The EU detergents and cosmetics legislation [20], [21] does not contain provisions related to the availability of product composition information for distance selling. This could be the reason why not all online shops visited informed consumers about the composition of the offered products on their websites.

It is not advisable to use globally operating e-commerce platforms for collecting product content, even when visiting the country specific website, as platforms may ship orders internationally and this will not reflect accurately the image and/or ingredient list of the concerned product.

## 6.1 Commercial ICT tools

Several tools exist to simplify product content collection by ICT solutions (**Figure 16**). Those presented below are just examples of commercially available products and shall not be construed as an endorsement or recommendation by the European Commission. It should further be noticed that this report examines the feasibility of using these tools to monitor DC-SIP occurrences across the Single Market. It is for Member States' competent authorities, industry representatives or NGO's, including consumer organisations, to consider whether they wish to proceed with setting up such monitoring structure and it must be noticed that the Commission does not commit to establish a permanent monitoring structure of DC-SIP tools at the European level.

**Figure 16.** Possibilities to collect product content by ICT.



### 6.1.1 Product content providers

Product content providers are companies that create, organise and deliver digital content, including text, images, videos, audio, and other interactive elements for websites, digital products, and mobile apps. They connect brand owners to shoppers via online stores, offering images and product descriptions to enable transactions. Usually, brand owners and manufactures either provide themselves or commission content providers to capture digital images (photography and/or computer-generated imagery) of their products, which is then syndicated together with relevant product data, including ingredient lists, to content recipients (retailers, e-tailers, online shops, e-commerce platforms), who, eventually, use it for reaching out to consumers.

As online shops use the services of content providers, accessing and extracting information from the data pool of a provider could be a viable option for a comparative assessment of branded products across several Member States. To explore the feasibility of using such services, a product content provider, NielsenIQ (<https://nielseniq.com/global/en/>), was contacted and they offered access to their Brandbank data pool (<https://nielseniq.com/global/en/landing-page/brandbank/>) for a limited time period to carry out a pilot study.

According to information provided by NielsenIQ, Brandbank syndicates 53 000 global brands across more than 700 global retailers, wholesalers and application providers in 39 markets.

The pilot study targeted laundry detergents and product content for two brands in liquid as well as powder form were extracted from the data pool (in February 2022, roughly about the same time of the sampling campaign in the Member States). Coverage of Member States for those four products was rather limited. Data were available for 3-7 Member States, depending on the brand and sub-brand. In total 14 data sets (images and ingredient lists) were retrieved from Brandbank and compared with the physically collected data of the targeted products; 11 of them matched the FOP images and the ingredient lists of the physically collected samples (79 %) and for 3 sets the FOP matched but the ingredient declaration differed.

Using a data pool from a product content provider gives direct access to the product content displayed at websites of online shops of retailers or retailers through a central portal without having to consult different country specific websites of retail chains. However, coverage of markets could limit the utility of the tool.

### **6.1.2 Web scraping**

Web scraping typically refers to automated processes implemented using a web crawler, a program or automated script which browses the World Wide Web in a systematic, automated manner. In order to scrape information from a website, web crawlers need to be set up to crawl the website for the desired information. This involves specifying the website's URLs, what type of information to look for, and what to do with the information it finds. The web crawler then follows the specified rules to navigate through the website, finding, collecting and organizing the desired data in a format that can be used by other applications or stored in a database.

Euromonitor (<https://www.euromonitor.com/>) offers VIA (<https://www.euromonitor.com/our-expertise/via>), a tool for extracting and organising e-commerce data from over 1 500 online retailers in 40 countries providing daily updates on pricing, assortment size and key attributes. VIA is mainly used for benchmarking pricing against competitors and monitoring price fluctuations. However, ingredient and nutritional information is captured and stored on Euromonitor's back end servers and can be cleaned and structured to develop a bespoke product comparison tool. Member States and retail chains that are currently not covered by VIA can be customised as well.

### **6.1.3 Market intelligence**

Mintel's Global New Products Database (GNPD) is a searchable database with more than 40 000 new fast moving consumer goods (FMCG) product launches every month sourced from 86 markets using local shoppers to obtain accurate information directly from the field (<https://www.mintel.com/products/gnpd/>). Product data, including ingredient information and images, for food and beverage as well as for household and personal care products are collected by shop visits in nearly all EU Member States. Field associates ('shoppers') purchase new product launches and relevant product features are digitised and stored in a database. Product features include, among others, detailed ingredient data, the nutrition declaration ('nutrition facts') for foods, and detailed high-resolution product images, which can be used for a comparative assessment of a branded product across the Internal Market. According to the company, all key retail distribution channels are monitored by GNPD's shopper network, including supermarkets, drug stores/chemists, convenience stores, etc., Products appear on GNPD within approximately one month of launching or as close to launch as possible. GNPD does not only capture new product launches but allows also tracking the evolution of product content over the past years of a given branded product, including relaunches of renovated and reformulated products. Even if the product content data are obtained from physical samples of branded products, the data retrieved from the GNPD database could deviate from product content data of a product sampled at a certain moment in a given retail outlet due to retailer specific differences in stock rotation, inventory turnover, distribution capacity, etc.

### **6.1.4 Crowdsourcing**

Citizen science and crowdsourcing using smartphones is a growing field that leverages the power of technology to engage the public in research and data collection. Crowdsourced citizen science projects using smartphones often involve app-based tools that enable participants to collect and submit data, including photos, in a cost-effective and efficient manner. This allows tackling complex research questions that would be difficult to address using traditional methods.

Smartphone apps can be used to crowdsource information on food ingredients, nutritional content, food origin, production method, etc; an example for such an app is Open Food Facts (<https://world.openfoodfacts.org/>) . However, such apps are not designed to use them for comparative assessments of FOP and product composition.

To address this need, the JRC developed a dedicated app (<https://food-checker.com/>) that permits spotting differences in composition of different versions of the same product sold by companies in the Single Market by using the FOP, nutritional facts and ingredient information captured directly by EU consumers.

The features and utility of the JRC Food-Checker app are subject of a separate JRC report.

### **6.1.5 ICT support for assessing potential DC-SIP cases**

Usually, an assessment of a potential DC-SIP case is triggered by a suspicion of a consumer protection authority, for example based on complaints directly from a consumer or from consumer associations. Electronic portals such as <https://www.lebensmittelklarheit.de/>, can facilitate the process via a publicly available website giving business operators an opportunity to react and offer actions for improvement.

Competent authorities have been encouraged to apply the harmonised methodology published by the JRC [8] for the assessment, which builds on the comparison of the FOP appearance and the legally mandated composition information of a branded product offered on the domestic market with the same branded product taken from the market of at least three other Member States, representing a balanced geographical cross section of the EU. The Internet offers useful information that can support the case-by-case assessment of a potential infringement of Article 6(2)(c) of the UCPD Directive 2005/29/EC. Collecting product images and composition by visiting online shops in a number of Member States, or by making use of the service of a content provider or a company offering marketing intelligence can be a simple and economically favourable approach to create an overview whether seemingly identical products have a different composition. Based on the outcome of this 'screening step' competent authorities will then have to decide whether physical evidence for the comparative product assessment has to be collected through shop visits in a number of Member States.

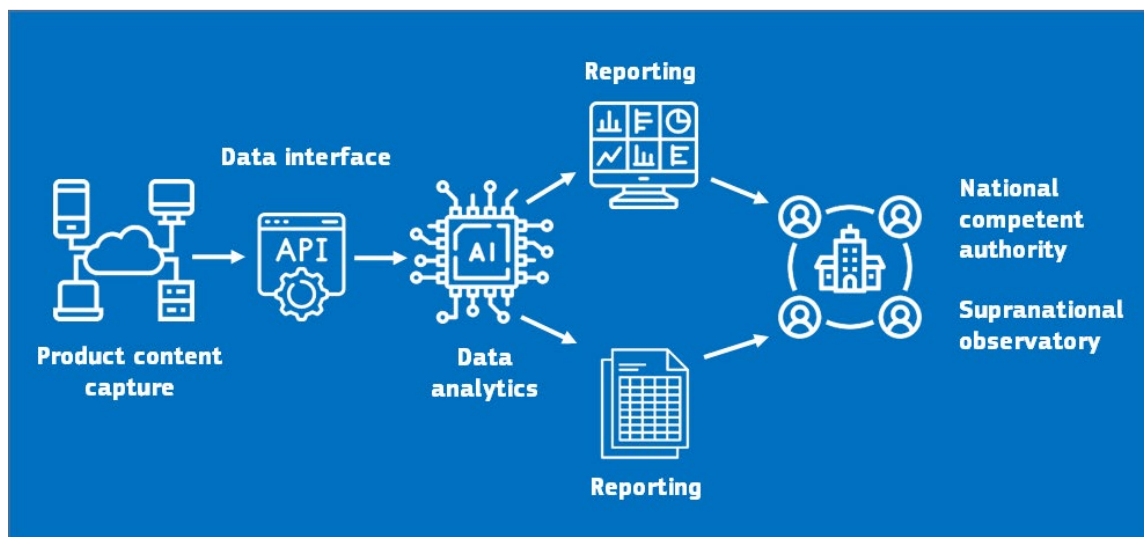
Next to employing ICT for comparative assessments, the approach can also be used for an online follow-up of brand owners' actions to resolve a confirmed DC-SIP case.

Competent authorities making use of ICT for DC-SIP investigations will have to take into account that product content information gathered via different ICT channels may not always match physical evidence. The reason could be a time lag between the market launch of a reformulated/renovated product and the required updating of the information on the website of an online shop. Differences in product stock turnover, stock rotation and distribution capacity of retailers can contribute to the mismatch as well.

### **6.1.6 ICT for market surveillance to flag potential DC-SIP cases**

Commercial turn-key solutions for continuously observing the Fast Moving Consumer Goods (FMCG) market to spot potential cases of DC-SIP do not exist at the moment. Manually scraping product content for a selected group of FMCG ('shopping basket') at certain time intervals (monthly, quarterly, etc.) from websites of online shops in a predetermined number of Member States is a straight forward but resource intensive option for making comparative product assessments. Information technology and artificial intelligence can automate the process (**Figure 17**).

**Figure 17.** Information technology for flagging potential DC-SIP cases



Web scraping can be automated, e.g. by using Euromonitor VIA, to collect product content from a predetermined number of websites and storing them in a repository for further processing and data mining.

Besides the commercial VIA platform, several web scraping tools are available that can help automate the process of collecting product information from websites. Developers can use these tools for extracting relevant data from a website's HTML code, such as product name, description, price, and image, and save it in a structured format that can be easily compared with data from other websites. Popular open source web scraping tools include Scrapy (<https://scrapy.org/>), Apify (<https://apify.com/>) and several Python libraries (Beautiful Soup <https://pypi.org/project/beautifulsoup4/> and Selenium <https://scrapfly.io/>). These tools can extract relevant data from a website's HTML code, such as product name, description, price, and image, and save it in a structured format that can be compared with data from other websites. However, websites of online shops may be designed to prevent content scraping, which would obviously limit the usefulness of web scraping tool.

If websites of online shops offer Application Programming Interfaces (APIs), developers can easily retrieve product information and compare it with data from other websites, perhaps by using data integration platforms such as Zapier (<https://zapier.com/>) or Segment (<https://segment.com/>). These platforms can connect to multiple APIs, extract data, and transform it into a structured format that can be easily compared with data from other websites.

Alternative sources of digital product content are the databases of product content providers, e.g. NielsenIQ Brandbank, or of market intelligence agencies, e.g. Mintel. As with manual data collection selecting a number of widely available branded products seems to be a more pragmatic approach for surveying the market than trying to have an extensive product coverage.

Usually, product content providers offer bespoke solutions for analysing their product content data according to customer specifications or offer an API to allow data access and analysis by third parties. Alternatively, IT developers can rely on a number of readily available components to build and customise the necessary software pipeline.

Next to cleaning, organizing, and transforming raw data into the desired format, the data analytics pipeline has to include machine translation since the nutrition declaration and the ingredient lists of packaged foods and household care products are printed in local languages. Ingredients of personal care products have to be listed using standardised terms (INCI names), which facilitates greatly comparative assessments. Standardised ingredient names do not exist for foods (except the E-numbers for additives) and household care products, meaning that corresponding terms in different languages are not always semantically equivalent, e.g. pure milk fat may be described as 'anhydrous milk fat', 'butter fat', or 'concentrated butter', and consideration has to be given to avoid this source of ambiguity.

Market surveillance solutions powered by artificial intelligence could use various ICT tools to identify variations in composition that may be present in samples of the same branded product collected from different Member States. By using techniques such as natural language processing (NLP) and computer vision, machine learning models can extract relevant information from product descriptions and images and compare



them with data from other websites. The output could be in tabular form (spreadsheets) in case reporting is done at predefined intervals (monthly, quarterly) or as interactive dashboards for continuous surveillance. If a compositional difference between the national variants is observed, product images have to be compared to see whether the FOP differentiates the products clearly. This comparison could be automated as well by image analysis.

Member States' competent authorities are likely to be the main beneficiaries of such a market surveillance system and could use it for simultaneous checks ('sweep') on websites across Europe, to identify breaches of the UCPD in a given FMCG sector. However, this does not necessarily mean that they have to operate it; instead, the operation could be outsourced to product content providers or to a dedicated institution ('observatory') that delivers the service to Member States' competent authorities. Appropriate Terms of Reference for the operation of such an observatory have to be set up and agreed by the parties involved.

Considerations related to the design of an ICT tool for market surveillance to flag potential DC-SIP cases are summarised in **Box 2**.

**Box 2.** Design considerations for an ICT tool for surveying specific sectors of the Internal Market to assess potential DC-SIP cases.

<p><b>Purpose</b></p> <ul style="list-style-type: none"> <li>- Ad-hoc support for assessing a potential DC-SIP case by collecting information from a suitable number of Member States.</li> <li>- Follow-up of a confirmed DC-SIP case to verify whether corrective actions have been taken by the business operator/brand owner.</li> <li>- Recurrent surveillance of specific market sectors.</li> </ul> <p><b>ICT developer</b></p> <ul style="list-style-type: none"> <li>- ICT company designs the required tools to capture product content and the pipeline for data analytics according to customer specifications.</li> <li>- Product content provider designs the tools for data analytics of their data pools according to customer specifications.</li> <li>- Product content provider gives access (API) to their data pool and ICT company designs the pipeline for data analytics.</li> </ul> <p><b>ICT functionality</b></p> <ul style="list-style-type: none"> <li>- Designed for reporting at predefined time intervals (monthly, quarterly, etc.) in tabular form.</li> <li>- Designed for reporting via an interface including query functions and interactive dashboards.</li> </ul> <p><b>ICT service modalities</b></p> <ul style="list-style-type: none"> <li>- Product content provider produces bespoke reports for a fee.</li> <li>- Product content provider and/or ICT company offers custom designed software as a product or as software as a service (SaaS).</li> </ul> <p><b>Process owner</b></p> <ul style="list-style-type: none"> <li>- Competent authorities and/or consumer organisations.</li> <li>- Supranational organisation ('observatory').</li> </ul>
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## 7 Conclusions

The EU wide comparison to assess the extent of differences in the declared composition and front-of-pack appearance of seemingly identical household and personal care products collected in 20 Member States demonstrated that

- 43 % of the products included in the study had identical ingredients listed on the package of the considered brand and identical or similar front-of-pack appearance;
- 1 % of the products had an identical composition, but the front-of-pack was different;
- 8 % of the products differed in composition but without differentiating the appearance of the front-of-pack in at least one of the 20 surveyed Member State;
- 25 % of the products differed in composition and indicated to a certain extent those differences by variations in the graphical design on the front-of-pack;
- 23 % of the products differed in composition and indicated those differences by a different appearance of the front-of-pack;
- no indication of consistent differentiation of products related to certain geographical regions of the participating Member States was observed;
- compositional differences of the products found in the survey must not be interpreted to constitute a difference in product quality;
- even if a large sample of products offered on the markets of several Member States have been taken, the results of the survey must not be interpreted as being representative of the whole population of household and personal care products offered in those Member States;
- the involvement of brand owners in the case-by-case evaluation of a potential breach of the UCPD for re-conciliation of the findings of the assessment with the product knowledge of the brand owner is necessary;
- the results described in this report describe the situation found on the markets of the participating Member States during the period the survey was carried out (March to June 2022);
- a case-by-case assessment by a competent national authority would be required to assess whether the identical marketing of products with significantly different composition would constitute a misleading practice, violating the EU law, taking into account the impact of the marketing on consumers' purchasing decision and any objective justification of the composition differences potentially provided by the brand owner.

In general, the situation of DC-SIP in the branded household and personal care market sector is similar to what has been observed earlier for branded food products, where 31 % of the products differed in composition but without or only to a limited extent indicating the difference through the appearance of the front-of-pack [11].

The generic framework for selecting, sampling and testing of products including data interpretation and reporting developed for food products [8] is, with small adaptations, suitable for the assessment of household and personal care products. In particular, performance testing (e.g., of laundry detergents) could be included, if deemed necessary by the competent authority organising the testing exercise.

Information technology can provide a range of tools and techniques to support the collection of information from websites for comparing product content. By using these tools, the process of collecting and analysing product content data can be automated to save time and effort. However, currently no ready-to-use software exists. Commercially available platforms were designed to serve other purposes such as tracking pricing strategies of competitors or new product launches but their data pool could be leveraged for comparative product assessments. Obviously, the necessary software for capturing, extracting and analysing the data has to be created or at least adapted.

Where relevant stakeholders, including Member States' competent authorities, industry representatives, or NGOs, for example consumer organisations, consider the creation of an observatory at national or Union level with the task of the recurrent surveillance of specific sectors of the Single Market to assess potential DC-SIP

cases, the first step for its creation will be to define its purpose and remit, and agree on the organisational and governance structure, including a funding mechanism.

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## **List of abbreviations and definitions**

API	Application Programming Interface
DC-SIP	Different Composition of Seemingly Identical Products
DG JUST	Directorate-General for Justice and Consumers
EC	European Commission
EU	European Union
FMCG	Fast Moving Consumer Goods
FOP	Front-of-Pack
GNPD	Global New Products Database
ICT	Information and Communication Technology
INCI	International Nomenclature of Cosmetic Ingredients
JRC	Joint Research Centre
NLP	Natural Language Processing
SaaS	Software as a Service
SMEs	Small and Medium Enterprises
UCPD	Unfair Commercial Practice Directive

**List of boxes**

**Box 1.** Update of the harmonised JRC methodology for assessing differences in composition and appearance of household and personal care products ..... 21

**Box 2.** Design considerations for an ICT tool for surveying specific sectors of the Internal Market to assess potential DC-SIP cases..... 29

**List of figures**

**Figure 1.** Results of an EU wide survey comparing front-of-pack appearance and composition of 128 branded food products.....6

**Figure 2.** Number of branded household and personal care products proposed by Member States for inclusion in the comparative assessment.....9

**Figure 3.** Time line of the project to assess quality related characteristics of household and personal care products offered in the Internal Market ..... 10

**Figure 4.** Number of household (left panel) and personal care (right panel) product content data received from the EU Member States. The total number per Member States is shown in the bottom panel..... 13

**Figure 5.** Number of brands (upper panel), number of data sets (middle panel) and number of data sets per brand (lower panel) for household care products. .... 14

**Figure 6.** Number of brands (upper panel), number of data sets (middle panel) and number of data sets per brand (lower panel) for personal care products. .... 15

**Figure 7.** Comparative assessment of declared ingredients of branded household (left panel) and personal care products (right panel) ..... 17

**Figure 8.** Comparative assessment of declared ingredients and front-of-pack appearance of branded household care products. .... 18

**Figure 9.** Comparative assessment of declared ingredients and front-of-pack appearance of branded personal care products. .... 18

**Figure 10.** Comparative assessment of declared ingredients and front-of-pack appearance of all branded household and personal care products being part of the study..... 19

**Figure 11.** Grouping of Member States to assess whether regional patterns of differentiation exist in the data pool..... 19

**Figure 12.** Building blocks for a generic framework to assess quality related characteristics of food..... 21

**Figure 13.** Sources for collecting product content data..... 23

**Figure 14.** Comparison of product content retrieved from online shops located in the Member States with data collected physically in retail outlets (top row, household care products; bottom row, personal care products)..... 24

**Figure 15.** Availability of product content information for five widely sold packaged foods from online shops located in the Member States..... 24

**Figure 16.** Possibilities to collect product content by ICT..... 25

**Figure 17.** Information technology for flagging potential DC-SIP cases..... 27



**List of tables**

**Table 1.** Grid for classifying products according to similarities/differences..... 12

## Annexes

**Annex 1.** Institutions and representative bodies attending the kick-off meeting on 8 July 2021 (by video conference).

Member States' competent authorities	
Austria	Federal Ministry of Social Affairs, Health, Care and Consumer Protection (Bundesministerium für Soziales, Gesundheit, Pflege und Konsumentenschutz)
Belgium	FPS Economy (FOD Economie)
Croatia	Ministry of Economy and Sustainable Development (Ministarstvo Gospodarstva)
Germany	Federal Ministry of Justice and Consumer Protection (Bundesministerium der Justiz und für Verbraucherschutz)
Germany	Federal Office of Justice (Bundesamt für Justiz)
Hungary	Ministry of Innovation and Technology (Innovációs és Technológiai Minisztérium)
Latvia	Consumer Rights Protection Centre (Patērētāju tiesību aizsardzības centrs)
Lithuania	State Consumer Rights Protection Authority (Valstybinė vartotojų teisių apsaugos tarnyba)
Malta	Malta Competition and Consumer Affairs Authority
Portugal	Directorate General for Consumers (Direcção-Geral do Consumidor)
Romania	Authority for Consumer Protection (Autoritatea Nationala pentru Protectia Consumatorilor)
Slovakia	Public Health Authority of the Slovak Republic (Úrad verejného zdravotníctva Slovenskej republiky)
Spain	Ministry of Consumer Affairs (Ministerio de Consumo)
Spain	Ministry of Health, Consumers and Social Welfare (Ministerio de Sanidad, Consumo y Bienestar Social)
Spain	Spanish Agency of Medicines and Medical Devices (Agencia Española de Medicamentos y Productos Sanitarios)
Consumer organisations	
Belgium	Test Aankoop / Test Achats
Cyprus	Cyprus Consumers' Association (Kypriakos Syndesmos Katanaloton)
Greece	Consumers Protection Centre (Kentro Prostasias Katanaloton - KEPKA)


Slovenia	Slovene Consumers' Association (Zveza Potrošnikov Slovenije)
EC services	
DG GROW	Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs
DG JUST	Directorate-General for Justice and Consumers
JRC	Joint Research Centre
Manufacturer/retail associations	
	AIM - European Brands Association
	Cosmetics Europe - The Personal Care Association
	EuroCommerce
	European Chemical Industry Council - CEFIC
	European Federation for Cosmetic Ingredients - EFFCI
	European Federation of Essential Oils - EFEO
	German Brands Association (Markenverband e.V.)
	Independent Retail Europe
	International Association for Soaps, Detergents and Maintenance Products - A.I.S.E.
	International Fragrance Association - IFRA
	International Natural and Organic Cosmetics Association - NATRUE AISBL
	Lidl
	Markenartikelverband
	REWE-Group
	World Federation of Advertisers

**Annex 2.** EU Member States' institutions participating in the data collection campaign (in several Member States the JRC collected the data)

Austria	Verein für Konsumenteninformation (VKI)
Belgium	Algemene Directie Economische Inspectie – Federale Overheidsdienst Economie, K.M.O., Middenstand en Energie, (Federal Public Service of Economy, SME and Energy Directorate General for Economic Inspection)
Croatia	JRC collected the data
Cyprus	Kypriakos Syndesmos Katanaloton (Cyprus Consumers Association)
Estonia	Tarbijakaitse ja Tehnilise Järelevalve Amet, (Consumer Protection and Technical Regulatory Authority)
France	JRC collected the data
Germany	JRC collected the data
Greece	BIOZO BIOKATANAΛΩΤΕΣ ΓΙΑ ΠΟΙΟΤΙΚΗ ΖΩΗ (BIOZO - BIO-Consumers for Qualitative Life) ΕΝΩΣΗ ΕΡΓΑΖΟΜΕΝΩΝ ΚΑΤΑΝΑΛΩΤΩΝ ΕΛΛΑ (ΕΕΚΕ – Union of Working Consumers of Greece)
Hungary	Innovációs és Technológiai Minisztérium (ITM), (Ministry for Innovation and Technology, Market Surveillance Department for Consumer Protection)
Ireland	Coimisiún um Iomaíocht agus Cosaint Tomhaltóirí/Competition and Consumer Protection Commission
Italy	Autorità Garante della Concorrenza e del Mercato (Italian Competition Authority)
Latvia	Latvijas Patērētāju interešu aizstāvības asociācija (Latvian National Association for Consumer)
Lithuania	Valstybinė vartotojų teisių apsaugos tarnyba, (State Consumer Rights Protection Authority)
Malta	Malta Competition and Consumer Affairs Authority, Enforcement Directorate
Netherlands	JRC collected the data
Poland	Urząd Ochrony Konkurencji i Konsumentów (UOKiK), (Office for Competition and Consumer Protection (UOKiK)
Romania	Autoritatea Nationala pentru Protectia Consumatorilor (ANPC), (Authority for consumer protection)
Slovakia	Úrad verejného zdravotníctva Slovenskej republik, (Public Health Authority of the Slovak Republic)
Slovenia	JRC collected the data
Spain	Dirección General de Consumo (Ministerio de Consumo), (General Directorate of Consumers (Ministry of Consumers)

**Annex 3.** Household care products

<b>Ajax Disinfectant</b>		
<b>Country</b>	<b>Photo</b>	<b>Ingredients</b>
GR		<5% non-ionic surfactants, aroma, disinfectant, limonene, linalool, citronellol, 100 g of liquid product contains 0.65 g of di-n decyl dimethylammonium chloride
HR*)		<5% anionic surfactants, nonionic surfactants, fragrance, disinfectant, limonene, linalool, citronellol, L(+) lactic acid 2.4 g/100 g
IT		<5% non-ionic surfactants, perfumes, disinfectant, limonene, linalool, citronellol. 100 g of product contains 0,65 g of disinfectant (di-n decyldimethylammonium chloride)
MT		<5% non-ionic surfactants, perfume, disinfectant, limonene, citronellol, butylphenyl methylpropional, coumarin, 100 g of product contains 0,65 g of disinfectant (di-n decyl dimethylammonium chloride)

RO		<p>&lt;5% non-ionic surfactants, perfume, disinfectants, limonene, linalool, citronellol, butylphenyl methylpropional, contains active ingredient: didecyldimethylammonium chloride 0.65g / 100g</p>
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\*) different product varinat according to the brand owner (excluded from the comparative assessment)

Comment by the brand owner:

The report confirms that the products have the same formula across the European Countries. Correspondingly, the observed differences in composition are connected to a reformulation programme.

### Ajax Disinfectant

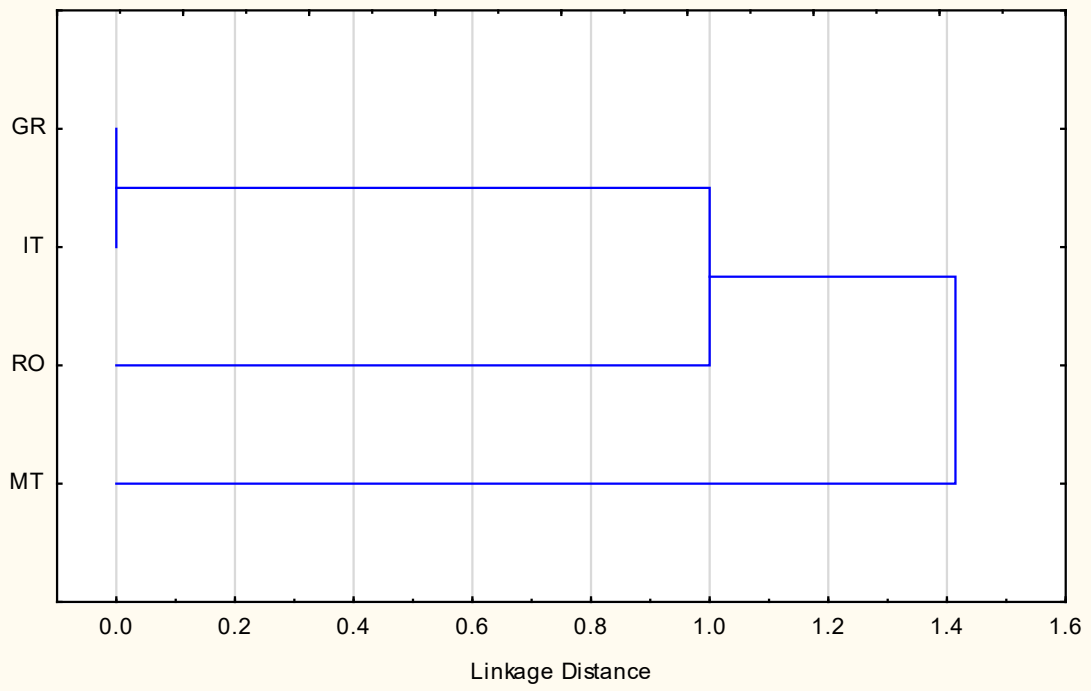


Created with Datawrapper

### Ajax Disinfectant

Single Linkage

Euclidean distances



## Ajax Fête des Fleurs

Country	Photo	Ingredients
AT		<p>&lt;5% anionic surfactants, non-ionic surfactants, perfumes, glutaral, butylphenyl methylpropional, citronellol, hexyl cinnamal, linalool</p>
BE		<p>&lt;5% anionic surfactants, non-ionic surfactants, perfume, glutaral, butylphenyl methylpropional, citronellol, hexyl cinnamal, linalool.</p>
CY		<p>&lt; 5% anionic surfactants, non-ionic surfactants, perfume, glutaral, butylphenyl methylpropional, citronellol, hexyl cinnamal, linalool</p>
DE		<p>&lt;5% anionic surfactants, fragrances, glutaral, citronellol, hexyl cinnamal.</p>



ES*)		<p>&lt; 5 % anionic surfactants, non-ionic surfactants, perfumes, glutaral, butylphenyl methylpropional, coumarin.</p>
FR		<p>&lt;5% anionic surfactants, perfumes, glutaral, citronellol, hexyl cinnamal</p>
GR		<p>&lt;5% anionic surfactants, non-ionic surfactants, aroma, glutaral, butylphenyl methylpropional, citronellol, hexyl cinnamal, linalool</p>
HR		<p>&lt;5% non-ionic surfactants, nonionic surfactants, fragrance, glutaral, butylphenyl methylpropional, citronellol, hexyl cinnamal, linalool</p>

HU		<p>&lt;5% anionic surfactants, non-ionic surfactants, fragrance, glutaral, butylphenyl methylpropional, citronellol, hexyl cinnamal, linalool</p>
LT		<p>&lt;5% anionic surfactants, non-ionic surfactants, fragrance, glutaral, butylphenyl methylpropional, citronellol, hexyl cinnamal, linalool</p>
LV		<p>&lt;5% anionic surfactants, non-ionic surfactants, fragrance, glutaral, butylphenyl methylpropional, citronellol, hexyl cinnamal, linalool.</p>
NL		<p>&lt;5% anionic surfactants, non-ionic surfactants, perfumes, glutaral, butylphenyl methylpropional, citronellol, hexyl cinnamal, linalool.</p>

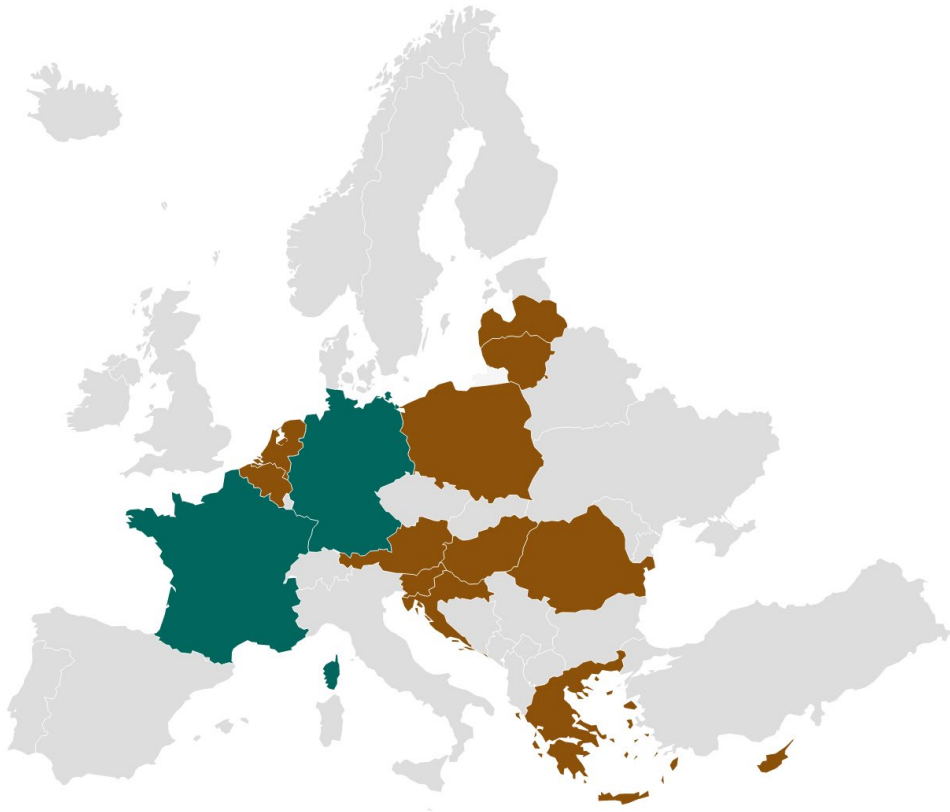
PL		<p>&lt;5% anionic surfactants, non-ionic surfactants, fragrances, glutaral, butylphenyl methylpropional, citronellol, hexyl cinnamal, linalool</p>
RO		<p>&lt;5% anionic surfactants, non-ionic surfactants, fragrances, glutaral, butylphenyl methylpropional, citronellol, hexyl cinnamal, linalool</p>
SI		<p>&lt;5 % anionic surfactants, non-ionic surfactants, perfume, butylphenyl, methylpropional, citronellol, hexyl cinnamal, linalool.</p>

\*) different product variant according to the brand owner (excluded from the comparative assessment)

Comment by the brand owner:

The report confirms that the products have the same formula across the European Countries. Correspondingly, the observed differences in composition are connected to a reformulation programme.

## Ajax Fête des Fleurs

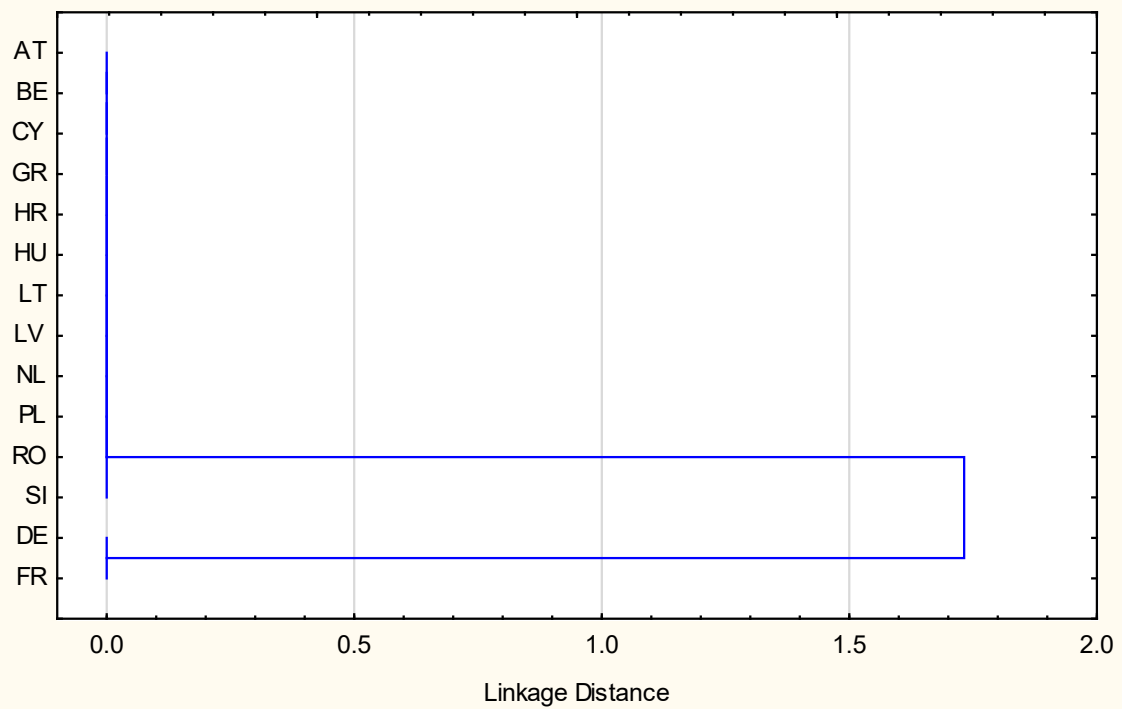


Created with Datawrapper

## Ajax Fête des Fleurs



Single Linkage





Euclidean distances



## Ariel Allin1 pods

Country	Photo	Ingredients
AT		<p>&gt;30% anionic surfactants; 5-15% soap; &lt;5% non-ionic surfactants, phosphonates; enzymes, optical brighteners, perfumes, alpha-isomethyl ionone, citronellol, coumarine, hexyl cinnamal, hydroxyisohexyl 3-cyclohexene carboxaldehyde, linalool.</p>
BE		<p>&gt;30% anionic surfactants; 5-15% soap; &lt;5% non-ionic surfactants, phosphonates; enzymes, optical brighteners, perfumes, alpha-isomethyl ionone, citronellol, coumarin, hexyl cinnamal, hydroxyisohexyl 3-cyclohexene carboxaldehyde, linalool</p>
ES		<p>&gt;30% anionic surfactants; 5-15% soap; &lt;5% non-ionic surfactants, phosphonates; enzymes, optical brighteners, perfumes, alpha-isomethyl ionone, citronellol, coumarin, hexyl cinnamal, hydroxyisohexyl 3-cyclohexene carboxaldehyde, linalool.</p>
FR		<p>&gt;30% anionic surfactants; 5-15% soap; &lt;5% nonionic surfactants, phosphonates; enzymes, optical brighteners, perfumes, alpha-isomethyl ionone, citronellol, coumarin, hexyl cinnamal, hydroxyisohexyl 3-cyclohexene carboxaldehyde, linalool.</p>





GR		<p>&gt; 30% anionic surfactants, 5-15% soap, &lt;5% non-ionic surfactants, phosphonates, enzymes, brighteners, fragrances, alpha-isomethyionone, citronellol, coumarin, hexyl cinnamal, hydroxyisohexyl 3-cyclohexene carboxaldehyde, linalool</p>
HR		<p>&gt;30% anionic surfactants, 5 - 15% soap, &lt;5% nonionic surfactants, phosphonates, enzymes, optical color brighteners, fragrance, alpha-isomethyl ionone, citronellol, coumarin, hexyl cinnamal, hydroxyisohexyl 3-cyclohexene carboxaldehyde, linalool</p>
HU		<p>&gt;30% anionic surfactants; 5-15% soap; &lt;5% nonionic surfactants, phosphonates; enzymes, optical brighteners, fragrances, alpha-isomethyl ionone, citronellol, coumarin, hexyl cinnamal, hydroxyisohexyl 3-cyclohexene carboxaldehyde, linalool.</p>
IE		<p>&gt;30% anionic surfactants; 5-15% soap; &lt;5% non-ionic surfactants, phosphonates; enzymes, optical brighteners, perfumes, alpha-isomethyl ionone, citronellol, coumarin, hexyl cinnamal, hydroxyisohexyl 3 cyclohexene, carboxaldehyde, linalool.</p>





LT		<p>&gt; 30% anionic surfactant; 5-15% soap; &lt;5% non-ionic surfactants, phosphonates; enzymes, optical brighteners, fragrances, alpha-isomethyl ionone, citronellol, coumarin, hexyl cinnamal, hydroxyisohexyl 3-cyclohexene carboxaldehyde, linalool</p>
LV		<p>&gt; 30% anionic surfactant; 5-15% soap; &lt;5% non-ionic surfactants, phosphonates; enzymes, optical brighteners, fragrances, alpha-isomethyl ionone, citronellol, coumarin, hexyl cinnamal, hydroxyisohexyl 3-cyclohexene carboxaldehyde, linalool</p>
MT		<p>&gt;30% anionic surfactants; 5-15% soap; &lt;5% non-ionic surfactants, phosphonates; enzymes, optical brighteners, perfumes, alpha-isomethyl ionone, citronellol, coumarin, hexyl cinnamal, hydroxyisohexyl 3-cyclohexene carboxaldehyde, linalool.</p>
NL		<p>&gt;30% anionic surfactants; 5-15% soap; &lt;5% nonionic surfactants, phosphonates; enzymes, optical brighteners, perfumes, alpha-isomethyl ionone, citronellol, coumarin, hexyl cinnamal, hydroxyisohexyl 3-cyclohexene carboxaldehyde, linalool.</p>





PL		<p>&gt;30% anionic surfactants, 5-15% soap; &lt;5% non-ionic surfactants; enzymes, optical brightener, perfume, alpha-isomethyl ionone, citronellol, coumarin, hexyl cinnamal, hydroxyisohexyl 3-cyclohexene carboxaldehyde, linalool</p>
RO		<p>&gt;30% anionic surfactants, 5_15% soap, &lt;5% non-ionic surfactants, phosphonates, enzymes, optical brighteners, perfumes, alpha-isomethyl ionone, citronellol, coumarin, hexyl cinnamal, hydroxyisohexyl 3-cyclohexene carboxaldehyde, linalool.</p>
SI		<p>&gt;30% anionic surfactants, 5_15% soap, &lt;5% non-ionic surfactants, phosphonates, enzymes, optical brighteners, perfumes, alpha-isomethyl ionone, citronellol, coumarin, hexyl cinnamal, hydroxyisohexyl 3-cyclohexene carboxaldehyde, linalool.</p>



## Ariel Allin1 + Active pods

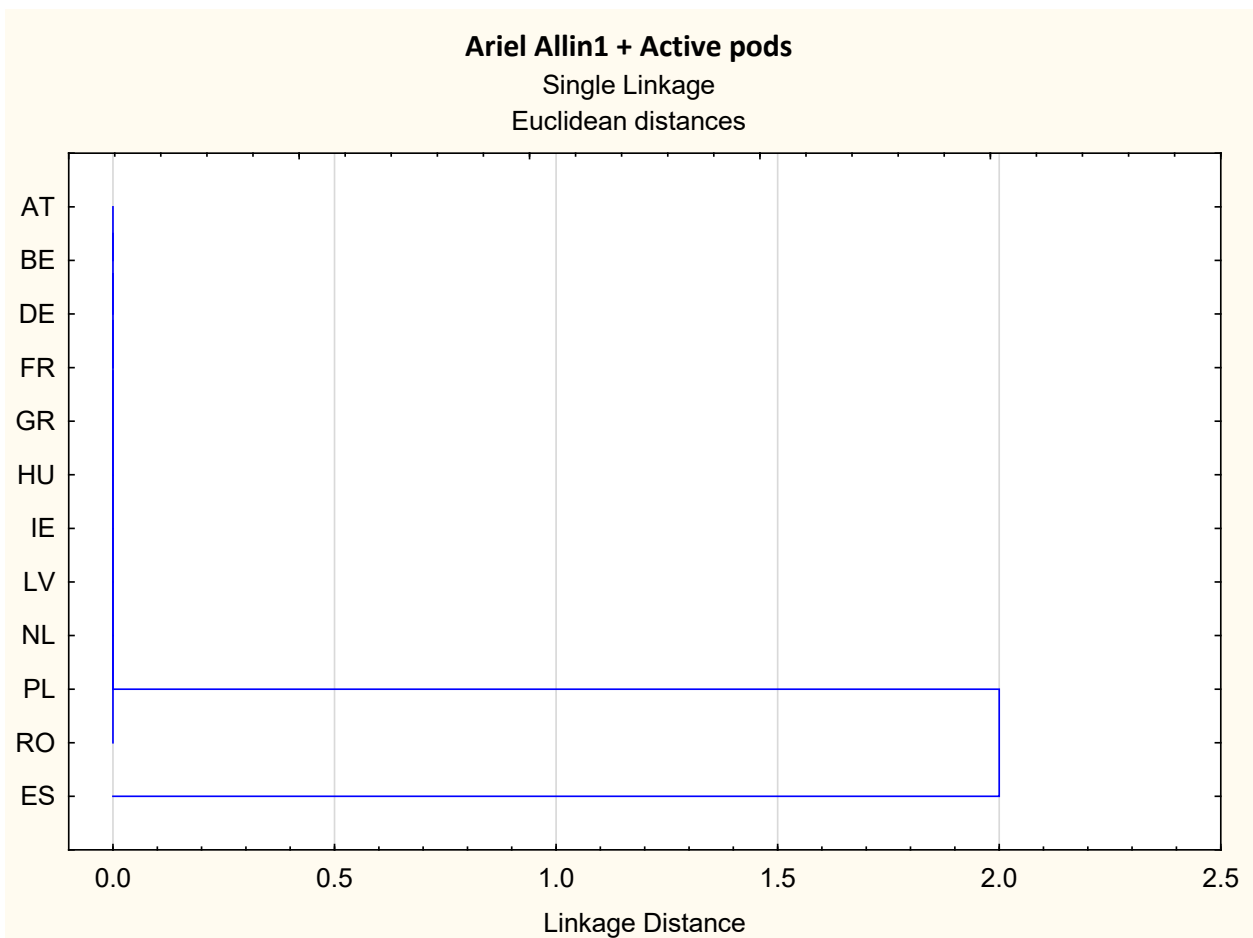
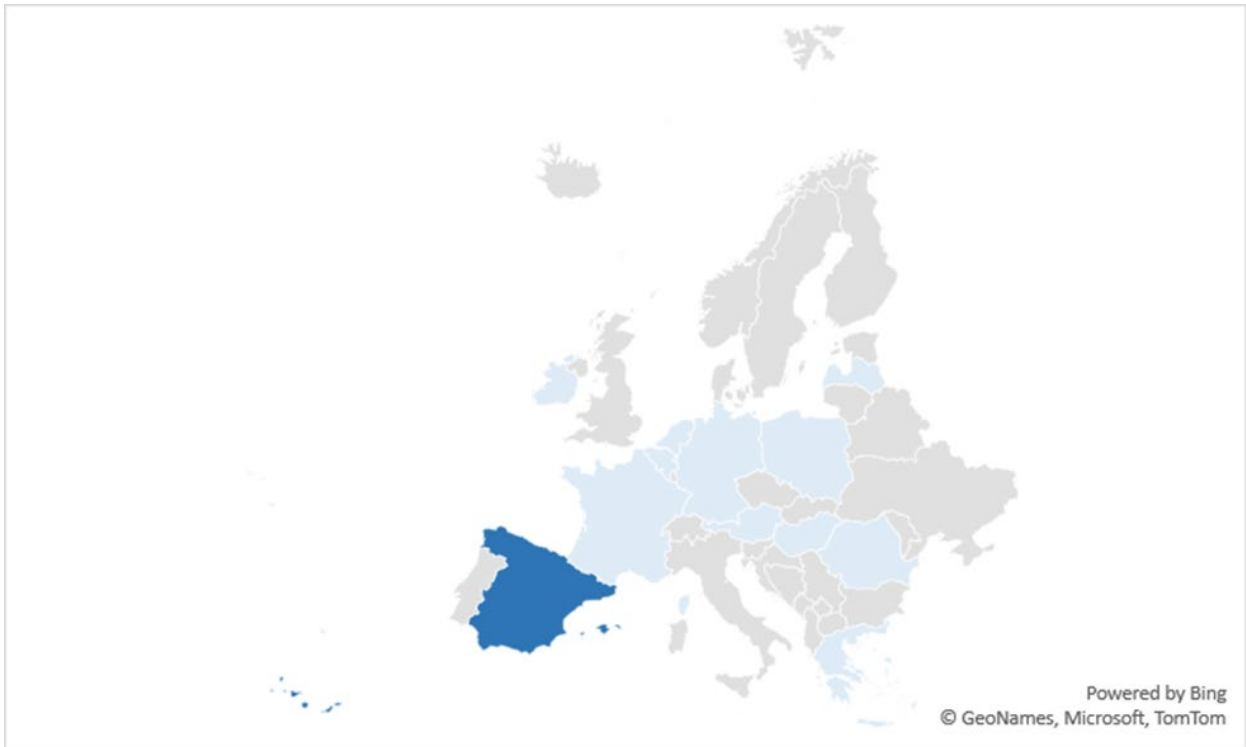
Country	Photo	Ingredients
AT		<p>&gt;30% anionic surfactants; 5-15% soap; &lt;5% non-ionic surfactants, phosphonates; enzymes, optical brighteners, perfumes</p>
BE		<p>&gt;30% anionic surfactants; 5-15% soap; &lt;5% non-ionic surfactants, phosphonates; enzymes, optical brighteners, perfumes</p>
DE		<p>&gt; 30% anionic surfactants; 5-15% soap; &lt;5% non-ionic surfactants, phosphonates; enzymes, optic brighteners, fragrances.</p>
ES		<p>&gt;30% anionic surfactants; 5-15% soap; &lt;5% non-ionic surfactants, phosphonates; enzymes, optical brighteners, perfumes, alpha-isomethyl ionone, cinnamyl alcohol, citronellol, limonene.</p>

FR		<p>&gt;30% anionic surfactants; 5-15% soap; &lt;5% non-ionic surfactants, phosphonates; enzymes, optical brighteners, perfumes</p>
GR		<p>&gt; 30% anionic surfactants, 5-15% soap, &lt;5% non-ionic surfactants, phosphonates, enzymes, brighteners, fragrances</p>
HU		<p>&gt;30% anionic surfactants, 5-15% soap, &lt;5% non-ionic surfactants, phosphonates, enzymes, optical brighteners, perfumes</p>
IE		<p>&gt;30% anionic surfactants; 5-15% soap; &lt;5% non-ionic surfactants, phosphonates; enzymes, optical brighteners, perfumes.</p>





LV		<p>&gt;30% anionic surfactants; 5-15% soap; &lt;5% non-ionic surfactants, phosphonates; enzymes, optical brighteners, perfumes.</p>
NL		<p>&gt;30% anionic surfactants; 5-15% soap; &lt;5% non-ionic surfactants, phosphonates; enzymes, optical brighteners, perfumes.</p>
PL		<p>&gt;30% anionic surfactants; 5-15% soap; &lt;5% non-ionic surfactants, phosphonates; enzymes, optical brighteners, perfumes.</p>
RO		<p>&gt; 30% anionic surfactants; 5-15% soap; &lt;5% nonionic surfactants, phosphonates; enzymes, optical bleaches, perfume.</p>





Comment by the brandowner:




The selected products show the evolution in our product innovation. The discrepancies in the ingredient list are due to a formula upgrade that we implemented in the course of 2022 in all markets. The reference selected in Spain is already the new product upgrade, all other markets followed over the course of 2022.



## Ariel Color (liquid)

Country	Photo	Ingredients
DE <sup>2)</sup>		<p>5-15% anionic surfactants; &lt;5% nonionic surfactants, phosphonates, soap; enzymes, benzisothiazolinones, fragrances, alpha-isomethyl ionone, geraniol.</p>
ES <sup>3)</sup>		<p>5-15% anionic surfactants, &lt;5% non-ionic surfactants; phosphonates, soap; enzymes, benzisothiazolinone, perfumes, alpha-isomethyl ionone, citronellol, geraniol, limonene, linalool.</p>
FR <sup>3)</sup>		<p>5-15% anionic surfactants; &lt;5% nonionic surfactants, phosphonates, soap; enzymes, benzisothiazolinone, perfumes, alpha-isomethyl ionone, citronellol, geraniol, limonene, linalool.</p>
HR <sup>3)</sup>		<p>5-15% anionic surfactants, &lt;5% nonionic surfactants, phosphonates, soap, enzymes, benzisothiazolinones, fragrance, alpha-isomethyl ionone, citronellol, geraniol, linalool</p>

HU <sup>2)</sup>		<p>5-15% anionic surfactant, &lt; 5% nonionic surfactants, phosphonates, soap, enzymes, benzisothiazolinone, fragrance, alpha-isomethyl ionone, geraniol</p>
LT <sup>3)</sup>		<p>5-15% anionic surfactants; &lt;5%: non-ionic surfactants, phosphonates, soap; enzymes, benzisothiazolinone, fragrances, alpha-isomethyl ionone, citronellol, geraniol, linalool</p>
MT <sup>1)</sup>		<p>5-15% anionic surfactants; &lt;5% non-ionic surfactants, phosphonates, soap; enzymes, benzisothiazolinone, perfumes, alpha-isomethyl ionone, citronellol, geraniol, linalool.</p>
NL <sup>1)</sup>		<p>5-15% anionic surfactants; &lt;5% non-ionic surfactants, phosphonates, soap; enzymes, benzisothiazolinone, perfumes, alpha-isomethyl ionone, citronellol, geraniol, linalool.</p>

PL <sup>1)</sup>		5-15% anionic surfactants; <5% non-ionic surfactants, phosphonates, soap; enzymes, benzisothiazolinone, fragrances, alpha-isomethyl ionone, citronellol, geraniol, linalool
RO <sup>2)</sup>		5-15% anionic surfactants; <5% nonionic surfactants, phosphonates, soap; enzymes, benzisothiazolinone, perfume, alpha-isomethyl ionone, geraniol.
SI <sup>1)</sup>		5-15% anionic surfactants, <5% nonionic surfactants, phosphonates, soap, enzymes, benzisothiazolinone, fragrance, alpha-isomethyl ionone, citronellol, geraniol, linalool.

1) 'Color' variant according to the brand owner

2) 'Color + Farbschutz' variant according to the brand owner

3) 'Color + extra fibercare' variant according to the brand owner

Comment by the brandowner:

The selection shared, compares three different variants of Ariel color laundry detergent playing in different tiers of laundry detergents:

a) The 'Color` variant selected in Poland, Netherlands, Slovenia and Malta, which share the overall design and color, but for historical reasons and consumer recollection are named as "Ariel Power Color" or "Ariel Gel concentrate Color" or "Ariel Color Reveal".

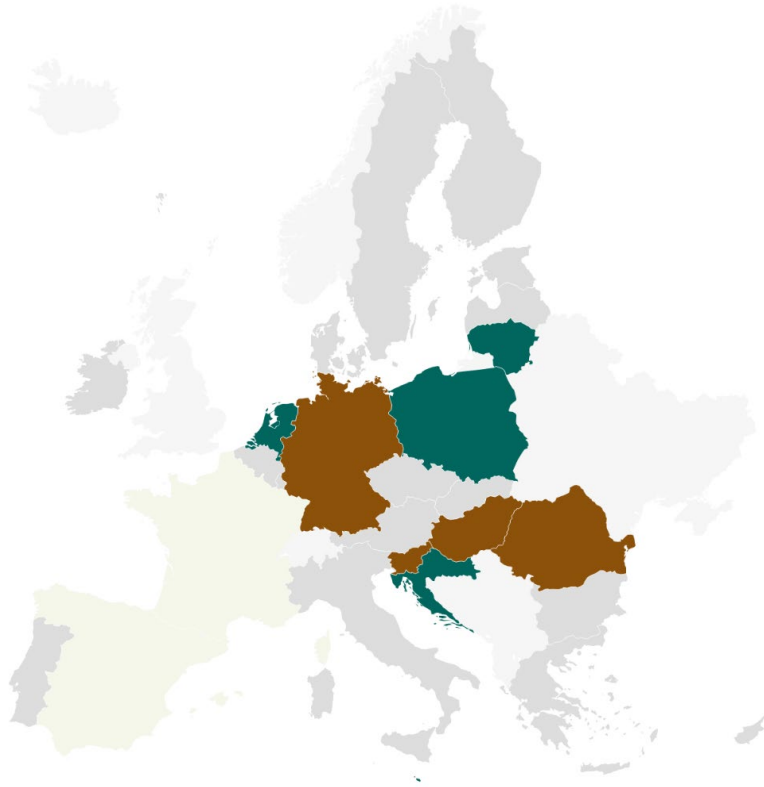
b) The "Color + Farbschutz" variant which exists in Germany, Austria, Croatia, Hungary, Latvia, Malta, Poland and Romania, featuring a purple and blue based design on front of pack and prominently spelling out the variant name. We do not offer this variant in France, Netherlands and Spain. In the comparison provided, this variant was selected for the countries Romania, Germany and Hungary.

c) The "Color+ extra fibercare" variant selected for countries Spain, France, Croatia and Latvia is a variant that plays in our value-add segment, providing the additional benefit of fiber care. This variant prominently spells out its added benefit in a ribbon right underneath the Ariel logo as well as with a benefit icon on the right side of the Ariel logo. It is also differentiated in design, featuring a purple background.

As mentioned above, the average consumer, who is reasonably well informed and reasonably observant and circumspect, will expect and notice different variants of Ariel.



### Ariel Color (liquid)

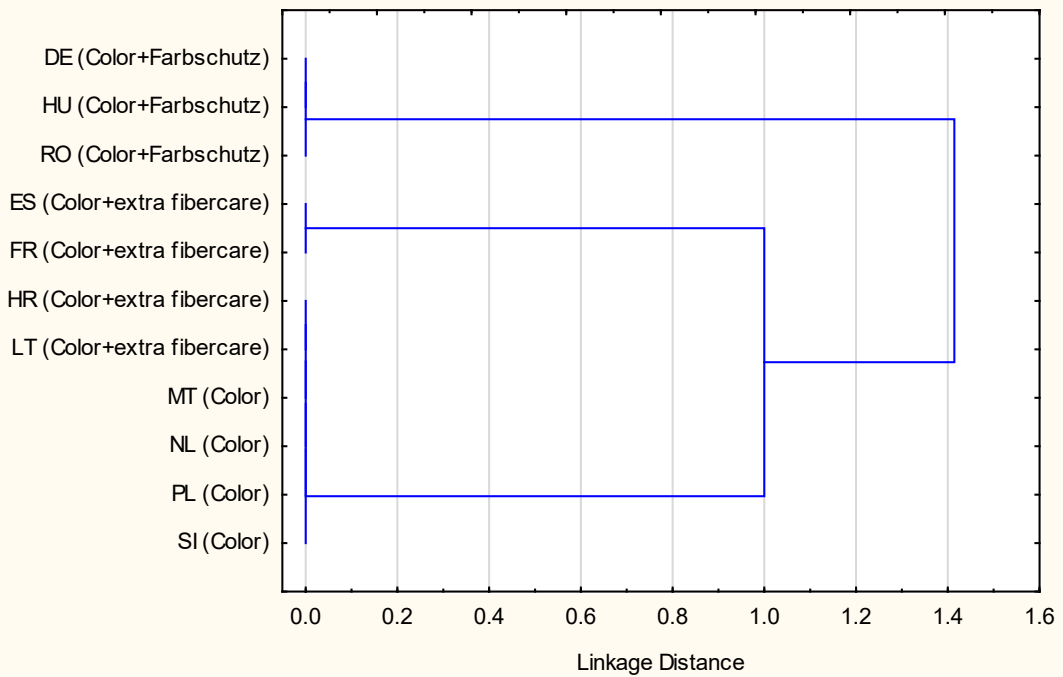


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### Ariel Color (liquid)

Single Linkage

Euclidean distances



## Ariel Color (powder)

Country	Photo	Ingredients
AT		<p>5-15% anionic surfactants; &lt;5% non-ionic surfactants, phosphonates, polycarboxylates, zeolites; enzymes, perfumes, hexyl cinnamal, linalool.</p>
DE		<p>5-15% anionic surfactants; &lt;5% nonionic surfactants, phosphonates, polycarboxylates, zeolites; enzymes, fragrances, hexyl cinnamal, linalool.</p>
ES**)		<p>&gt;30% zeolite; 15-30% anionic surfactants; &lt; 5% non-ionic surfactants, phosphonate, polycarboxylates; enzymes, perfumes, hexyl cinnamaldehyde.</p>
GR*)		<p>5-15% anionic surfactants, &lt;5% non-ionic surfactants, phosphonates, polycarboxylates, zeolites, enzymes, perfumes, linalool.</p>

HR		<p>5-15 % anionic surfactants, &lt;5% nonionic surfactants, phosphonates, polycarboxylates, zeoliths, enzymes, fragrance, hexyl cinnamal, linalool</p>
HU		<p>5-15% anionic surfactants; &lt;5% non-ionic surfactants, phosphonates, polycarboxylates, zeolites; enzymes, fragrances, hexyl cinnamal, linalool</p>
LT		<p>5-15% anionic surfactants; &lt;5% non-ionic surfactants, phosphonates, polycarboxylates, zeolites; enzymes, perfumes</p>
LV*)		<p>5-15% anionic surfactants; &lt;5% non-ionic surfactants, phosphonates, polycarboxylates, zeolites; enzymes, perfumes</p>

RO*)		<p>5-15% anionic surfactants, &lt;5% nonionic surfactants, phosphonates, polycarboxylates, zeolites, enzymes, perfume, linalool</p>
SI		<p>5-15 % anionic surfactants, &lt;5 % non-ionic surfactants, phosphonates, polycarboxylates, zeolites, enzymes, fragrance, hexyl cinnamal, linalool</p>

\*) different product variant according to the brand owner (excluded from the comparative assessment)

\*\*) product not offered by P&G in Spain

Comment by the brandowner:

The product selected in Spain is not sold by P&G as presented in the selection made. The product depicted in the selection is not listed in our portfolio for the Spanish market. It appears to be a product designed for the German/Austrian market. It is however not possible to identify the product just by the front visual and we therefore cannot credibly comment on the ingredient list.

Products selected in Greece and Romania are not comparable as they are different variants. The selection for Greece and Romania depicts our “Ariel Color Fresh Aqua Pudre Touch of Lenor Fresh” variant of our powder detergent portfolio. This variant cannot be considered seemingly identical detergent product, as clearly identified under different artwork propositions, clearly spelt out on front of pack under the name ‘Ariel Color Fresh Aqua Pudre Touch of Lenor Fresh’ and via the blue and rainbow color design. Additionally, this artwork features blue flowers.

Product selected in Latvia is not comparable as it is a different variant. The selected product in Latvia shows our “Touch of Lenor Unstoppables Colour” variant which is a very different proposition belonging to our Value Add line-up offering additional benefit. This variant cannot be considered seemingly identical detergent product as it is clearly identified under a different artwork proposition and clearly spelled out on front of pack as Ariel “+ Touch on Lenor Unstoppables Color”. The artwork also features a dark green color regime.

An average consumer, who is reasonably well informed and reasonably observant and circumspect, will expect and notice different variants of our Ariel Color powder products.

### Ariel Color (powder)

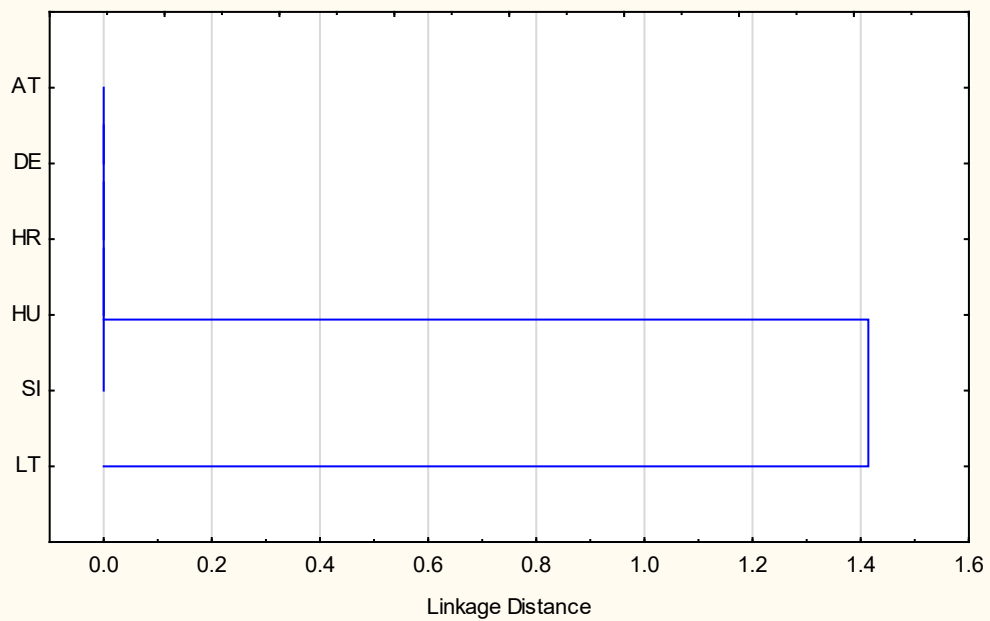


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### Ariel Color (powder)

Single Linkage

Euclidean distances



## Ariel Colour & Style (liquid)

Country	Photo	Ingredients
FR		<p>5-15% anionic surfactants; &lt;5% nonionic surfactants, phosphonates, soap; enzymes, benisothiazolinone, methylisothiazolinone, perfumes, alpha-isomethyl ionone, citronellol, geraniol.</p>
PL		<p>5-15% anionic surfactants, &lt;5% non-ionic surfactants, phosphonates, soap, enzymes, benisothiazolinone, fragrances, alpha-isomethyl ionone, citronellol, geraniol, linalool</p>
RO		<p>5-15% anionic surfactants, &lt;5% non-ionic surfactants, phosphonate, soap, enzyme, benisothiazolinone, perfume, alpha-isomethyl ionone, citronellol, geraniol, linalool.</p>
SI		<p>5-15% anionic surfactants, &lt;5% nonionic surfactants, phosphonates, soap, enzymes, benisothiazolinone, methylisothiazolinone, fragrance, alpha-isomethyl ionone, citronellol, geraniol, linalool.</p>

Comment by the brandowner:

The product variant "Ariel Colour & Style" is no longer available in our product portfolio for France.

### Ariel Colour & Style (liquid)

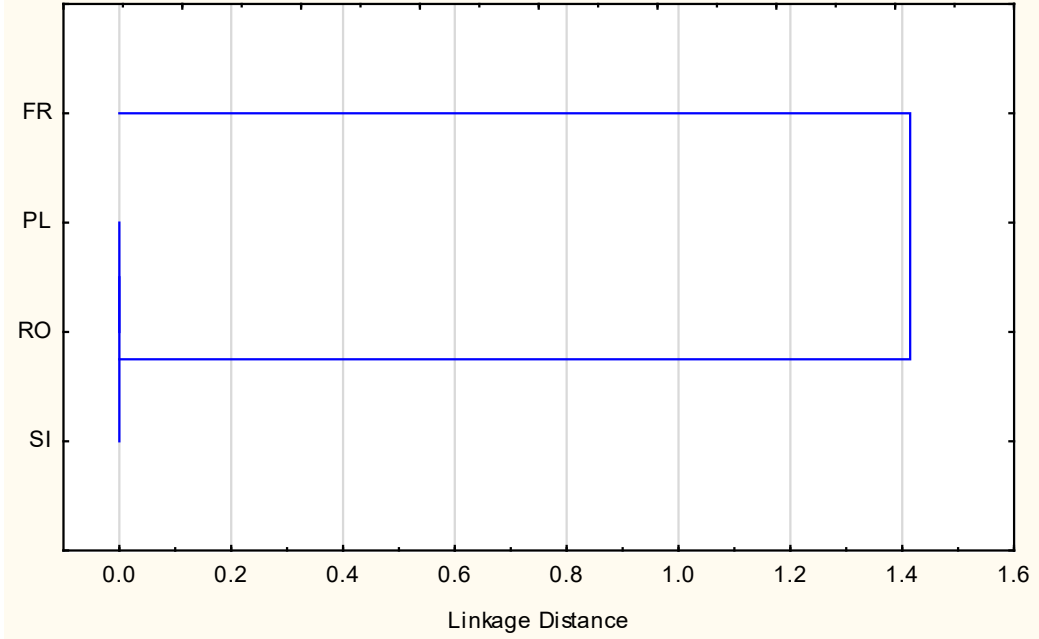


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### Ariel Colour & Style (liquid)

Single Linkage





Euclidean distances











## Ariel Color Allin1 pods

Country	Photo	Ingredients
AT		<p>&gt;30% anionic surfactants; 5-15% soap; &lt;5% non-ionic surfactants, phosphonates; enzymes, optical brighteners, parfumes, citronellol, eugenol, linalool</p>
BE		<p>&gt;30% anionic surfactants; 5-15% soap; &lt;5% non-ionic surfactants, phosphonates; enzymes, optical bleaches, perfumes, citronellol, eugenol, linalool.</p>
DE		<p>&gt;30% anionic surfactants; 5-15% soap; &lt;5% nonionic surfactants, phosphonates; enzymes, optical brighteners, fragrances, citronellol, eugenol, linalool</p>
EE		<p>&gt;30% anionic surfactants; 5-15% soap; &lt;5% non-ionic surfactants, phosphonates; enzymes, optical brighteners, fragrances, citronellol, eugenol, linalool.</p>




<p>ES</p>		<p>&gt;30% anionic surfactants; 5-15% soap; &lt;5% non-ionic surfactants, phosphonates; enzymes, optical brighteners, perfumes, citronellol, eugenol, linalool.</p>
<p>FR</p>		<p>&gt;30% anionic surfactants; 5-15% soap; &lt;5% nonionic surfactants, phosphonates; enzymes, optical brighteners, perfumes, citronellol, eugenol, linalool.</p>
<p>GR</p>		<p>&gt; 30% anionic surfactants, 5-15% soap, &lt;5% non-ionic surfactants, phosphonates, enzymes, brighteners, fragrances, citronellol, eugenol, linalool</p>
<p>HR</p>		<p>&gt;30% anionic surfactants, 5-15% soap, &lt;5% nonionic surfactants, phosphonates, enzymes, optical color brighteners, fragrance, citronelol, eugenol, linalool</p>

<p>HU</p>		<p>&gt; 30% anionic surfactants, 5-15% soap, &lt;5% nonionic surfactants, phosphonates, enzymes, optical brighteners, fragrances, citronellol, eugenol, linalool</p>
<p>IE</p>		<p>&gt;30% anionic surfactants; 5-15% soap; &lt;5% non-ionic surfactants, phosphonates; enzymes, optical brighteners, perfumes, citronellol, eugenol, linalool.</p>
<p>LT</p>		<p>&gt; 30% anionic surfactant; 5-15% soap; &lt;5% non-ionic surfactants, phosphonates; enzymes, optical brighteners, fragrances, citronellol, eugenol, linalool</p>
<p>LV</p>		<p>&gt; 30% anionic surfactant; 5-15% soap; &lt;5% non-ionic surfactants, phosphonates; enzymes, optical brighteners, fragrances, citronellol, eugenol, linalool</p>

<p>NL</p>		<p>&gt;30% anionic surfactants; 5-15% soap; &lt;5% non-ionic surfactants, phosphonates; enzymes, optical brighteners, fragrance composition, citronellol, eugenol, linalool</p>
<p>PL</p>		<p>&gt;30% anionic surfactants; 5-15% soap; &lt;5% non-ionic surfactants, phosphonates; enzymes, optical brighteners, fragrance composition, citronellol, eugenol, linalool</p>
<p>RO</p>		<p>&gt;30% anionic surfactants, 5-15% soap, &lt;5% non-ionic surfactants, phosphonates, enzymes, optical brighteners, perfumes, citronellol, eugenol, linalool.</p>
<p>SI</p>		<p>&gt; 30 % anionic surfactant; &lt;5 % non-ionic surfactant, 5-15 % soap, phosphonates;enzymes, optical bleaching agent, fragrances, citronellol, eugenol, linalool.</p>

## Ariel Colour & Style (powder)

Country	Photo	Ingredients
BE		<p>5-15% anionic surfactants; &lt;5% non-ionic surfactants, phosphonates, polycarboxylates, zeolites; enzymes, perfumes, coumarin, geraniol, hexyl cinnamal.</p>
IE		<p>5-15% anionic surfactants; &lt;5% non-ionicsurfactants, phosphonates, polycorboxylates, zeolites; enzymes, perfumes, coumarin, geraniol, hexyl cinnamal.</p>
MT		<p>5-15% anionic surfactants, &lt;5% non-ionic surfactants, phosponates, polycarboxylates, zeolites; enzymes, perfumes, coumarin, geraniol, hexyl cinnamal.</p>
NL		<p>5-15% anionic surfactants; &lt;5% non-ionic surfactants, phosphonates, polycarboxylates, zeolites; enzymes, perfumes, coumarin, geraniol, hexyl cinnamal.</p>

<p>PL*)</p>		<p><i>5-15% anionic surfactants; &lt;5% non-ionic surfactants, phosphonates, polycarboxylates, zeolites; enzymes, fragrances, hexyl cinnamal</i></p>
<p>RO*)</p>		<p><i>5-15% anionic surfactants; &lt;5% non-ionic surfactants, phosphonates, polycarboxylates, zeolites, enzymes, perfume, hexyl cinnamal.</i></p>





\*) different product variant according to the brand owner (excluded from the comparative assessment)





Comment by the brandowner:



The "Colour & Style" products selected in Ireland and Malta are no longer in market. They have been delisted over summer 2022.

The selection provided for Poland and Romania depict our "Instant Powder Color" / "Aqua Pudre Color" variant of our powder detergent portfolio. This variant cannot be considered seemingly identical detergent product, as clearly identified by its name in a prominent blue bar underneath the brand name on front of pack.

## Ariel Mountain Spring

BE		<p>5-15% anionic surfactants; &lt;5% non-ionic surfactants, phosphonates, soap, enzymes, optical brighteners, benzisothiazolinone, methylisothiazolinone, parfumes, alpha-isomethyl ionone, citronellol, geraniol, limonene</p>
FR*)		<p><i>5-15% anionic surfactants; &lt;5% nonionic surfactants, phosphonates, soap; enzymes, optical brighteners, benzisothiazolinone, fragrances, benzyl salicylate, citronellol, geraniol, limonene, linalool.</i></p>
GR		<p>5-15% anionic surfactants; &lt;5% non-ionic surfactants; phosphonates, soap; enzymes; optical brighteners; benzisothiazolinone; fragrances; alpha-isomethyl ionone; citronello; geraniol; limonene, linalool</p>
HR		<p>5-15% anionic surfactants, &lt;5% nonionic surfactants, phosphonates, soap, enzymes, optical color brighteners, benzisothiazolinone, fragrances, alpha-isomethyl ionones, citronellol, gerianol, limonene, linalool</p>

HU		<p>5-15% anionic surfactants, &lt;5% nonionic surfactants, phosphonates, soap, enzymes, optical brighteners, benzisothiazolinone, fragrances, alpha-isomethyl ionone, citronellol, geraniol, limonene, linalool</p>
LT		<p>5-15% anionic surfactants; &lt;5%: non-ionic surfactants, phosphonates, soap; enzymes, optical brighteners, benzisothiazolinone, fragrances, alpha-isomethylionone, citronellol, geraniol, limonene, linalool</p>
LV		<p>5-15% anionic surfactants, &lt;5% non-ionic surfactants, phosphonates, soap, enzymes, optical brighteners, benzisothiazolinone, methylisothiazolinone, perfume, fragrances, alpha-isomethyl ionone, citronellol, geraniol, limonene.</p>
PL		<p>5-15% anionic surfactants, &lt;5% non - ionic surfactants, phosphonates, soap, enzymes, optical brighteners, benzisothiazolinone, fragrances, alpha-isomethyl ionone, citronellol, geraniol, limonene, linalool</p>

RO		<p>5-15% anionic surfactants &lt;5% nonionic surfactants, phosphonates, soap, enzymes, optical bleaches, benzisothiazolinone, perfume, alpha-isomethyl ionone, citronellol, geraniol, limonene, linalool</p>
SI		<p>5-15 % anionic surfactant, &lt;5 % non-ionic surfactant, phosphonates, soap, enzymes, optical bleaching agents, benzisothiazolinone, fragrance, alpha-isomethyl ionone, citronellol, geraniol, limonene, linalool</p>

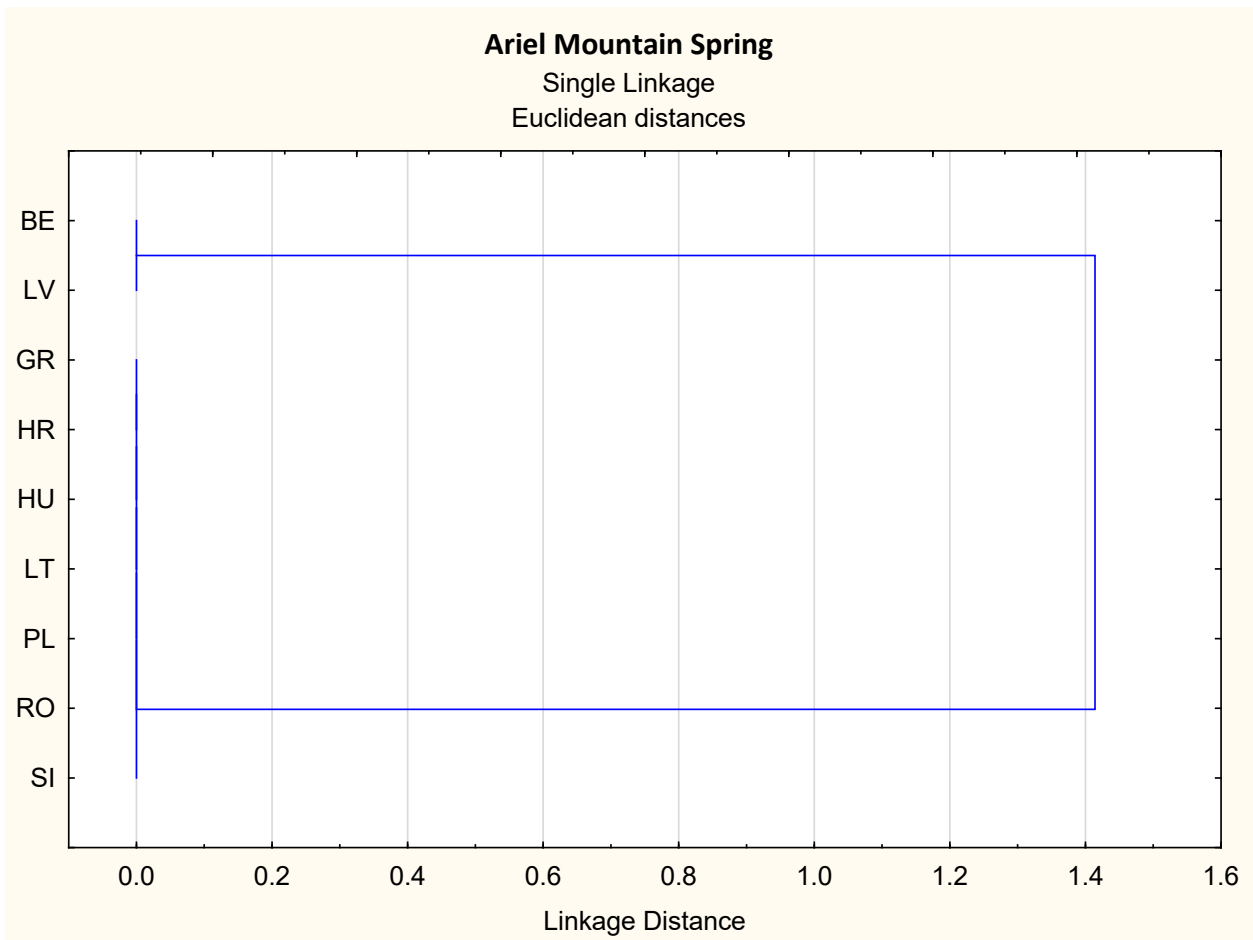
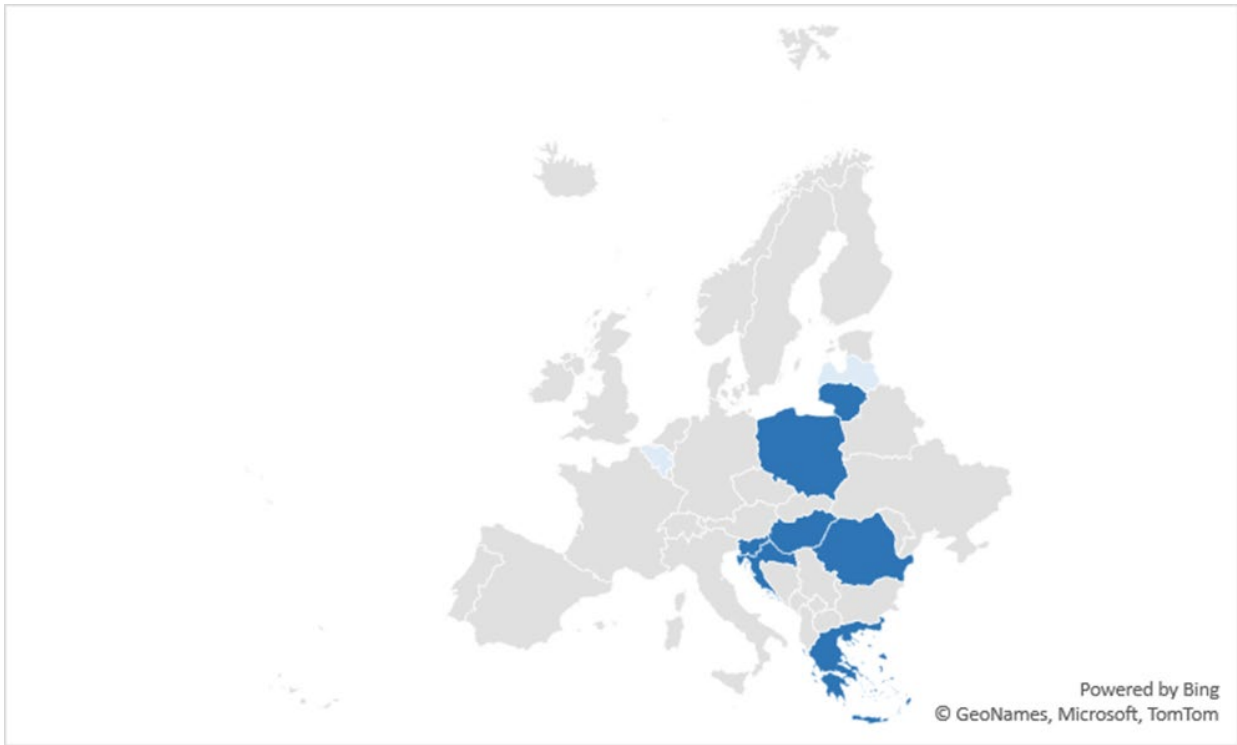
\*) different product variant according to the brand owner (excluded from the comparative assessment)

Comment by the brand owner:




The product variant selected in Belgium, is not sold by P&G to Belgian consumers. We however offer an “Alpine” variant in Belgium, which is identical to the product selected for France (see below).

The product selected in France is a different variant, the “Alpine” variant. This variant cannot be considered seemingly identical detergent product to “Ariel Mountain Spring”, as clearly identified under different artwork propositions and clearly spelt out on front of pack under the name “Alpine” as well as the design being focused on blue ray colors.





## Ariel Mountain Spring (powder)

Country	Photo	Ingredients
GR		<p>5-15% anionic surfactants, oxygen-based bleaching agents, &lt;5% non-ionic surfactants, phosphonates, polycarboxylates, zeolites, enzymes, optical brighteners, perfumes, coumarin, geraniol, hexyl cinnamal</p>
HU		<p>5-15% anionic surfactants, oxygen-based bleaching agents; &lt;5% non-ionic surfactants, phosphonates, polycarboxylates, zeolites; enzymes, optical brighteners, fragrances, hexyl cinnamal</p>
IE*)		<p>5-15% anionic surfactants, oxygen-based bleaching agents; &lt;5% non-ionic surfactants, phosphonates, polycarboxylates, zeolites; enzymes, optical brighteners, fragrances</p>
LV		<p>ingredient list not provided</p>

PL		<p>5-15 % anionic surfactants, oxygen-based bleaching compounds; &lt;5% non-ionic surfactants, phosphonates, polycarboxylates, zeolites; enzymes, optical brighteners, fragrance compositions, hexyl cinnamal</p>
RO		<p>5-15% anionic surfactants, oxygen bleaching agents, &lt;5% non-ionic surfactants, phosphonates, polycarboxylates, zeolites, enzymes, optical brighteners, perfume, hexylcinnamal.</p>

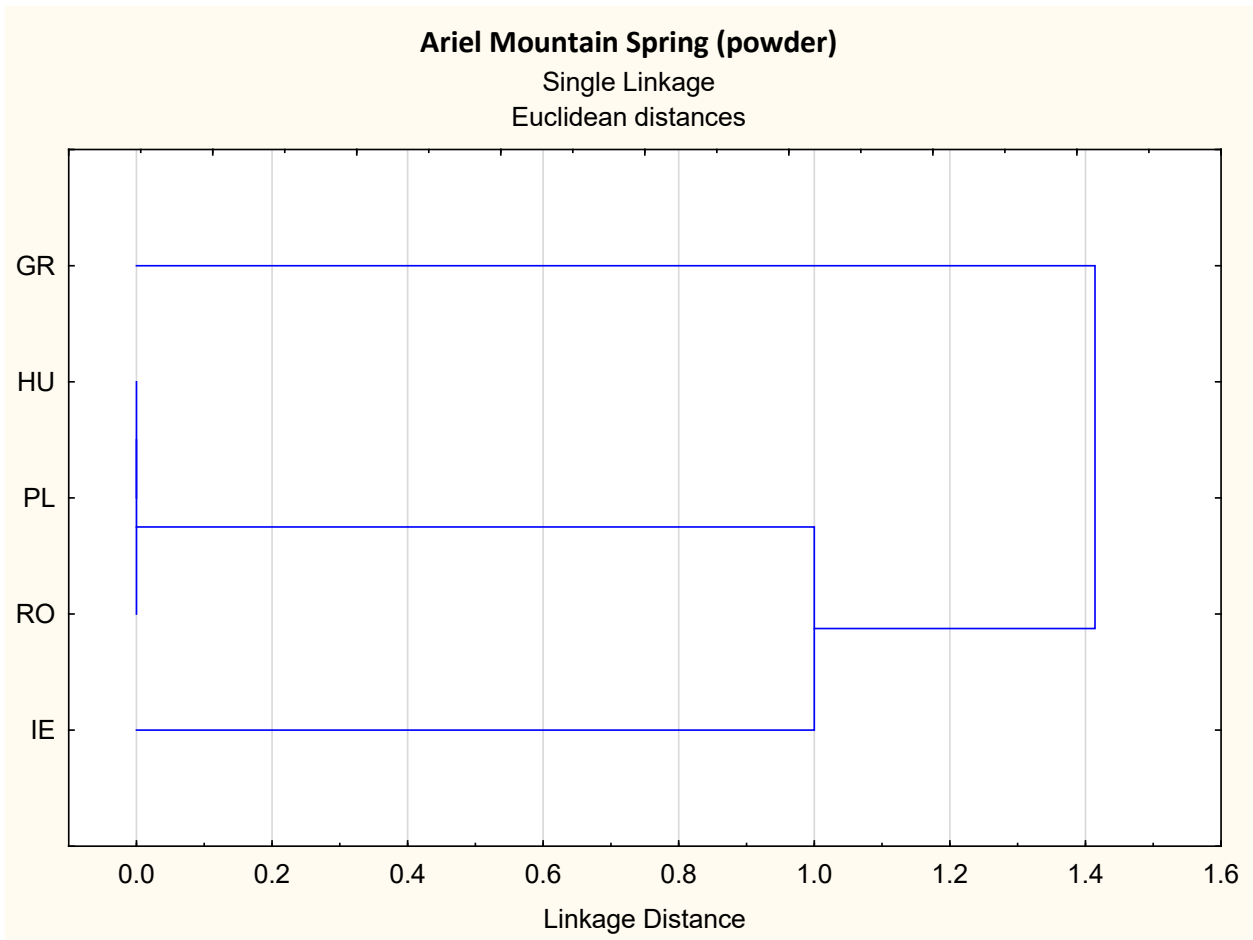
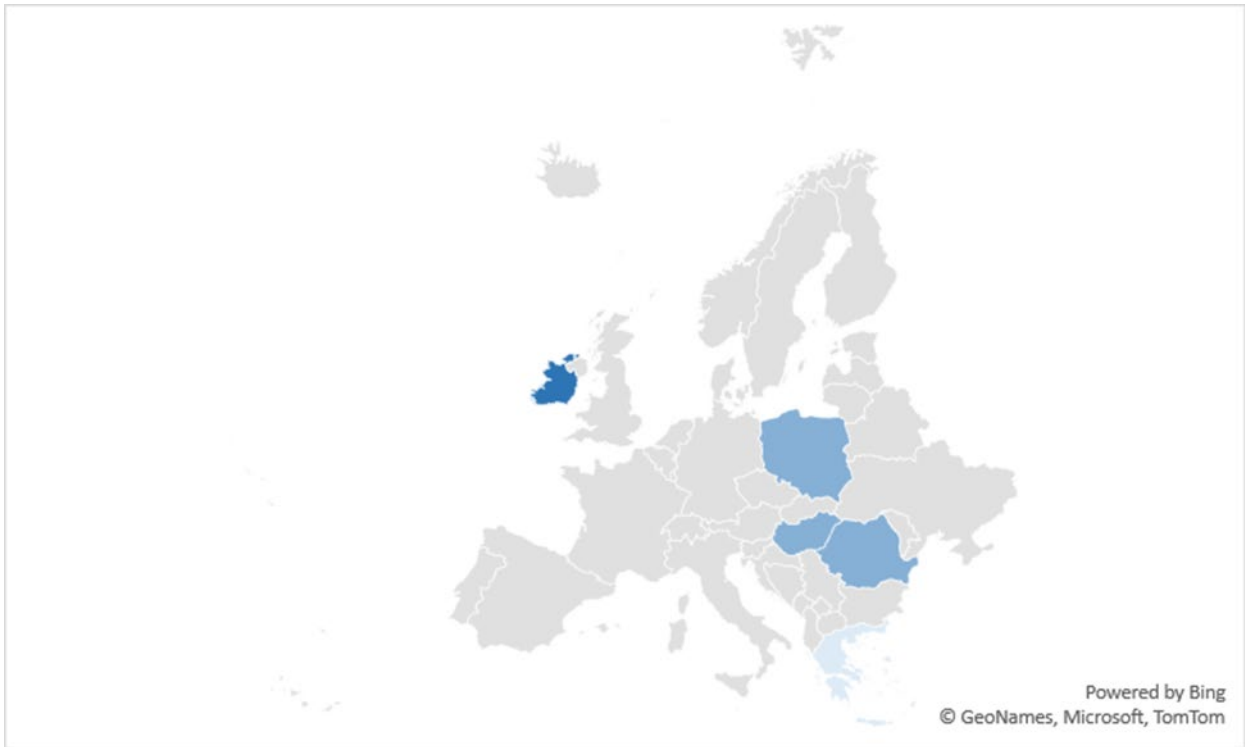
\*) product not offered by P&G

Comment by the brand owner:





The product selected in Ireland is not sold by P&G as presented in the selection made. The product variant selected in Ireland is not part of our product portfolio offered to Irish consumers. The discrepancy in ingredient list is most likely subject to the product selected in IE being an older generation of formula.





The selected product for Latvia does not show an ingredient list. The ingredient list for this product should be identical to the products selected for Hungary, Poland and Romania.



The product selected for Greece, shows a difference in ingredient list. This difference solely reflects the alternate perfume composition in the Greece product, to address local consumer preferences.



## Ariel Original (Powder)

Country	Photo	Ingredients
BE		<p>5-15% anionic surfactants, oxygen bleaching agents; &lt;5% non-ionic surfactants, phosphonates, polycarboxylates, zeolites; enzymes, optical brighteners, perfumes, coumarin, geraniol, hexyl cinnamal.</p>
DE*)		<p><i>5-15% anionic surfactants, bleaching agent on oxygen basis; &lt;5% nonionic surfactants, phosphonates, polycarboxylates, zeolites; enzymes, optical brighteners, perfumes, alpha-isomethyl ionone, linalool.</i></p>
ES		<p>5-15% anionic surfactants, oxygenated bleaching agents; &lt;5% non-ionic surfactants, phosphonates, polycarboxylates, zeolites; enzymes, optical brighteners, perfumes, coumarin, geraniol, hexyl cinnamal.</p>
FR		<p>5-15% anionic surfactants; oxygenated bleaches; &lt;5% nonionic surfactants, phosphonates, polycarboxylates, zeolites; enzymes, optical brighteners, perfumes, coumarin, geraniol, hexyl cinnamal</p>

GR*)		<p>5-15% anionic surfactants, &lt;5% non-ionic surfactants, phosphonates, polycarboxylic compounds, zeolites; enzymes, optical brighteners, flavors, benzyl salicylate, hexyl cinnamal, linalool</p>
HR*)		<p>5-15 % anionic surfactants, oxygen-based bleachers, &lt;5% nonionic surfactants, phosphonates, polycarboxylates, zeoliths, enzymes, optical brighteners, fragrance, hexyl cinnamal, linalool</p>
IE		<p>5-15% anionic surfactants, oxygen-based bleaching agents, &lt;5% non-ionic surfactants, phosphonates, polycarboxylates, zeolites, enzymes, optical brighteners, perfumes, alpha-isomethyl ionone, linalool</p>
MT		<p>5-15% anionic surfactants, oxygen-based bleaching agents, &lt;5% non-ionic surfactants, phosphonates, polycarboxylates, zeolites, enzymes, optical brighteners, perfumes, coumarin, geraniol, hexyl cinamal.</p>

NL		<p>5-15% anionic surfactants, oxygen bleaching agents; &lt;5% non-ionic surfactants, phosphonates, polycarboxylates, zeolites; enzymes, optical brighteners, perfumes, coumarin, geraniol, hexyl cinnamal.</p>
SI*)		<p><i>5-15 % anionic surfactants, oxygen-based bleaching compounds, &lt;5 % non-ionic surfactants, phosphonates, polycarboxylates, zeolites, enzymes, optical brighteners, fragrance, hexyl cinnamal, linalool</i></p>

\*) different product variant according to the brand owner (excluded from the comparative assessment)

Comment by the brandowner:

Products selected in Greece, Croatia, Slovenia and Germany are not comparable as they are different variants.

The comparison provided shows “Ariel Aqua Pudra Whites & Colors” for Greece and “Mountain spring” variant of our powder detergent portfolio for Croatia and Slovenia. These cannot be considered seemingly identical detergent products, as clearly identified under different artwork propositions, clearly spelt out on front of pack under the name ‘Aqua Pudra Whites & Colors’ and/or “Mountain Spring” and via the blue color design (for Mountain Spring).

Same applies for the product selected in Germany. On front of pack it is clearly named as “Strahlend rein” variant and shows a seemingly different shade of green as well as blue color rays.

The product selected for Ireland, shows a difference in ingredient list. This difference reflects the alternate perfume composition in the Irish product, to address local consumer preferences.

An average consumer, who is reasonably well informed and reasonably observant and circumspect, will expect and notice different variants in the detergent category.

### Ariel Original (Powder)

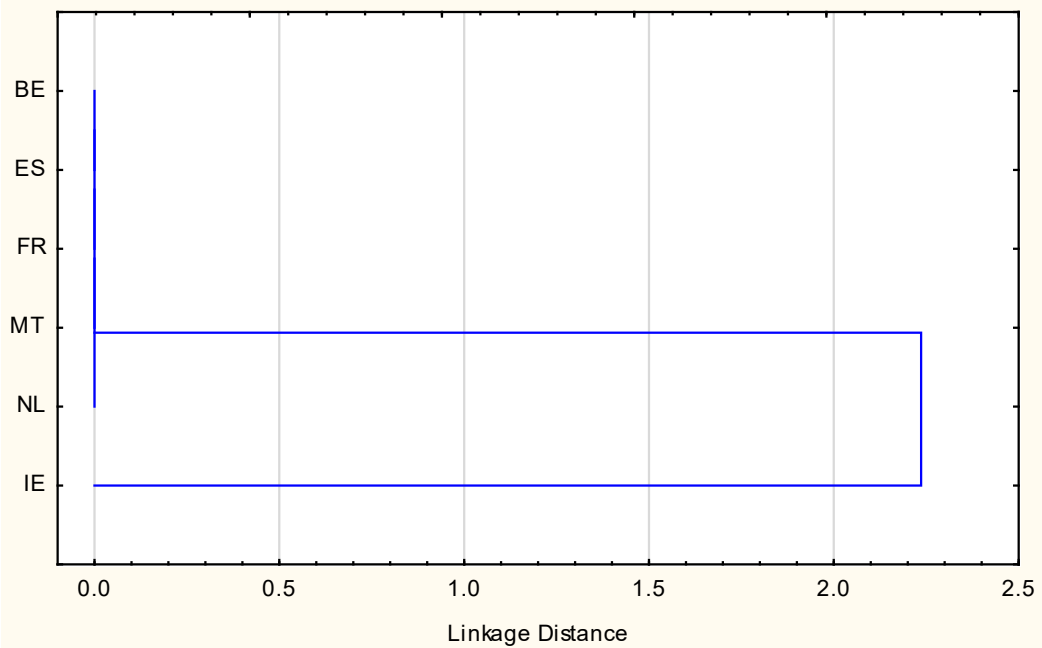


Created with Datawrapper

### Ariel Original (Powder)





Single Linkage



Euclidean distances



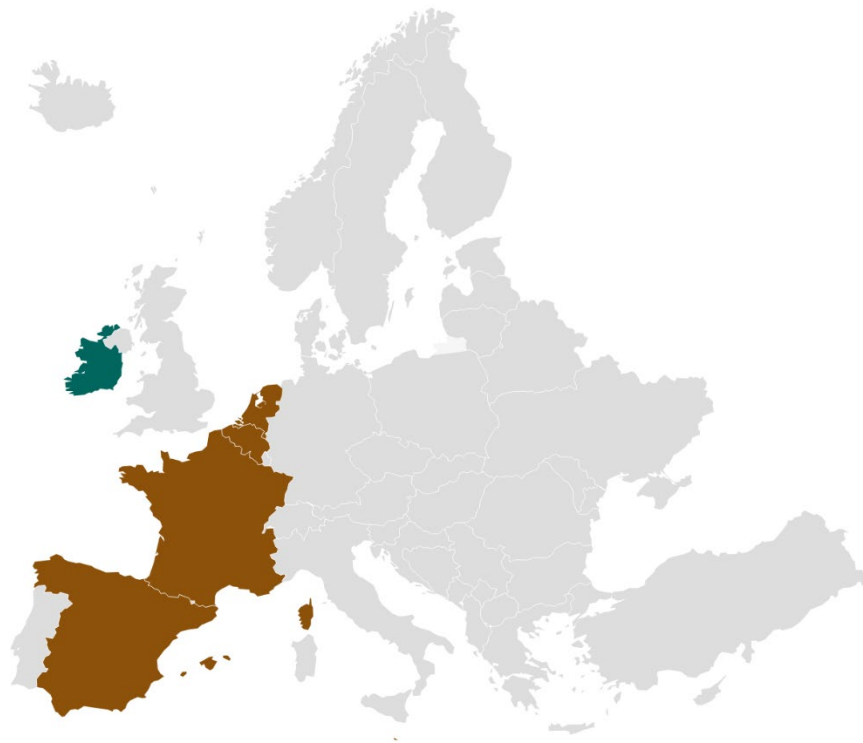


## Ariel Original (liquid)

Country	Photo	Ingredients
BE		<p>5-15% anionic surfactants; &lt;5% non-ionic surfactants, phosphonates, soap; enzymes, optical brighteners, benzisothiazolinone, perfumes, alpha-isomethyl ionone, citronellol, geraniol, limonene, linalool</p>
ES		<p>5-15% anionic surfactants; &lt;5% non-ionic surfactants, phosphonates, soap; enzymes, optical brighteners, benzisothiazolinone, perfumes, alpha-isomethyl ionone, citronellol, geraniol, limonene, linalool.</p>
FR		<p>5-15% anionic surfactants; &lt;5% nonionic surfactants, phosphonates, soap; enzymes, optical brighteners, benzisothiazolinone, perfumes, alpha-isomethylionone, citronellol, geraniol, limonene, linalool</p>
IE		<p>15-30% anionic surfactants; 5-15% non ionic surfacants; &lt;5% phosphonates, soap; enzymes, optical brighteners, benzisothiazolinone, perfumes, benzyl salicylate, citronellol, geraniol, hexyl cinnamal, limonene, linalool</p>

<p>MT</p>		<p>5-15% anionic surfactants; &lt;5% non-ionic surfactants, phosphonates, soap; enzymes, optical brighteners, benzisothiazolinone, perfumes, alpha-isomethyl ionone, citronellol, geraniol, limonene, linalool.</p>
<p>NL</p>		<p>5-15% anionic surfactants; &lt;5% non-ionic surfactants, phosphonates, soap; enzymes, optical bleaches, benzisothiazolinone, perfumes, alpha-isomethyl ionone, citronellol, geraniol, limonene, linalool.</p>

### Ariel Original (liquid)

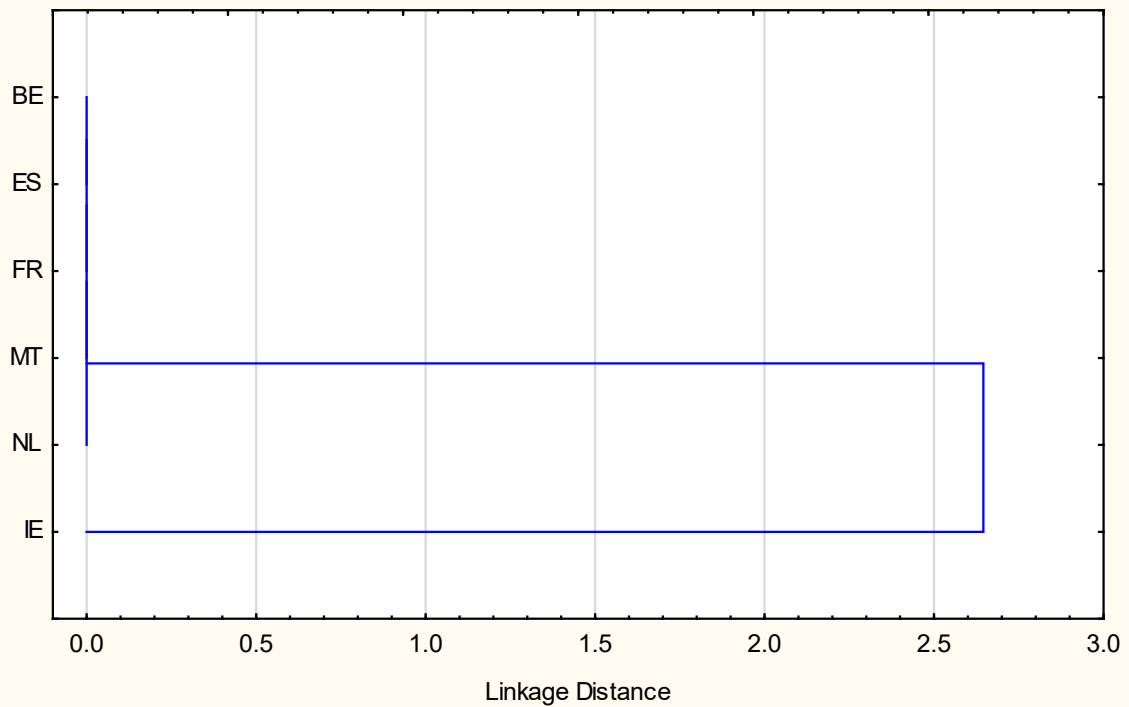


Created with Datawrapper





### Ariel Original (liquid)

Single Linkage

Euclidean distances



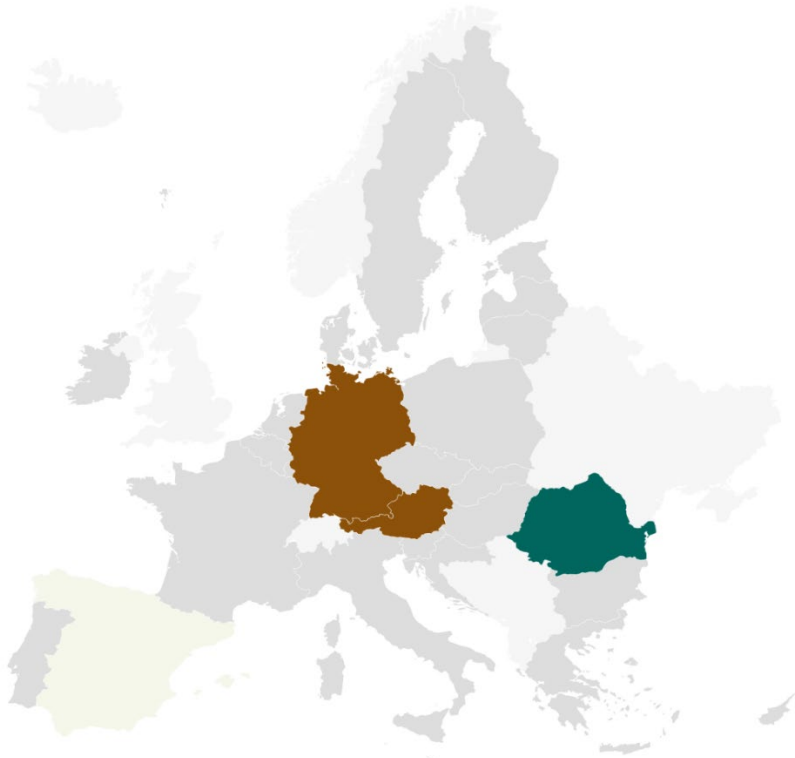
## Ariel Universal – Strahlend rein

Country	Photo	Ingredients
AT		<p>5-15% anionic surfactants; &lt;5% non-ionic surfactants, phosphonates, soap; enzymes, optical brighteners, benzylisothiazolinone, perfumes, alpha-isomethyl ionone, citronellol, coumarine, linalool.</p>
DE		<p>5-15% anionic surfactants; &lt;5% non-ionic surfactants, phosphonates, soap; enzymes, optical brighteners, benzisothiazolinones, fragrances, alpha-isomethyl ionone, citronellol, coumarin, linalool.</p>
ES		<p>5-15% anionic surfactants; &lt;5% non-ionic surfactants, phosphonates, soap; enzymes, optical brighteners, perfumes, alpha-isomethyl ionone, citronellol, coumarin, linalool.</p>
RO		<p>15-30% anionic surfactants; &lt;5% nonionic surfactants, phosphonates, soap; enzymes, optical bleaches, benzisothiazolinone, fragrance, alpha-isomethyl ionone, citronellol, coumarin, linalool.</p>

Comment by the brand owner:

The discrepancies in the ingredient list for the selected product in Romania show the evolution in our product innovation. The product selected in Romania belongs to a previous generation of formula.

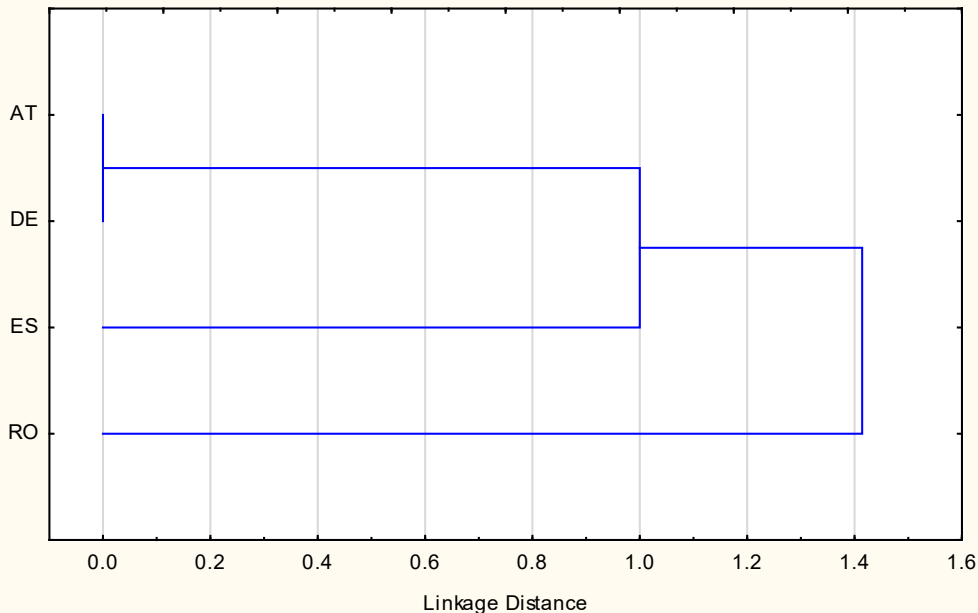
**Ariel Universal – Strahlend rein**







Created with Datawrapper





**Ariel Universal - Strahlend rein**

Single Linkage  
Euclidean distances



## Cif Original Cream


Country	Photo	Ingredients
AT		<p>&lt;5% anionic surfactants, non-ionic surfactants, soap, perfumes, phenoxyethanol, linalool, citronellol, hexyl cinnamal.</p>
BE		<p>&lt;5% anionic surfactants, non-ionic surfactants, soap, perfume phenoxyethanol, linalool, citronellol, hexyl cinnamal.</p>
DE*)		<p>&lt;5% anionic surfactants, chlorine-based bleach, non-ionic surfactants, soap, fragrances.</p>
ES		<p>&lt;5% anionic surfactants, non-ionic surfactants, soap, perfume, phenoxyethanol, linalool, citronellol, hexyl cinnamal.</p>

FR		<p>&lt;5% anionic surfactants, nonionic surfactants, phenoxyethanol, soap, perfume, linalool, citronellol, hexyl cinnamal</p>
GR		<p>&lt;5% anionic surfactants, nonionic surfactants, phenoxyethanol, soap, perfume, linalool, citronellol, hexyl cinnamal</p>
HR		<p>&lt;5% anionic surfactants, nonionic surfactants, phenoxyethanol, soap, perfume, linalool, citronellol, hexyl cinnamal</p>
HU		<p>&lt; 5% anionic surfactants, nonionic surfactants, phenoxyethanol, soap, fragrance, linalool, citronellol, hexyl cinnamal</p>

IE		<p>&lt;5% anionic surfactants; non ionic surfactants, phenoxyethanol, soap, perfume, linalool, citronellol, hexyl cinnamal.</p>
IT		<p>&lt;5% anionic surfactants, non-ionic surfactants, phenoxyethanol, soap, perfume, linalool, citronellol, hexyl cinnamal.</p>
LT		<p>&lt;5% anionic surfactants, nonionic surfactants, phenoxyethanol, soaps, flavors, linalool, citronellol, hexyl cinnamal</p>
LV		<p>&lt;5% anionic surfactants, non-ionic surfactants, phenoxyethanol, soap, fragrance, linalool, citroneliol, hexyl cinnamal.</p>







MT		<p>5% anionic surfactants, non-ionic surfactants, phenoxyethanol, soap, perfumes, linalool, citronellol, hexyl cinnamal.</p>
NL		<p>&lt;5% anionic surfactants, non-ionic surfactants, soap, parfum, citronellol, hexyl cinnamal, linalool, phenoxyethanol.</p>
PL		<p>&lt;5% anionic surfactants, non-ionic surfactants, soap, parfum, citronellol, hexyl cinnamal, linalool, phenoxyethanol.</p>
RO		<p>&lt; 5% anionic surfactants; non ionic surfactants, phenoxyethanol, soap, perfume, linalool, citronellol, hexyl cinnamal.</p>

SI		<p>&lt;5 % anionic surfactant; non-ionic surfactants, phenoxyethanol, soap, fragrance, linalool, citronellol, hexyl cinnamal.</p>
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\*) different product variant according to the brand owner (excluded from the comparative assessment)

## Cillit Bang bathroom


Country	Photo	Ingredients
HR		<p>&lt;5% non-ionic surfactants, fragrance</p>
PL		<p>&lt; 5 % non-ionic surfactants, fragrance composition</p>
RO		<p>&lt;5 % non-ionic surfactants; perfumes</p>
SI		<p>&lt;5 %: non-ionic surfactants; perfumes.</p>

## Cillit Bang Cleaner Spray Limescale and Grime

Country	Photo	Ingredients
AT		<p>&lt;5% anionic surfactants, perfumes</p>
BE		<p>&lt;5% anionic surfactants, perfume</p>
DE		<p>&lt; 5% anionic surfactants, fragrances.</p>
ES		<p>&lt; 5 % anionic surfactants, perfumes.</p>

FR		< 5 % anionic surfactants, perfumes
GR*)		<5% non-ionic surfactants, fragrance
HR		<5% nonionic surfactants, fragrance
HU		< 5% anionic surfactant, fragrance

IE		<p>&lt; 5% anionic surfactant, perfume.</p>
LV*)		<p>&lt;5% non - ionic surfactants, aromatic composition</p>
PL		<p>&lt;5% anionic surfactants, fragrance</p>
RO		<p>&lt; 5% anionic surfactants, perfume.</p>


SI		<5% anionic surfactants, fragrances
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\*) different product variant

## Cillit Bang Power Degreaser

Country	Photo	Ingredients
BE		<p>&lt; 5% anionic surfactants, perfume, linalool.</p>
CY		<p>&lt; 5% anionic surfactants, aroma, linalool</p>
ES		<p>&lt;5% anionic surfactants, perfume.</p>
FR		<p>&lt;5% anionic surfactants, perfume</p>



IE		<5% anionic surfactants, perfume, linalool
LT		<5% anionic surfactants, fragrance composition, linalool
PL		<5% anionic surfactants, fragrance composition, linalool
RO		<5% anionic surfactant, perfume, linalool

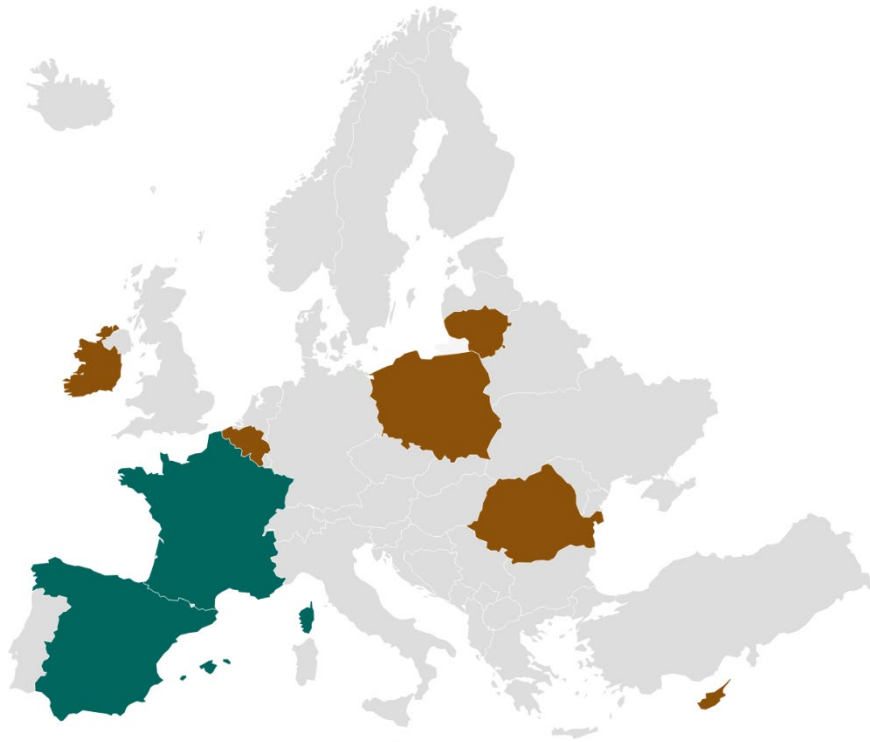
Comment by the brand owner:

Our industry is highly and continuously regulated by various laws, some of which evolves in light with scientific progress, e.g. CLP Regulation 1272/2008. Therefore, we often must adjust our formulas to comply with regulations or implement measures that improves our products performance in line with technical progress.

We recently reworked the Cillit Bang Degreaser's formula: the linalool was removed, to comply with changes in CLP Regulation 1272/2008. This change in product formula has no impact on the performance or quality of the product.

When the JRC selected the products, Cillit Bang Degrease was in transition to the new linalool-free formula. All the EU markets moved already to the new formula (like ES and FR products), but old formula might still be present on shelf due to stock rotation in the markets (such is the case of BE, PL, CY, RO, LT products).

### Cillit Bang Power Degreaser

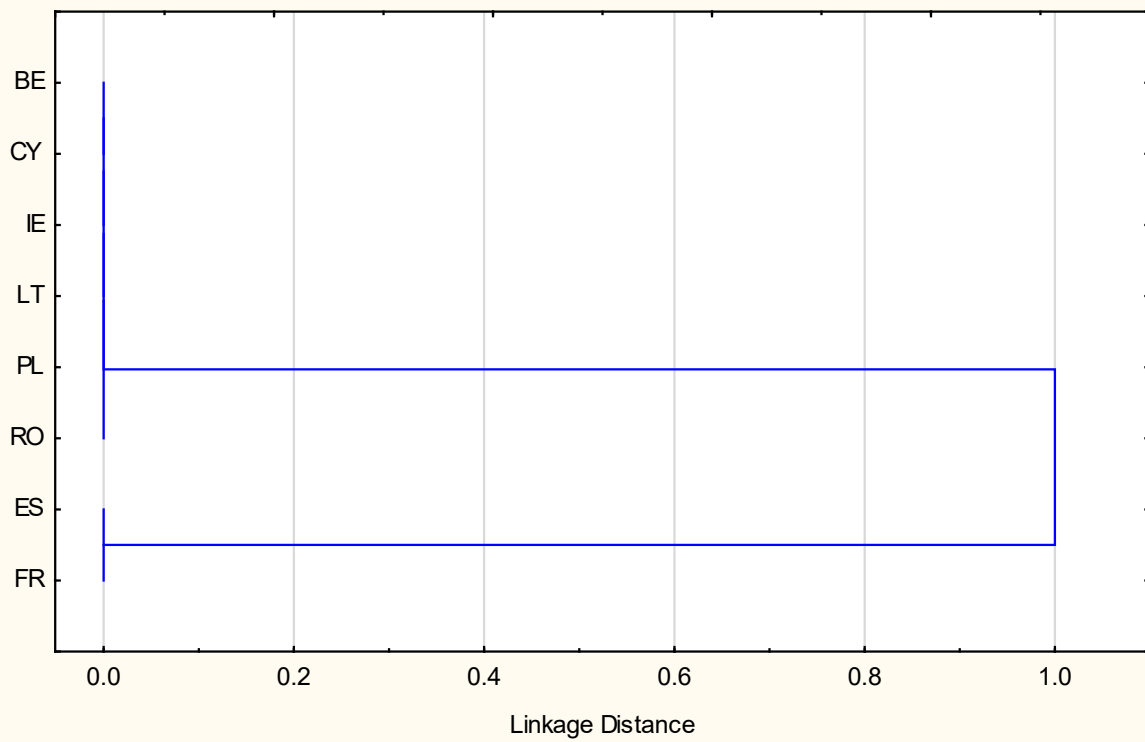


Created with Datawrapper





### Cillit Bang Power Degreaser





Single Linkage

Euclidean distances



## Domestos (Glorix) Citrus Fresh

Country	Photo	Ingredients
CY		<p>&lt;5% chlorine based bleaching agents, non-ionic surfactants, soap, perfume, disinfectant: sodium hypochlorite 4.5g per 100g.</p>
HR		<p>&lt;5% chlorine-based bleach (sodium hypochlorite), nonionic surfactants, soap, fragrance, disinfectant: sodium hypochlorite 4.5g/100g.</p>
HU		<p>&lt; 5% chlorine bleach disinfectant (sodium hypochlorite), nonionic surfactants, soap, fragrance, disinfectant: sodium hypochlorite 4.5g/100g,</p>
IE		<p>&lt; 5%: chlorine based bleaching agent (sodium, hypochlorite), non-ionic surfactants, soap, perfume, disinfectant: sodium hypochlorite 4.5g/100g.</p>




LT		<p>&lt;5%: chlorine based bleaching agent (sodium hypochlorite); non-ionic surfactants; soap; perfume, disinfectant: sodium hypochlorite 4.5g per 100g,</p>
MT		<p>&lt;5% chlorine based bleaching agent (sodium hypochlorite), non-ionic surfactants, soap, perfume, disinfectant: sodium hypochlorite 4.5g per 100g,</p>
NL*)		<p>&lt;5% chlorine-based bleach (sodium hypochlorite), nonionic surfactants, soap, fragrance, disinfectant: sodium hypochlorite 4.5g/100g.</p>
PL		<p>&lt;5% chlorine-based bleaching compounds, non-ionic surfactants, soap, fragrance, disinfectant active chlorine released by sodium hypochlorite 4.28g / 100g (equivalent to 4.5 g sodium hypochlorite/100 g)<sup>3</sup></p>

<sup>3</sup> Active chlorine can be converted into sodium hypochlorite by applying a conversion factor of 1.05 (molecular weight of sodium hypochlorite (74.44) divided by molecular weight of elemental chlorine (70.91)).





RO		<p>&lt; 5% chlorine bleach (sodium hypochlorite), non-ionic surfactants, soap, perfume, disinfectant: sodium hypochlorite 4.5 g per 100 g</p>
SI		<p>&lt;5 %: chlorine-based bleaching (sodium hypochlorite), non-ionic surfactants, soap, fragrance, disinfectant: sodium hypochlorite 4.5 g/100g.</p>

\*) different brand name (same composition as Domestos products)

## Domestos Mountain Fresh



Country	Photo	Ingredients
ES*)		<p>&lt;5 % chlorine whiteners, non-ionic surfactants, cationic surfactants, soap, perfume, sodium hypochlorite 4.3 % active chlorine solution (equivalent to 4.5 g sodium hypochlorite/100 g)<sup>4</sup></p>
FR		<p>&lt;5%: chlorinated bleaching agents, non-ionic surfactants, soap, perfume, sodium hypochlorite 4.5 g per 100 g.</p>
HR		<p>&lt;5% chlorine-based bleach (sodium hypochlorite), nonionic surfactants, soap, fragrance, sodium hypochlorite 4.5g/100g</p>

<sup>4</sup> Active chlorine can be converted into sodium hypochlorite by applying a conversion factor of 1.05 (molecular weight of sodium hypochlorite (74.44) divided by molecular weight of elemental chlorine (70.91)).

HU		<p>&lt;5% chlorine-based bleach/disinfectant (sodium hypochlorite), nonionic surfactants, soap, perfume. sodium hypochlorite 4.5g/100g</p>
LT		<p>&lt;5% chlorine-based bleach (sodium hypochlorite); non-ionic surfactants; soap; flavorings. sodium hypochlorite, 4.5 g per 100 g</p>
MT		<p>&lt;5% chlorine based bleaching agent (sodium hypochlorite), non-ionic surfactants, soap, perfume, sodium hypochlorite, 4.5 g per 100 g</p>
PL		<p>&lt;5% chlorine-based bleaching compounds, non-ionic surfactants, soap, fragrance, active chlorine released by sodium hypochlorite 4.28 g /100 g (equivalent to 4.5 g sodium hypochlorite/100 g)<sup>5</sup></p>

<sup>5</sup> Active chlorine can be converted into sodium hypochlorite by applying a conversion factor of 1.05 (molecular weight of sodium hypochlorite (74.44) divided by molecular weight of elemental chlorine (70.91)).







RO		<p>&lt;5% chlorine bleach (sodium hypochlorite). non-ionic surfactants, soap, perfume, sodium hypochlorite 4.5 g per 100 g</p>
SI		<p>&lt;5 %: chlorine-based bleach (sodium hypochlorite), non-ionic surfactants, soap, fragrance, sodium hypochlorite, 4.5 g/100g</p>

\*) different product variant and different formulation/technology according to the brand owner (excluded from the comparative assessment)


Comment by the brand owner:

All formulations of the depicted products are the same, with the exception of the Spanish product (ES). The specific product has a different thickened bleach technology/formulation and a different perfume. Packed in a blue bottle (instead of green), it is a different product (and variant) from the Domestos Mountain Fresh.

## Domestos (Glorix) Original

Country	Photo	Ingredients
DE*)		<p>&lt;5%: non-ionic surfactants, oxygen-based bleach, fragrances.</p>
FR		<p>&lt;5% chlorinated bleaching agents, non-ionic surfactants, soap, perfume, sodium hypochlorite 4.5g per 100g.</p>
HR		<p>&lt;5% chlorine-based bleach (sodium hypochlorite), nonionic surfactants, soap, fragrance, sodium hypochlorite 4.5g/100g.</p>
IE		<p>&lt; 5% chlorine based bleaching agent (sodium hypochlorite), non-ionic surfactants, soap, perfume, sodium hypochlorite 4.5g/100g.</p>

LT		<p>&lt;5% chlorine-based bleach (sodium hypochlorite); non-ionic surfactants; soap; flavorings, sodium hypochlorite, 4.5 g per 100 g.</p>
MT		<p>&lt;5% chlorine based bleaching agent (sodium hypochlorite), non-ionic surfactants, soap, perfume, sodium hypochlorite, 4.5 g per 100 g.</p>
NL**)		<p>&lt;5%: chlorine bleaching agents (sodium hypochlorite), non-ionic surfactants, soap, perfume, contains 4.5% active chlorine.</p>
PL		<p>&lt; 5 % chlorine-based bleaching compounds, non-ionic surfactants, soap, fragrance composition, it contains the active substance active chlorine, released by sodium hypochlorite 4,28 g/100 g</p>

RO		<p>&lt;5% chlorine bleach (sodium hypochlorite), non-ionic surfactants, soap, perfume, sodium hypochlorite 4.5 g per 100 g</p>
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\*) different product altogether according to the brand owner (excluded from the comparative assessment)





\*\*\*) different brand name (same composition as other Domestos products)


Comment by the brand owner:

All formulations of the depicted products are the same, with the exception of the German product (DE). The specific product contains oxygen based bleaching agents and -in general- it is a completely different product/formulation, intended for toilet bowl descaling. Therefore, we believe it was inserted in the list by mistake and should be removed.

In the NL product, there is a mistake in the expression of the Active Chlorine content. The label states that the product contains "4,5% Active Chlorine", while the correct inscription should be that it contains "4,5% Sodium Hypochlorite". The product was relaunched in August 2022, with a new label, which does not contain the above mentioned mistake.

## Ecover Dish Soap

Country	Photo	Ingredients
AT		<p>5-15% anionic surfactants, non-ionic surfactants, &lt;5% amphoteric surfactants, parfumes, limonene, water, lactic acid, alcohol denat., citric acid, aloe vera extract.</p>
BE		<p>5-15% anionic surfactants, non-ionic surfactants, &lt;5% amphoteric surfactants, perfume, limonene, water, lactic acid, alcohol denat., citric acid, aloe vera extract.</p>
GR		<p>&lt; 5% amphoteric surfactants, 5%-15% anionic surfactants, non-ionic surfactants; perfume, limonene</p>
HU		<p>5-15% anionic surfactants, non-ionic surfactants, fragrances (limonene), lactic acid, sodium citrate, salt, alcohol, citric acid, aloe vera-extract<sup>*)</sup></p>

RO		<p>&lt; 5% amphoteric surfactants, 5%-15% anionic surfactants, non-ionic surfactants; perfume, limonene</p>
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\*) information provided on a sticker differs from the information printed on the package

Comment by the brand owner:

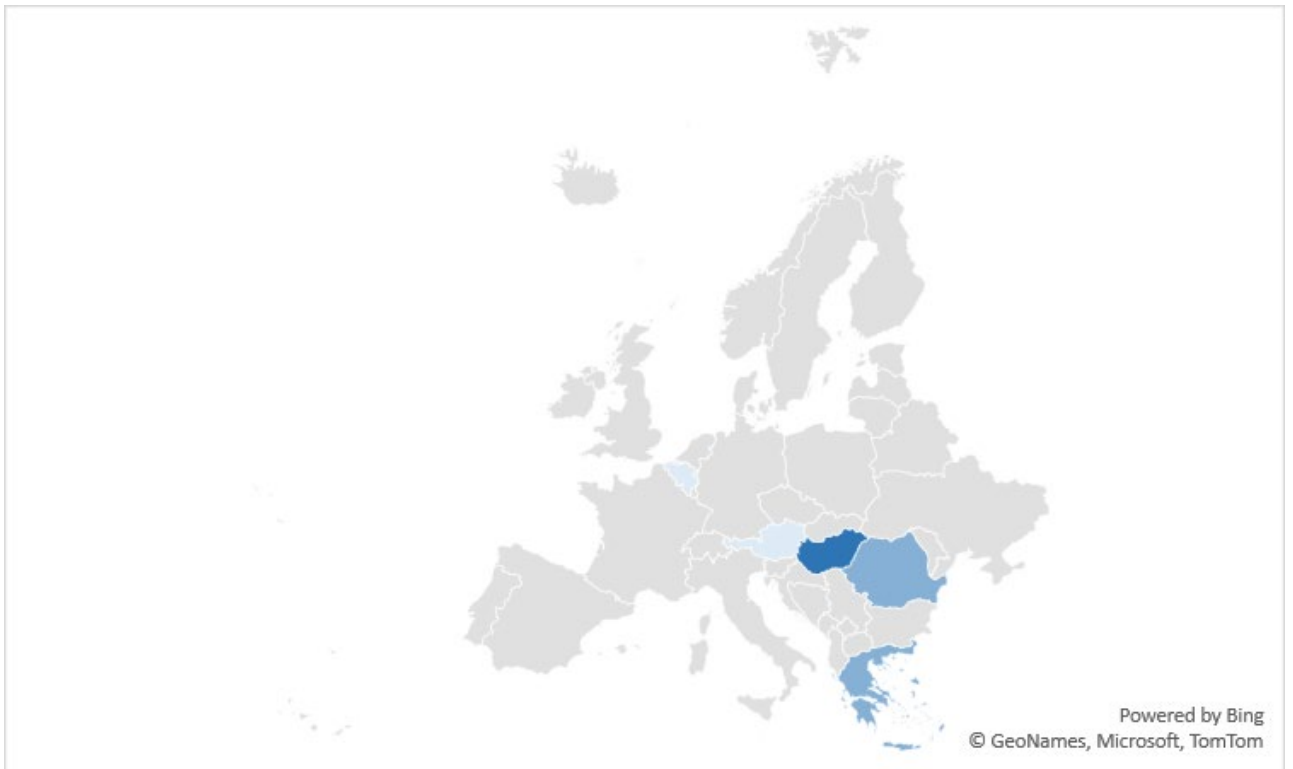
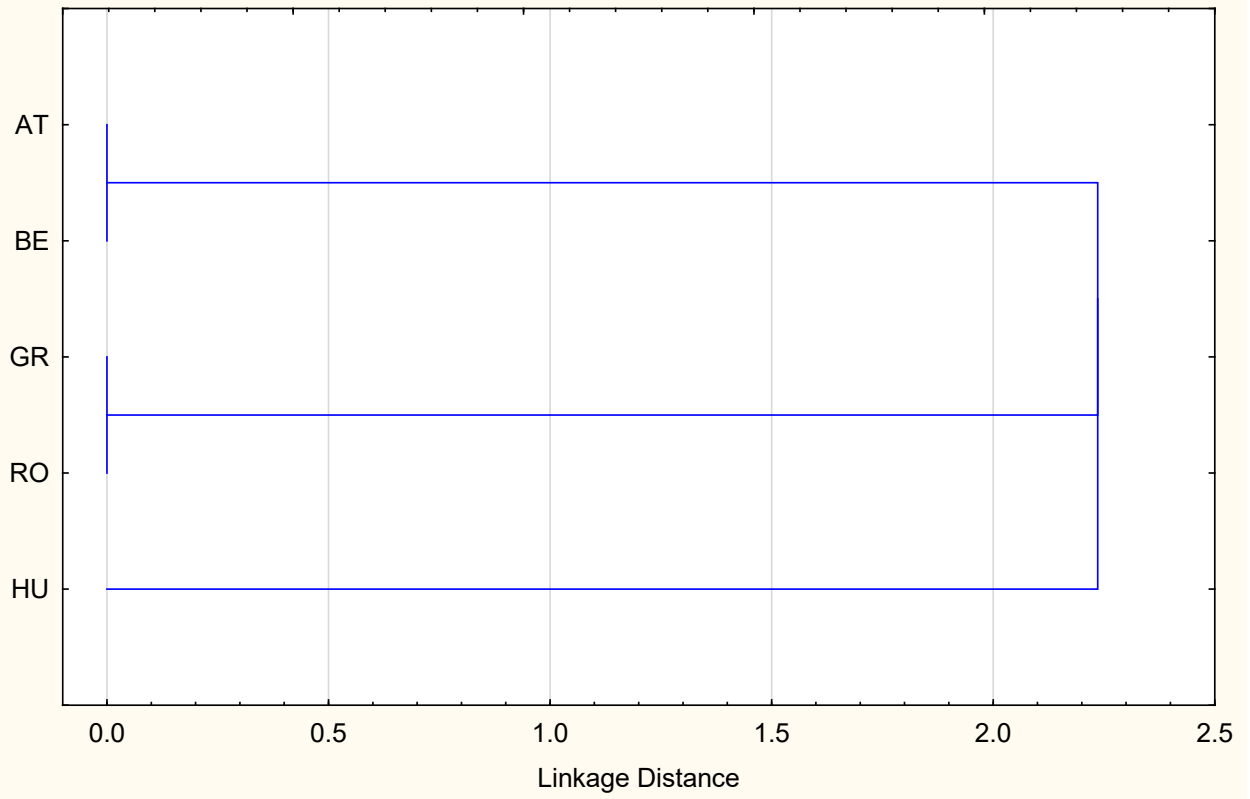
The ECOVER washing up liquid is produced in huge batches and distributed globally with the same formula for all countries/regions.

The ECOVER brand was acquired by SC Johnson a few years ago and the business is still in the middle of an integration phase. As a result of the integration, the distribution of products is handled through different business units owning different IT systems for artwork generation. For the products that were part of your assessment, this means:





- BE + AT are distributed by a business unit that decided to call out all intentionally added ingredients (this goes above what is required in the regulation)
- GR + RO are distributed by a business unit that decided to show the mandatory ingredients only – mostly due to limited space on the artwork
- HU was stickered and sold by an external distributor until July 2022 – we've discontinued the relationship and HU is now labelled in the same way as GR and RO

In summary: The differences in labelling are due to differences in way of distribution and systems used, and all products are labelled with at least the minimum information required. There is no difference in formula composition or overall quality between regions.




**Ecover Dish Soap**  
Single Linkage  
Euclidean distances




## Fairy Platinum

Country	Photo	Ingredients
BE*)		<p>5-15% non-ionic surfactants, oxygen bleaching agents; &lt;5% phosphonates, polycarboxylates; enzymes, perfumes, citronellol, limonene, linalool.</p>
FR**)		<p><i>15-30% oxygenated bleaching agent; 5-15% nonionic surfactants; &lt;5% phosphonates, polycarboxylates; enzymes, parfuns, citronellol, limonene, linalool</i></p>
GR		<p>5-15% non-ionic surfactants, oxygen-based bleaching agents, &lt;5% phosphonates, polycarboxylic compounds, enzymes, parfum, citronellol, limonene, linalool</p>
IE		<p>5-15% non-ionic surfactants, oxygen-based bleaching agents, &lt;5% phosphonates, polycarboxylates; enzymes, perfumes, citronellol, limonene, linalool.</p>



IT		<p>5-15% non ionic surfactants, oxygen based whiteners, &lt;5% phosphonates, polycarboxylates, enzymes, perfume, citronellol, limonene, linalool</p>
LT		<p>5-15% nonionic surfactants, oxygen based bleaches, &lt;5% phosphonates, polycarboxylates, enzymes, fragrances, citronellol, limonene, linalool</p>
NL*)		<p>5-15% non-ionic surfactants, oxygen bleaching agents; &lt;5% phosphonates, polycarboxylates, enzymes, perfumes, citronellol, limonene, linalool.</p>
PL	<p>not available</p>	<p>5-15% non-ionic surfactants, oxygen-based bleaching agents, &lt;5% phosphonates polycarboxylates, enzymes, fragrances citronellol, limonene, linalool</p>

RO		<p>5-15% non-ionic surfactants, oxygen bleaching agents, &lt;5% phosphonate, polycarboxylates, enzyme, parfum, citronellol, limonene, linalool.</p>
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\*) different brand (excluded from the comparative assesment)

\*\*) different product variant according to the brand owner (excluded from the comparative assessment)

Comment by the brandowner:

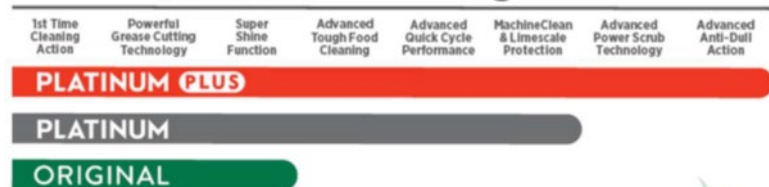
1) 'Dreft' and 'Fairy' are entirely different branding propositions

These cannot be considered seemingly identical auto-dishwashing detergent products, as clearly identified under different main brand propositions. A consumer purchasing a Dreft product will not be confused in believing that he/she is purchasing a Fairy product and vice versa.





2) 'Fairy Platinum' and 'Fairy Platinum + (plus)' are different tiers





These are two consumer offerings, which rank into tiers, within the range of the Fairy auto-dishwashing detergent proposition. Comparing these would therefore not be a fair apples to apples, or like for like, comparison. The addition of the term '+' clearly identifies to consumers the difference. In addition, the back of pack of our products, an example of which is featured below, clearly explains to consumers the difference in tiers sold under the Fairy auto-dishwashing detergent brand. It can however be noted that our Fairy Platinum + Lemon product is identical in all markets where it sold, including those selected. The Fairy Platinum variant is not sold by P&G in France and therefore does not have an equivalent for the purpose of this comparison.





**FAIRY is TOUGH** on the toughest messes...



## Fairy

Country	Photo	Ingredients
AT		<p>15-30% anionic surfactants, 5-15% non-ionic surfactants, benzylisothiazolinone, phenoxyethanol, perfumes, limonene</p>
BE*)		<p>15-30% anionic surfactants; 5-15% non-ionic surfactants; benzisothiazolinone, methylisothiazolinone, phenoxyethanol, perfumes.</p>
DE		<p>15-30% anionic surfactants; 5-15% non-ionic surfactants, benzisothiazolinones, phenoxyethanol, fragrances, limonene.</p>
ES		<p>15-30 % anionic surfactants, 5-15 % non-ionic surfactants, benzisothiazolinone, methylisothiazolinone, phenoxyethanol, perfumes.</p>

GR		<p>15-30% anionic surfactants, 5-15% nonionic surfactants, benzisothiazolinone, methylisothiazolinone, phenoxyethanol, fragrances</p>
HU***)		<p><u>Ingredient list (in Hungarian) on a sticker:</u> 15-30% anionic surfactants, 5-15% non-ionic surfactants, , phenoxyethanol, methylisothiazolinone</p> <p><u>Ingredient list (in German and French) on the product label:</u> 15-30% anionic surfactants; 5-15% nonionic surfactants, benzisothiazolinones, phenoxyethanol, fragrances, limonene</p>
IE		<p>15-30% anionic surfactants; 5-15% non-ionic surfactants; benzisothiazolinone, methylisothiazolinone, phenoxyethanol, perfumes, limonene.</p>
LT**)	<p>FOP not available</p> 	<p><i>15-30% anionic surfactants, 5-15% nonionic surfactants, benzisothiazolinone, phenoxyethanol, fragrances, citral, limonene</i></p>

LV**)		<p><i>5-15% anionic surfactants, &lt;5% non - ionic surfactants, benzisothiazolinone, phenoxyethanol, perfume</i></p>
MT		<p><i>15-30% anionic surfactants, 5-15% non-ionic surfactants, benzisothiazolinone, phenoxyethanol, perfumes, limonene.</i></p>
NL*)		<p><i>15-30% anionic surfactants; 5-15% non-ionic surfactants; benzisothiazolinone, phenoxyethanol, perfumes, geraniol, hexyl cinnamal, linalool.</i></p>
RO**)		<p><i>5-15% anionic surfactants, &lt;5% non-ionic surfactants, benzisothiazolinone, phenoxyethanol, parfum.</i></p>

\*) different brand (excluded from the comparative assessment; the ingredient list of the BE 'Dreft' and the 'Fairy' from ES and GR are identical)

\*\*\*) different product variant according to the brand owner (excluded from the comparative assessment)

\*\*\*\*) product not sold by P&G in HU

Comment by the brand owner:

1) 'Dreft' and 'Fairy' are entirely different branding propositions

These cannot be considered seemingly identical handwashing detergent products, as clearly identified under different main brand propositions. A consumer purchasing a Dreft product will not be confused in believing that he/she is purchasing a Fairy product and vice versa. In light of the above, the Dreft products selected in Belgium and the Netherlands should be removed from the comparison to the Fairy products selected in other markets.

2) The Dreft products selected in Belgium and the Netherlands are not comparable as different variants

Indeed, the Dreft product selected in the Netherlands is our 'extra hygiene' variant, as clearly spelt out on front of pack under the name 'extra hygiene' and via the colour blue. A consumer, who is reasonably well informed and reasonably observant and circumspect, will expect and notice different variants of Dreft, including in the dark green bottle.

3) Three variants of Fairy products have been selected

As mentioned above, the average consumer, who is reasonably well informed and reasonably observant and circumspect, will expect and notice different variants of Fairy.

The selection shared, compares 2 different variants of Fairy handwashing detergents:

a) The 'Original' Fairy handwashing detergent, which is named as such and has a 'dark green' solution. Slight variations around the term 'original' may exist for historical reasons in markets but all center around the term 'original'.

b) The Clean & Fresh Apple variant does not exist in a dark green solution. It is sold in a lighter shade of green or white and green (as seen in LV and RO) and named as such.

c) The Bergamot & Ginger variant does not exist in a dark green solution. It is sold in a yellow/light green (as seen from the back of pack image in LT) and named as such on front of pack.

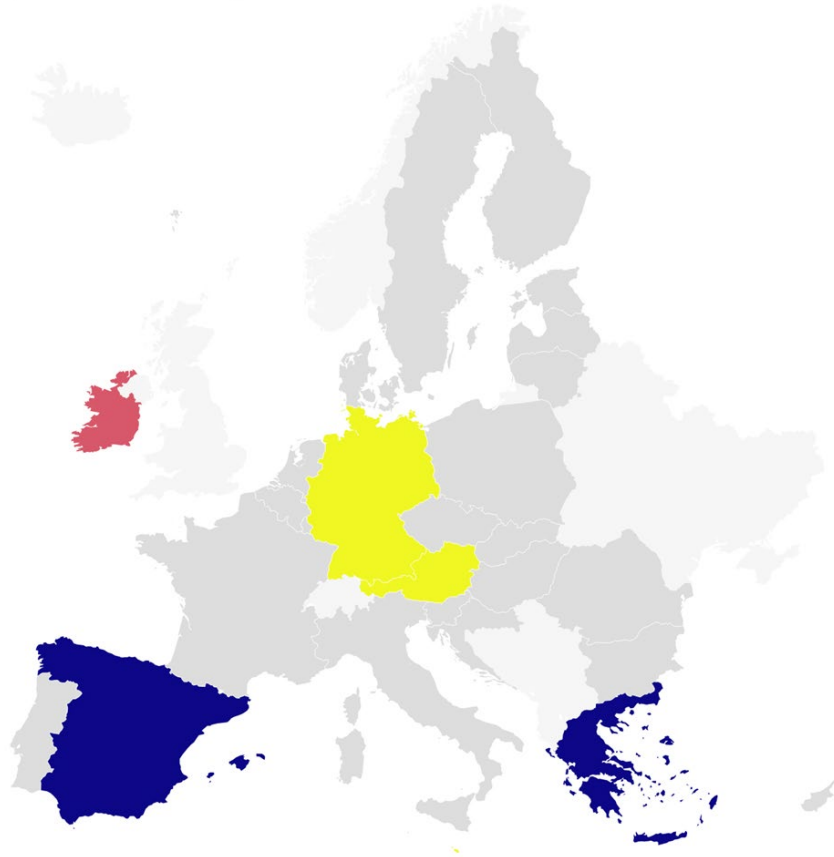
4) Certain products selected in the markets are not sold by P&G as presented in the selection made

The Fairy product selected in Austria, Hungary and Germany is no longer in market, it has been delisted since April 2022.

The Fairy product selected in Malta is no longer in market, it has been delisted since January 2022.

5) The difference observed in Ireland is solely a difference in perfume. This is based on different consumer preferences.

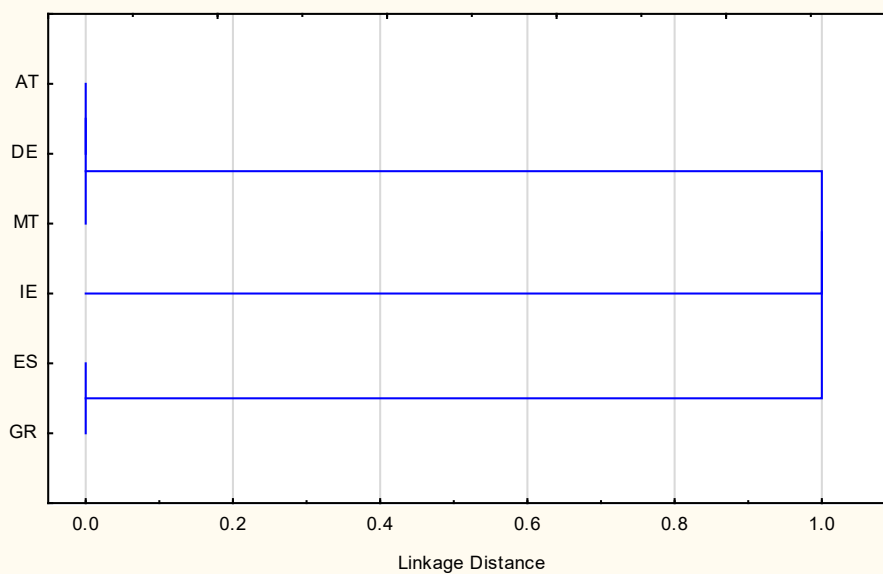
### Fairy







Created with Datawrapper

### Fairy





Single Linkage  
Euclidean distances







## Finish Dishwasher Tablets All In 1

Country	Photo	Ingredients
AT		<p>5-&lt;15% oxygen-based bleaching agent, 5-&lt;15% non-ionic surfactants, &lt;5% polycarboxylates, &lt;5% phosphonates, enzymes (subtilisin, amylase), perfumes</p>
BE		<p>5 - &lt;15% oxygen bleaching agents, 5 - &lt;15% non-ionic surfactants, &lt;5% polycarboxylates, &lt;5% phosphonates. enzymes (subtilisin, amylase), perfumes.</p>
DE		<p>5 - &lt;15 % oxygen-based bleach, 5 - &lt;15 % non-ionic surfactants, &lt;5 % polycarboxylates, &lt;5% phosphonates, enzymes (subtilisin, amylase), fragrances.</p>
ES		<p>5-15% oxygen bleaches, non-ionic surfactants; &lt;5% polycarboxylates, phosphonates, enzymes (subtilisin, amylase), perfumes.</p>



FR		<p>5- &lt;15% oxygenated bleaching agents, 5- &lt;15% nonionic surfactants, &lt;5% phosphonates, &lt;5% polycarboxylates, enzymes (subtilisin, amylase), perfumes.</p>
GR		<p>5-&lt;15% oxygen-based bleaching agents, 5-&lt;15% non-ionic surfactants, &lt;5% phosphonates, &lt;5% polycarboxylic compounds, enzymes (protease, amylase), perfume</p>
HR		<p>5 - 15% oxygen-based bleaches, phosphonates; &lt;5% polycarboxylates, nonionic surfactants, enzymes (subtilisin, amylase), fragrance</p>
HU		<p>5-15% oxygen-containing bleach, 5-15% non-ionic surfactants, &lt;5% polycarboxylates, &lt;5% phosphonates. contains: enzymes (subtilisin, amylase), fragrances.</p>

IE		<p>5 - &lt;15 % oxygen-based bleaching agents, non-ionic surfactants, &lt;5 % phosphonates, polycarboxylates. contains enzymes(subtilisin, amylase), perfumes.</p>
IT		<p>5-15% oxygen-based bleaches, polycarboxylates; &lt;5% phosphonates, non-ionic surfactants. contains enzymes (subtilisin, amylase) perfumes.</p>
LT		<p>5-15% oxygen based bleaching compounds, polycarboxylates; &lt;5% phosphonates, non-ionic surfactants, enzymes (subtilisin, amylase), fragrance.</p>
LV		<p>5-15% oxygen-based bleaches, non - ionic surfactants, &lt;5% polycarboxylates, phosphonates, enzymes (subtilisin, amylase), aromatic composition.</p>

NL		<p>5-&lt;15% oxygen bleaching agents, 5-&lt;15% polycarboxylates, &lt;5% non-ionic surfactants, &lt;5% phosphonates. enzymes (subtilisin, amylase), perfumes.</p>
PL		<p>5-15% oxygen - based bleaching compounds, non-ionic surfactants; &lt;5% polycarboxylates, phosphonates; enzymes (subtilisin, amylose), fragrance composition</p>
RO		<p>5- &lt;15% oxygen bleaching powder, 5- &lt;15% nonionic surfactants, &lt;5% polycarboxylates, &lt;5% phosphonates. contains enzymes (subtilisin, amylase). contains perfume.</p>
SI		<p>5-15 % oxygen-based bleaching; 5-15 % phosphonates;&lt;5 % polycarboxylates;&lt;5 % non-ionic surfactants;fragrance;enzymes (subtilisine,amylase)</p>

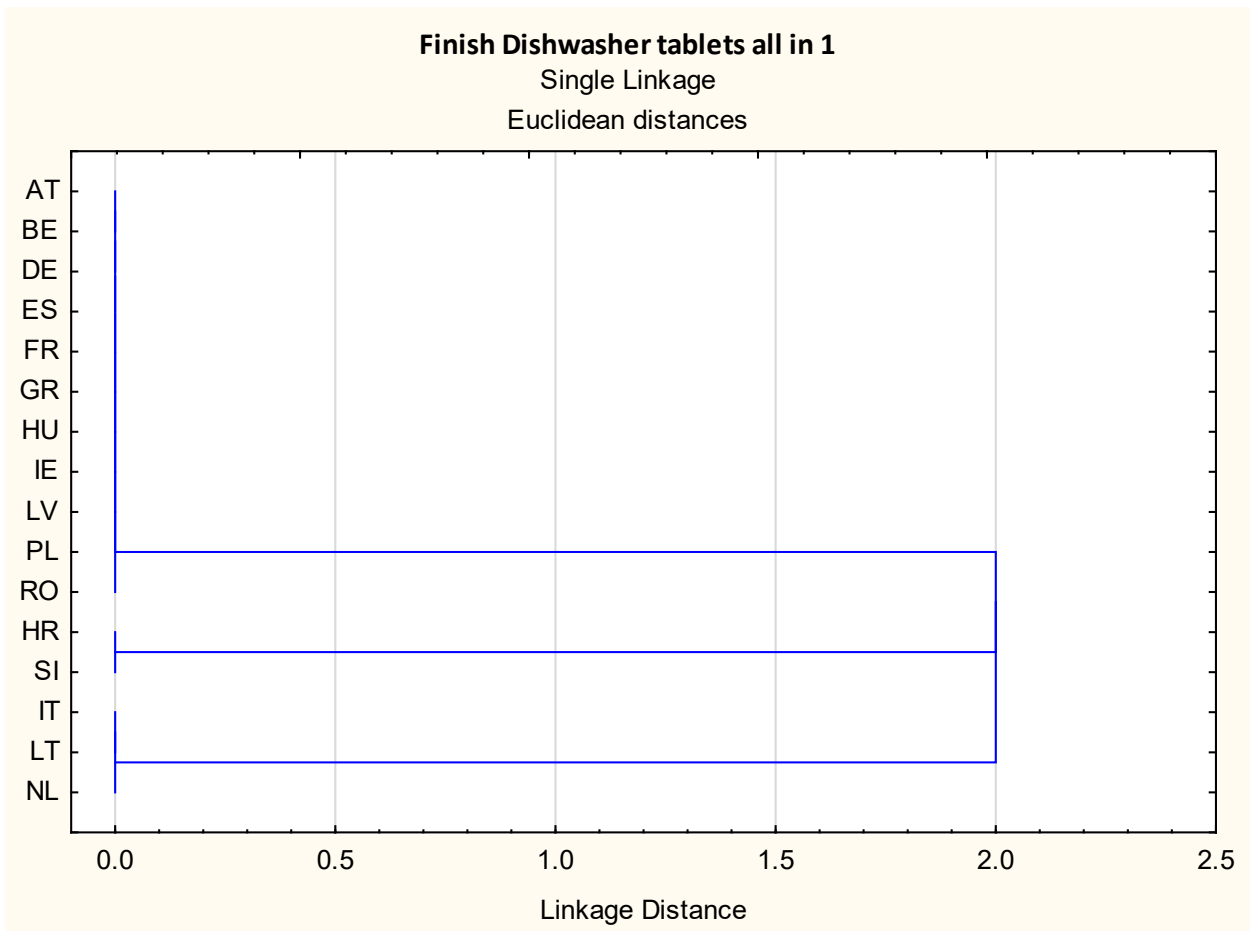
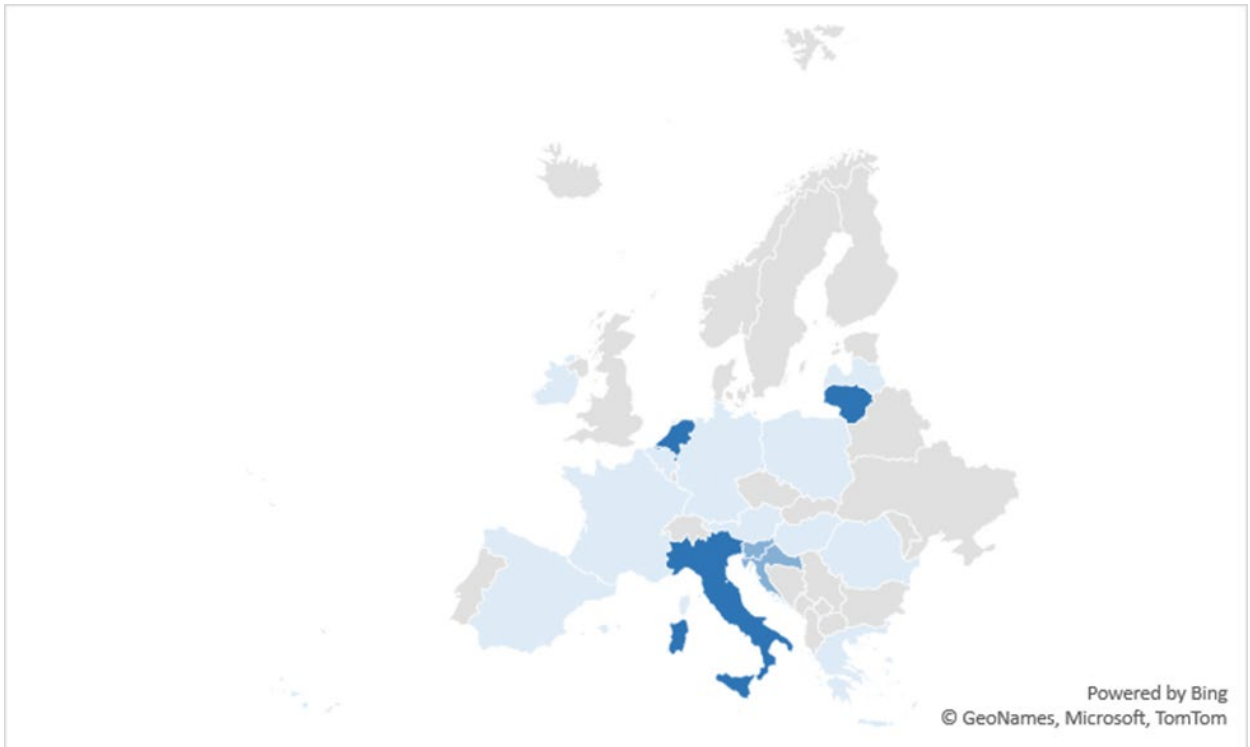
Comment by the brand owner:

Finish's products quality standard is elevated and amplified through our four main retailer tiers of monodose products: Ultimate, Quantum, Power and Classic. Additionally, slightly different channel-specific products are available across the EU, like "Essential" or online ranges, with specific benefits identified at the point of sale.


Names vary slightly in markets for consumer recognition reasons, but the overall propositions and formulations are consistent across the EU.


Hard-pressed tabs (like the ones analyzed by JRC) were historically labelled as “All in 1”, “All in 1 Max” or “Classic”. Since May 2022, none of “All in 1” or “All in 1 Max” are sold by Reckitt in the EU: they were replaced by Finish “Power”. Only the NL sample represents the new Finish “Power” design and formulation, which is currently sold in all EU markets.

All the other samples are legacy packaging from before May 2022. These are no longer sold by Reckitt in the EU. Legacy products are not produced currently, but might be found in markets after we stop selling them, due to stock rotation in the market.







## Finish Quantum

Country	Photo	Ingredients
BE		<p>15-&lt;30% non-ionic surfactants, 5-&lt;15% oxygen bleaching agents, 5-&lt;15% polycarboxylates, 5-&lt;15% phosphonates, enzymes (subtilisin, amylase), perfumes (benzyl benzoate, geraniol, limonene).</p>
DE*)		<p>15-&lt;30 % nonionic surfactants, 5-&lt;15 % oxygen-based bleach, 5-&lt;15 % polycarboxylates, 5-&lt;15 % phosphonates, enzymes (subtilisin, amylase), perfumes (benzyl benzoates, geraniol).</p>
ES		<p>15-&lt;30% non-ionic surfactants, 5-&lt;15% oxygen bleaching agents, polycarboxylates, phosphonates, enzymes (substilisin, amylase), perfumes (benzyl benzoate, geraniol).</p>
FR		<p>5-&lt;15% non-ionic surfactants, 5-&lt;15% oxygen bleaching agents, 5-&lt;15% polycarboxylates, 5-&lt;15% phosphonates, enzymes (subtilisin, amylase), fragrances (benzyl benzoate, geraniol, linalool).</p>

GR		<p>15-&lt;30% non-ionic surfactants, 5-&lt;15% oxygen-based bleaching agents, polycarboxylic compounds, phosphonates, enzymes (protease, amylase), perfum (benzyl benzoate, geraniol)</p>
HR		<p>15-30% non-ionic surfactants, 5-15% oxygen-based bleaches, polycarboxylates, phosphonates, fragrance (geraniol, benzyl benzoate, limonene), enzymes (subtilisin, amylase)</p>
HU		<p>15-30% non-ionic surfactants, 5-15% oxygen-containing bleach, 5-15% polycarboxylate, 5-15% phosphonates, enzymes (subtilisin, amylase), fragrances (benzyl benzoate, geraniol, limonene)</p>
IE		<p>15-&lt;30% non-ionic surfactants, 5-&lt;15% oxygen-based bleaching agents, polycarboxylates, phosphonates, enzymes (subtilisin, amylase), perfumes (benzyl benzoate, geraniol).</p>

IT*		<p>15-30% non-ionic surfactants, 5-15% oxygen based whiteners, polycarboxylates, phosphonates, enzymes (subtilisin, amylase) perfume (geraniol, limonene).</p>
LT*		<p>5-15% oxygen-based bleach, non-ionic surfactant; &lt;5% phosphonates, polycarboxylates; enzymes (subtilisin, amylase), perfume.</p>
LV		<p>5-15% oxygen-based bleach, non-ionic surfactant; &lt;5% phosphonates, polycarboxylates; enzymes (subtilisin, amylase), perfume.</p>
MT		<p>15-30% non-ionic surfactants: 5-&lt;15% oxygen based whiteners, polycarboxylates, phosphonates, contains enzymes (subtilisin, amylase), perfumes (benzyl benzoate, geraniol)</p>



NL		<p>5-&lt;15% non-ionic surfactants, 5-&lt;15% oxygen bleaches, 5-&lt;15% polycarboxylates, 5-&lt;15% phosphonates, enzymes (subtilisin, amylase), perfumes (benzyl benzoate, geraniol, linalool)</p>
PL		<p>15-30% nonionic surfactants; 5-15% oxygen-based bleaching agents, polycarboxylates, phosphonates, enzymes (subtilisin, amylase), perfumes (benzyl benzoate, geraniol, limonene)</p>
RO		<p>15-&lt;30% nonionic surfactants, 5-&lt;15% oxygen-based bleaching agents, 5-&lt;15% polycarboxylates, 5-&lt;15% phosphonates, enzymes (subtilizin, amylase), perfume (limonene, benzyl benzoate, geraniol).</p>
SI		<p>15-&lt; 30 % non-ionic surfactants; 5 %-15 %: oxygen-based bleach, polycarboxylates, phosphonates; enzymes (subtilisin, amylase), perfumes (benzyl benzoate, limonene, geraniol).</p>

\*) different product variant according to the brand owner (excluded from the comparative assessment)

Comment by the brand owner:

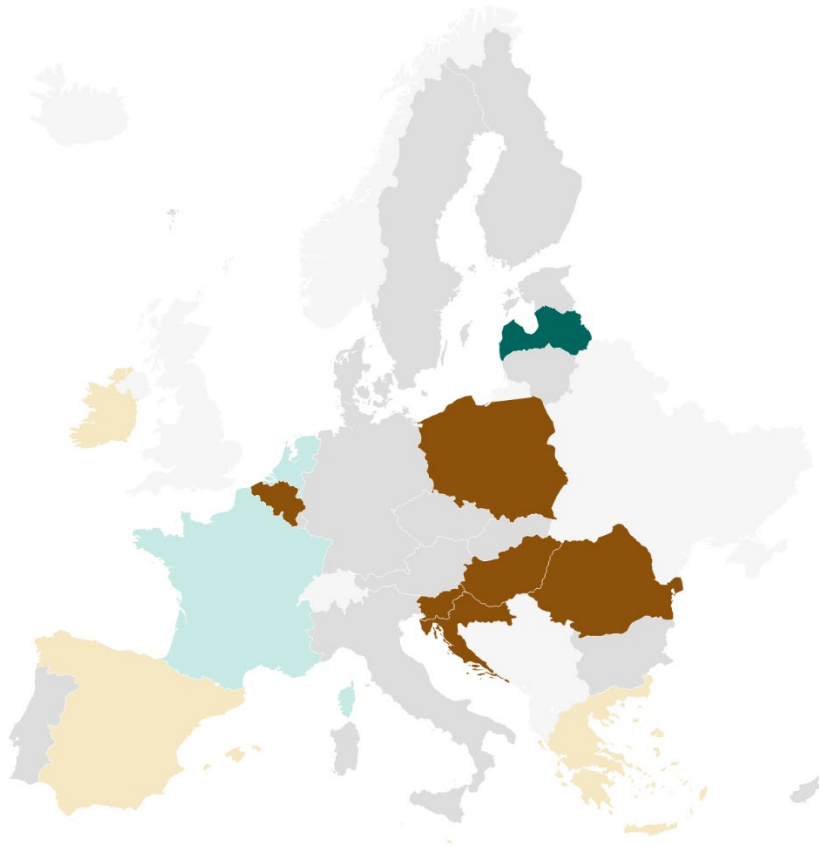
Finish's products quality standard is elevated and amplified through our four main retailer tiers of monodose products: Ultimate, Quantum, Power and Classic. Additionally, slightly different channel-specific products are available across the EU, like "Essential" or online ranges, with specific benefits identified at the point of sale.

Names vary slightly in markets for consumer recognition reasons, but the overall propositions and formulations are consistent across the EU.

The products analyzed by JRC, with the exception of DE, FR and NL, are from Finish portfolio before May 2022. Our new “Quantum” range is now the same formulation in all EU markets.

Some of these products belong to different Finish ranges, hence are not comparable: (i) DE product belongs to “Ultimate” range, whereas the other products are from the “Quantum” range; (ii) LT and LV products are legacy Quantum from before May 2022. These are no longer sold by Reckitt in the EU. Legacy products are not produced currently, but might be found in markets after we stop selling them, due to stock rotation in the market; (iii) IT and LT samples are lemon variations. They perform as standard with a different fragrance and a different tab color. These are available in all EU markets.

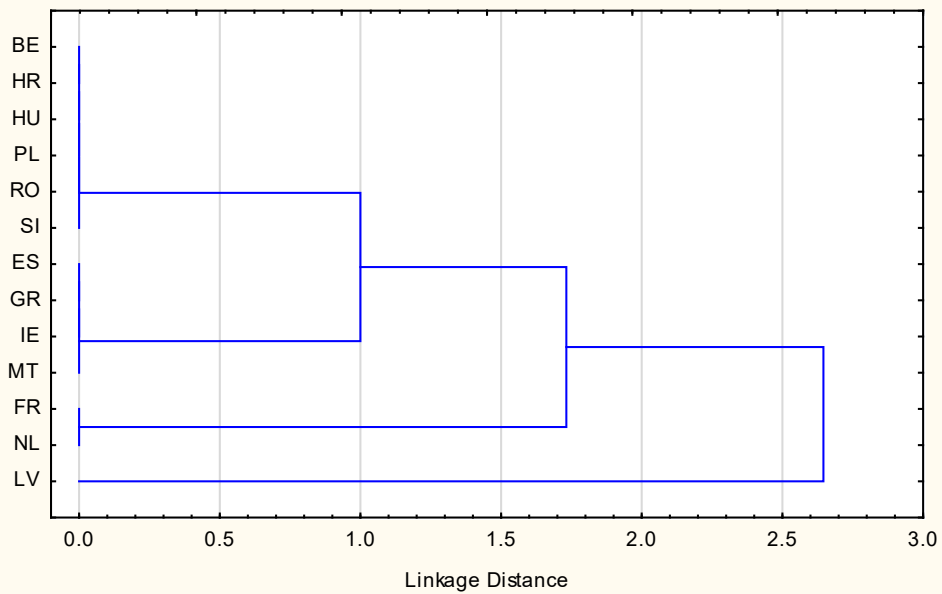
### Finish Quantum







Created with Datawrapper


### Finish Quantum


Single Linkage  
Euclidean distances



## Formil (powder)

Country	Photo	Ingredients
AT		<p>15-30% zeolites; 5-15% anionic surfactants, oxygen-based bleaching agent; &lt;5% non-ionic surfactants, phosphonates, polycarboxylates, optical brighteners, enzymes, perfumes</p>
BE		<p>15-30%: zeolites; 5-15%: oxygen bleaching agents, anionic surfactants; &lt;5%: non-ionic surfactants, polycarboxylates, phosphonates, enzymes, optical brighteners, perfumes</p>
DE		<p>15-30%: zeolites, anionic surfactants, oxygen-based bleach; &lt;5%: nonionic surfactants, phosphonates, polycarboxylates, optical brighteners, enzymes, fragrances</p>
ES		<p>5 %-15 %: oxygen-bleaching agents, anionic surfactants, &lt;5 %: non-ionic surfactants, zeolites, polycarboxylates, phosphonates, soap, enzymes, optical whitening agents, perfume, citronellol, butylphenyl methylpropional</p>

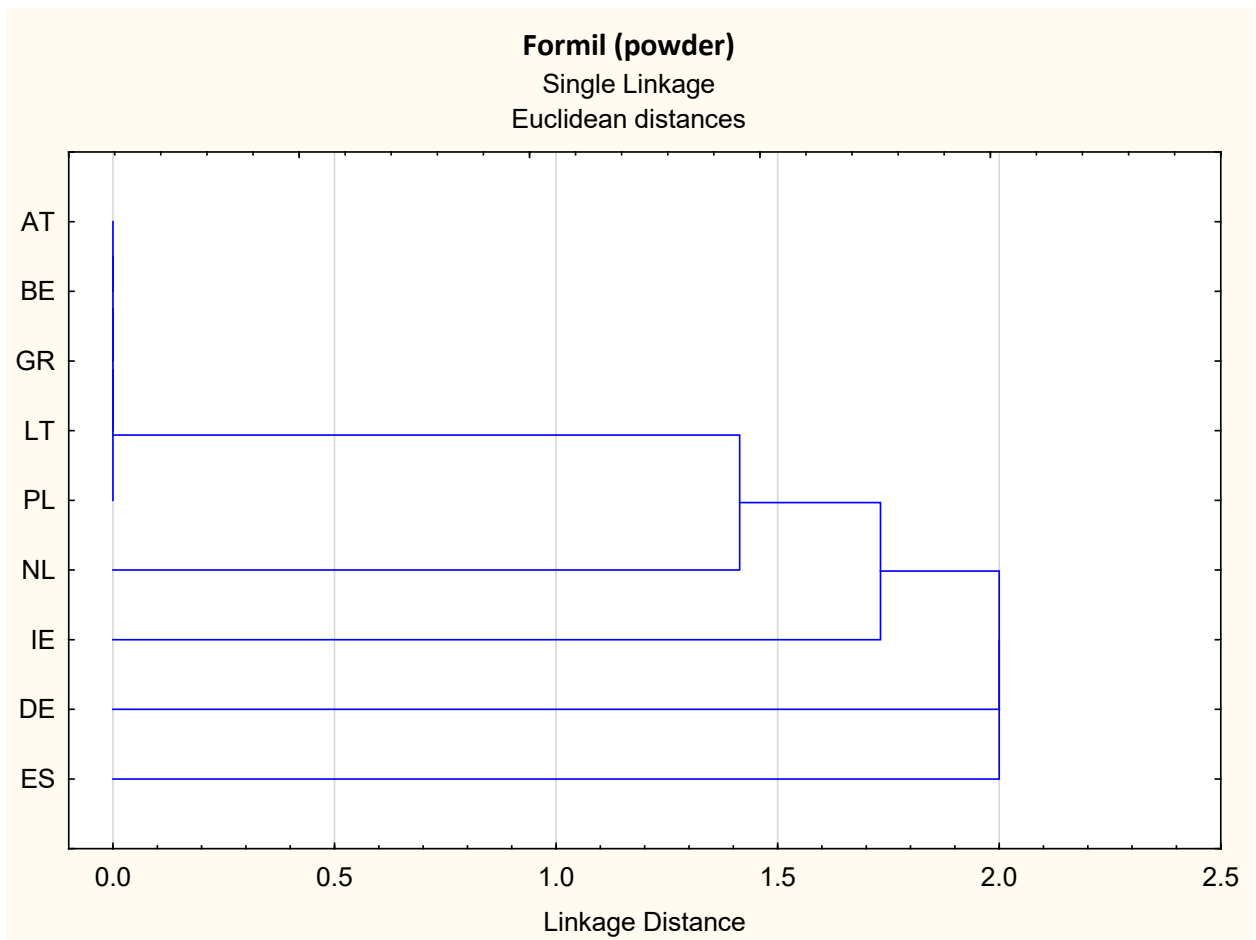
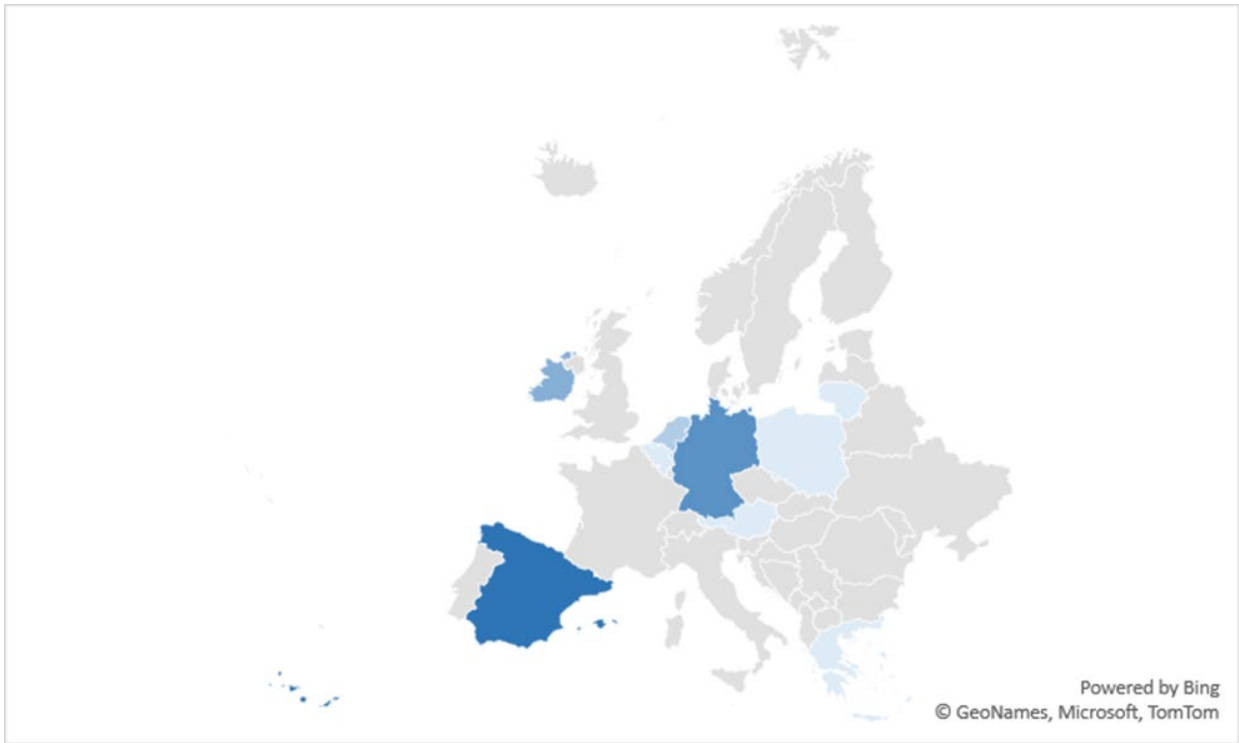
GR		<p>15-30% zeolites, 5-15% anionic surfactants, oxygen-based bleaching agents, &lt;5% non-ionic surfactants, phosphonates, polycarboxylates, brighteners, enzymes, perfumes</p>
IE		<p>5-15% anionic surfactants, oxygen-based bleaching agents; &lt;5%: non-ionic surfactants, zeolites, polycarboxylates, optical brighteners, enzymes, perfumes.</p>
LT		<p>15-30% zeolites; 5-15% oxygen based bleach, anionic surfactants; &lt;5% non-ionic surfactants, polycarboxylates, phosphonates, enzymes, optical brighteners, flavorings.</p>
NL		<p>&gt;30% zeolites; 15%-30% anionic surfactants, oxygen bleaching agents; &lt; 5% non-ionic surfactants, phosphonates, polycarboxylates, optical bleaches, enzymes, perfumes.</p>

PL		<p>15-30 % zeolites; 5-15 % oxygen-based bleaching compounds, anionic surfactants; &lt;5% non-ionic surfactants, polycarboxylates, phosphates, enzymes, optical brighteners, fragrance compositions</p>
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Comment by the brand owner:

The differences in the declared ingredients are due to the fact that we purchase the product Formil powder detergent from several manufacturers. Depending on the manufacturer, there may be different technical production conditions, upstream suppliers and raw materials that can influence the formulation. As a result, the products may have differentiated label and packaging.





When creating the formulations, our manufacturers also consider parameters such as the hardness of water. The content of water softeners (zeolites) in the detergents depends on this.



## Formil Color (liquid)

Country	Photo	Ingredients
AT		<p>15-30% anionic surfactants, non-ionic surfactants; &lt;5% soap, phosphonates, enzymes, perfumes, benzyl alcohol, linalool, hexyl cinnamal, benzyl salicylate, phenoxyethanol, benzylisothiazolinone</p>
BE		<p>5%-15% anionic surfactants, non-ionic surfactants, soap; &lt; 5%: phosphonates, enzymes, perfumes, hexyl cinnamal, benzyl salicylate, benzyl alcohol, benzisothiazolinone, phenoxyethanol, pyrrithione sodium</p>
DE		<p>15-30% nonionic surfactants; 5-15%: anionic surfactants; &lt;5% phosphonate, soap, enzymes, fragrances, benzyl salicylates, benzyl alcohol, citronellol, benzisothiazolinones, phenoxyethanol, pyrrithione sodium.</p>
ES		<p>5%-15% anionic surfactants, &lt;5% non-ionic surfactants, phosphonates, soap; enzymes, perfumes, benzisothiazolinone, methylisothiazolinone.</p>

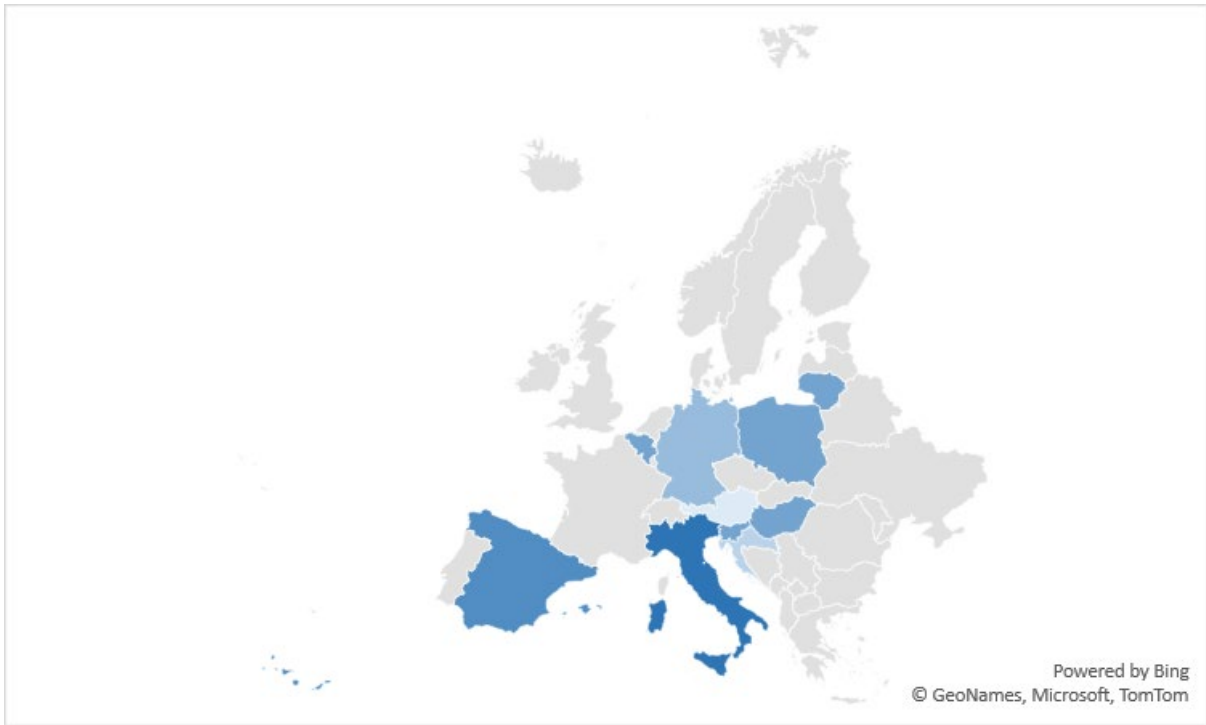


HR		<p>15-30% nonionic surfactants, 5-15% anionic surfactants, &lt;5% soap, phosphonates, enzymes, fragrance, benzyl salicylate, hexyl cinnamal, benzyl alcohol, phenoxyethanol, benzisothiazolinone, methylisothiazolinone</p>
HU		<p>5%-15% anionic surfactants, nonionic surfactants, soap; &lt;5%: phosphonates, enzymes, fragrances, hexyl cinnamal, benzyl salicylate, benzyl alcohol, benzisothiazolinone, phenoxyethanol, pyrrithione sodium.</p>
IT		<p>5-15% anionic surfactants, non-ionic surfactants, &lt; 5% phosphonates, soap, enzymes, perfumes, citronellol, benzisothiazolinone, methylisothiazolinone.</p>
LT		<p>5-15% anionic surfactants, non-ionic surfactants, soap; &lt;5% phosphonates, enzymes, fragrances, hexyl cinnamal, benzyl salicylate, benzyl alcohol, benzisothiazolinone, phenoxyethanol, pyrrithione sodium.</p>

NL		no ingredients listed
PL		5-15% anionic surfactants, non-ionic surfactants, soap; <5%: phosphonates, enzymes, fragrances, hexyl cinnamal, benzyl salicylate, benzyl alcohol, benzisothiazolinone, phenoxyethanol, pyrithione sodium
SI		5-15 % anionic surfactant, non-ionic surfactants, soap; <5% phosphonates, enzymes, perfumes, hexyl cinnamal, benzyl salicylate, benzyl alcohol, benzisothiazolinone, phenoxyethanol, pyrithione sodium

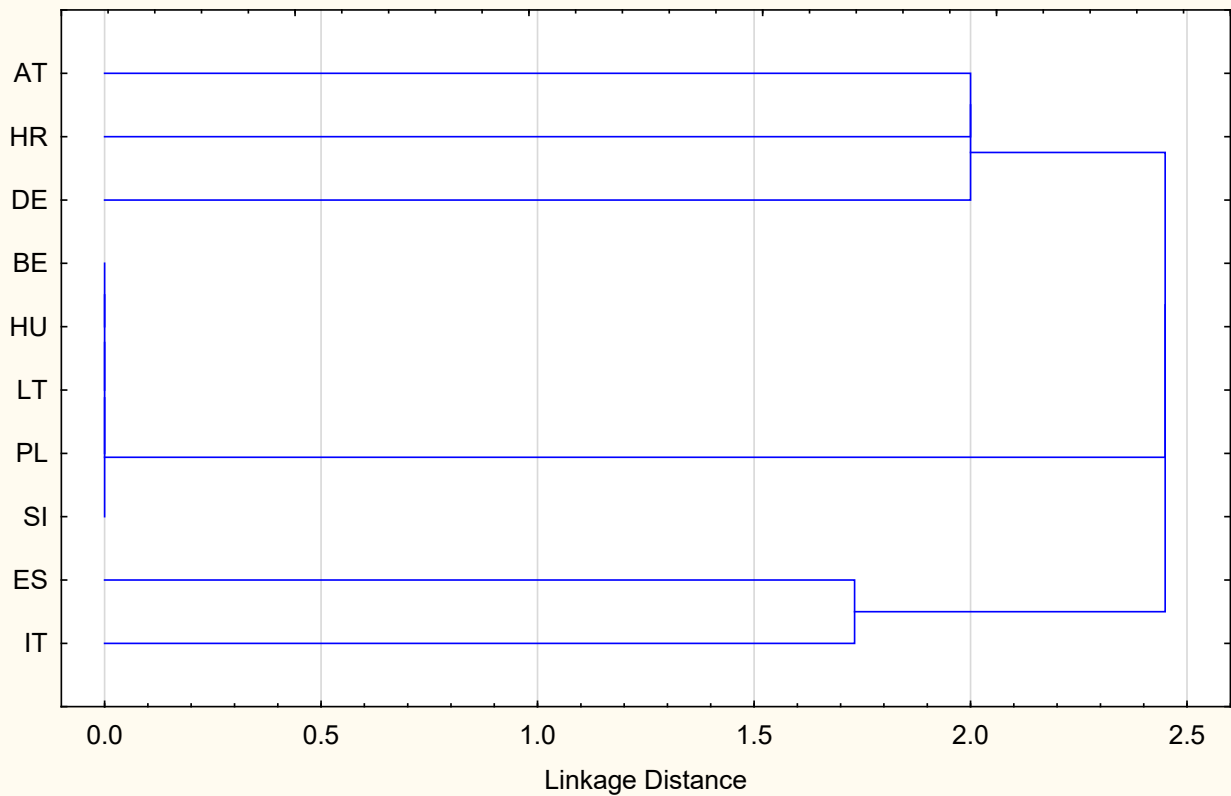
Comment by the brand owner:

The differences in the declared ingredients are due to the fact that we purchase the product Formil detergent liquid from several manufacturers. Depending on the manufacturer, there may be different technical production conditions, upstream suppliers and raw materials that can influence the formulation. As a result, the products may have differentiated label and packaging











### Formil Color (liquid)

Single Linkage  
Euclidean distances



## Formil Color (powder)

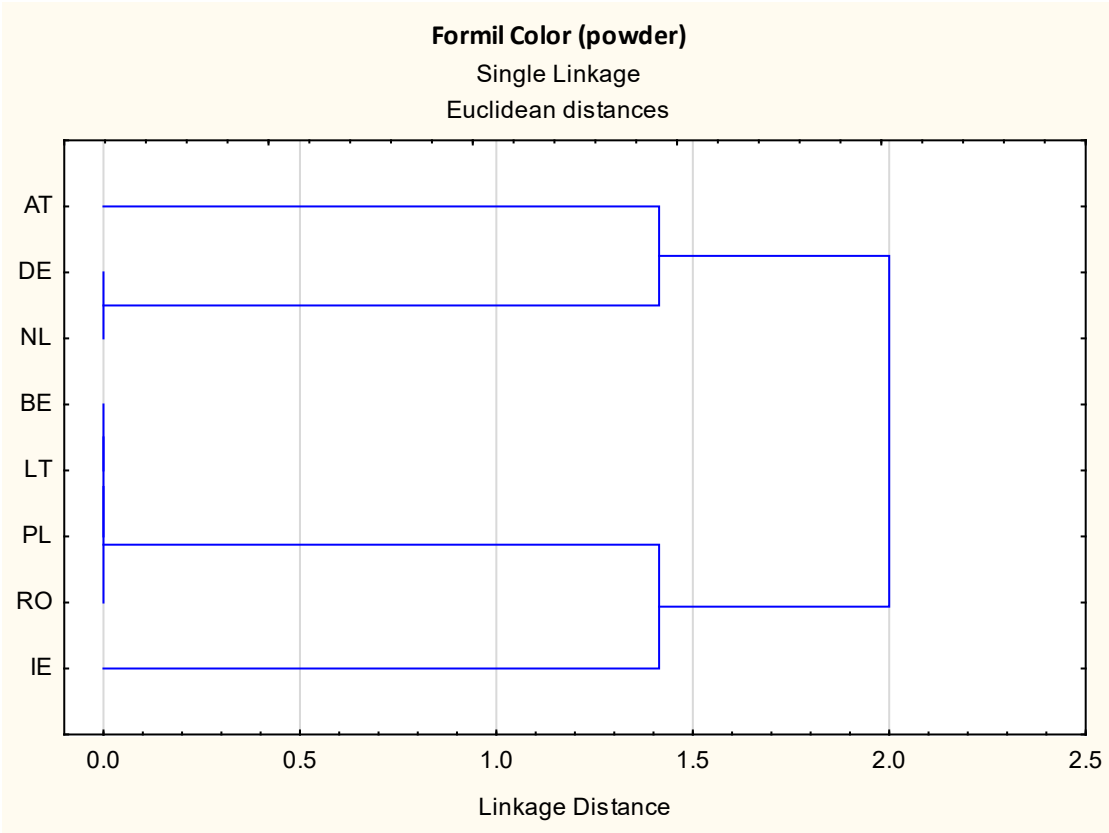
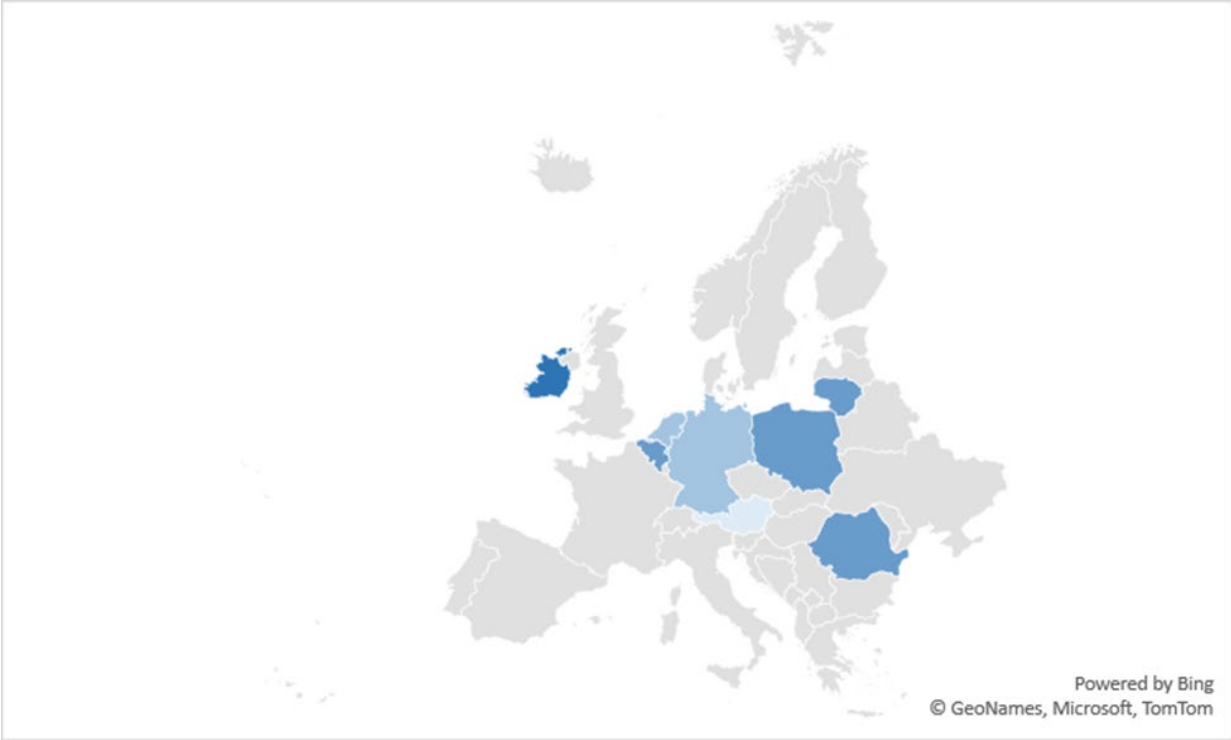
Country	Photo	Ingredients
AT		<p>15-30% anionic surfactants, zeolites; &lt;5% non-ionic surfactants, polycarboxylates, phosphonates, parfumes, enzymes</p>
BE		<p>5-15% zeolites, anionic surfactants; &lt;5% non-ionic surfactants, polycarboxylates, phosphonates, enzymes, parfumes.</p>
DE		<p>&gt;30% zeolites; 15-30% anionic surfactants; &lt;5% nonionic surfactants, phosphonates, polycarboxylates, enzymes, fragrances</p>
IE		<p>5-15% anionic surfactants; &lt;5% non-ionic surfactants, zeolites, polycarboxylates, enzymes, parfumes.</p>

LT		<p>5-15% zeolites, anionic surfactants; &lt;5% non-ionic surfactants, polysorbexylates, phosphonates, enzymes, flavorings.</p>
NL		<p>&gt;30% zeolites; 15%-30% anionic surfactants; &lt; 5% non-ionic surfactants, phosphonates, polycarboxylates, enzymes, perfumes.</p>
PL		<p>5-15% zeolites, anionic surfactants; &lt;5% non-ionic surfactants, polysorbexylates, phosphonates, enzymes, flavorings</p>
RO		<p>5%-15% zeolites, anionic surfactants; &lt; 5% nonionic surfactants, polycarboxylates, phosphonates, enzymes, perfumes.</p>





Comment by brand owner:





The differences in the declared ingredients are due to the fact that we purchase the product Formil Color powder detergent from several manufacturers. Depending on the manufacturer, there may be different technical production conditions, upstream suppliers and raw materials that can influence the formulation. As a result, the products may have differentiated label and packaging.

When creating the formulations, our manufacturers also consider parameters such as the hardness of water. The content of water softeners (zeolites) in the detergents depends on this.






## Formil (liquid)

Country	Photo	Ingredients
AT		<p>15-30% anionic surfactants; 5-15% non-ionic surfactants; &lt;5% phosphonates, soap, enzymes, optical brighteners, perfumes, linalool, hexyl cinnamal, benzyl alcohol, benzylisothiazolinone, phenoxyethanol</p>
BE		<p>5%-15% anionic surfactants, non-ionic surfactants, soap; &lt;5% phosphonates, enzymes, optical brighteners, perfumes, hexyl cinnamal, benzyl salicylate, benzyl alcohol, benzisothiazolinone, phenoxyethanol, pyrrithione sodium.</p>
DE		<p>15-30% anionic surfactants; 5-15% non-ionic surfactants; &lt;5% phosphonates, soap, enzymes, optical brighteners, fragrances linalool, hexyl cinnamal, benzyl alcohol, benzisothiazolinone, phenoxyethanol.</p>
ES		<p>5 %-15 % anionic surfactants, non-ionic surfactants, &lt;5 % phosphonates, polycarboxylates, soap, enzymes, optical whitening, perfumes, benzisothiazolinone, methylisothiazolinone, butylphenyl methylpropional, citronellol.</p>

HR		<p>15-30% nonionic surfactants, 5-15% anionic surfactants, &lt;5% soap, phosphonates, enzymes, optical color brighteners, fragrance, benzyl salicylate, hexyl cinnamal, benzyl alcohol, phenoxyethanol, benzisothiazolinone, methylisothiazolinone</p>
HU*)		<p>15-30% anionic surfactants; 5-15% nonionic surfactants; &lt;5%: soap, phosphonates, optical brighteners, enzymes, fragrances linalool, hexyl cinnamal, benzyl alcohol, benzyl salicylate, benzisothiazolinone, phenoxyethanol</p>
IE*)		<p>15-30% anionic surfactants, &lt;5% non-ionic surfactants, soap, amphoteric surfactant, polycarboxylates, enzymes, optical brightener, phenoxyethanol, benzisothiazolinone, laurylamine dipropylendiamine, perfume, butylphenyl methylpropional.</p>
IT		<p>5-15% anionic surfactants, non-ionic surfactants, &lt;5% phosphonates, soaps, enzymes, optical brighteners, perfumes, citronellol, benzisothiazolinone, methylisothiazolinone.</p>



LT		<p>15-30% non-ionic surfactant; 5-15% anionic surfactant; &lt;5% soap, phosphonates, enzymes, optical brighteners, flavorings, benzyl salicylate, hexyl cinnamal, benzyl alcohol, phenoxyethanol, benzisothiazolinone, methylisothiazolinone</p>
NL*)		<p>15%-30% anionic surfactants; 5%-15%: non-ionic surfactants; &lt; 5% soap, phosphonates, enzymes, optical bleaches, perfumes, linalool, hexyl cinnamal, benzyl alcohol, benzyl salicylate, phenoxyethanol, benzisothiazolinone.</p>
SI		<p>5-15 % anionic surfactant, non-ionic surfactants, soap, &lt;5% phosphonates, enzymes, optical brighteners, perfumes, hexyl cinnamal, benzyl salicylate, benzisothiazolinone, phenoxyethanol, pyrrithione sodium</p>

\*) different product variants according to the brand owner (not included in the comparative assessment)

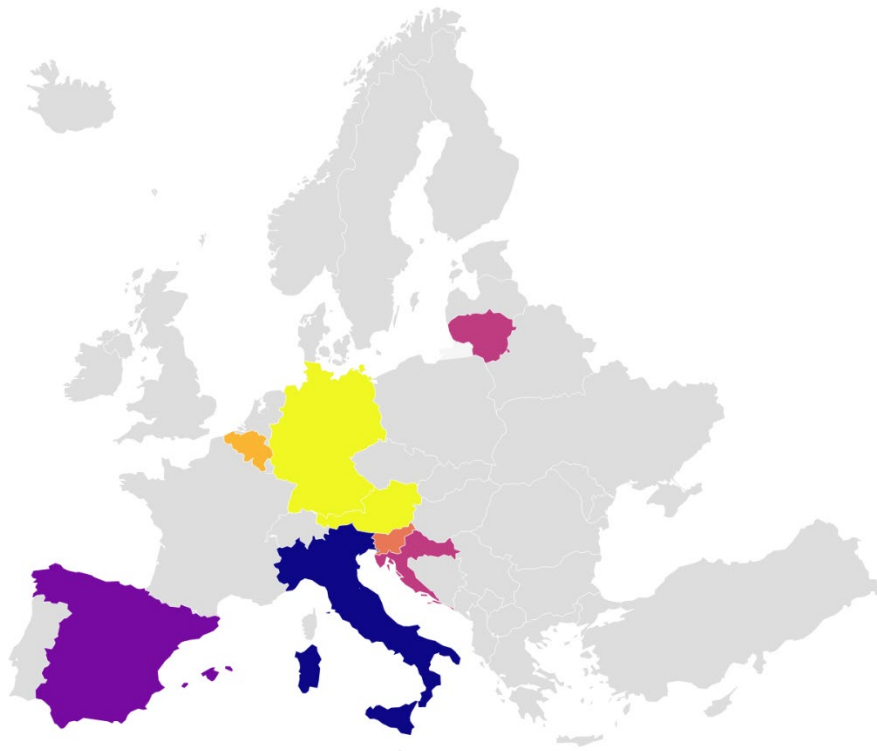
Comment by the brand owner:

The differences in the declared ingredients are due to the fact that we purchase the product Formil detergent liquid from several manufacturers. Depending on the manufacturer, there may be different technical production conditions, upstream suppliers and raw materials that can influence the formulation. As a result, the products may have differentiated label and packaging.

In NL and HU, the articles "Formil liquid White/Active Super concentrated" were compared with regular liquid detergents. The mentioned products have a higher concentration and a different dosage and therefore are not comparable.

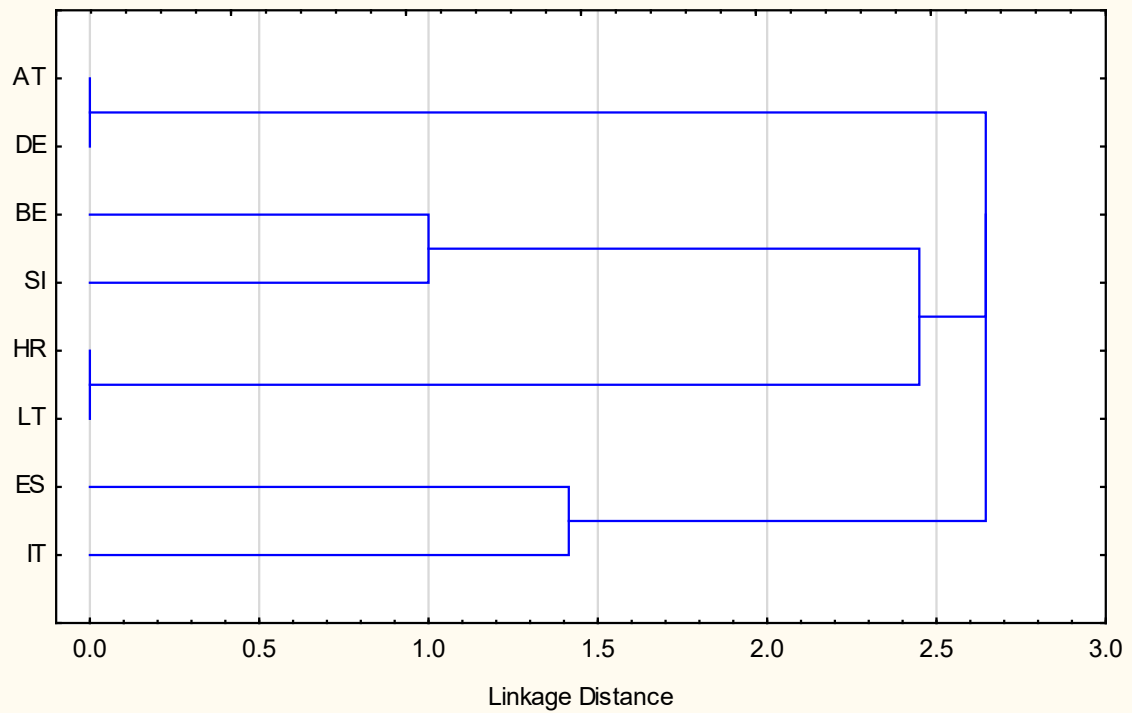
In IE, the article "Formil Biological Gel" was compared with regular liquid detergents. This product is a more viscous gel with a different dosage and is not comparable.

### Formil liquid




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### Formil (liquid) Single Linkage Euclidean distances



## Frosch detergent (liquid)





Country	Photo	Ingredients
BE		<p>5-15% non-ionic surfactants, anionic surfactants, &lt;5% soap, enzymes (protease, amylase, lipase, cellulase, pectate lyase, mannanase), perfumes, aloe vera barbadensis.</p>
DE		<p>5-15% nonionic surfactants, anionic surfactants, &lt;5% soap, enzymes (protease, amylase, lipase, pectate lyase, mannanase), fragrances (limonene, linalool, citronellol, hexyl cinnamal, benzyl salicylates).</p>
GR		<p>5-15% &lt;non-ionic surfactants, soaps; 5% &lt;anionic surfactants, enzymes, perfumes, sodium formate</p>
LT		<p>5 - 15% non-ionic surfactants, soap, &lt;5% anionic surfactants, enzymes (protease, cellulase, amylase), flavorings (limonene, linalool, citronelol, hexylcinnamium, benzylsalicylate, flavorings, malic acid salt, small amount of food coloring, color-preserving material.</p>


MT		5-15% non-ionic surfactants, soap, <5% anionic surfctants, enzymes (protease, amylase, lipase, mannanase), perfume, camomile-extracts.
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Products represent different variants, no comparative assessment possible

## Frosch Dishwash Lotion Aloe Vera

Country	Photo	Ingredients
BE		<p>5 -15% anionic surfactants, &lt;5% non-ionic surfactants, amphoteric surfactants, preservative (lactic acid), perfumes, aloe vera barbadensis, food colors.</p>
DE		<p>5-15% anionic surfactants, &lt;5% nonionic surfactants, amphoteric surfactants, preservatives (lactic acid), fragrances, aloe vera barbadensis, food dyes.</p>
ES		<p>5-15% anionic surfactants, &lt; 5% nonionic surfactants, amphoteric surfactants, preservative (lactic acid), perfumes, aloe vera barbadensis, food dyes.</p>
FR		<p>5-15% anionic surfactants, &lt; 5% nonionic surfactants, amphoteric surfactants, preservative (lactic acid), perfumes, aloe vera barbadensis, food dyes.</p>

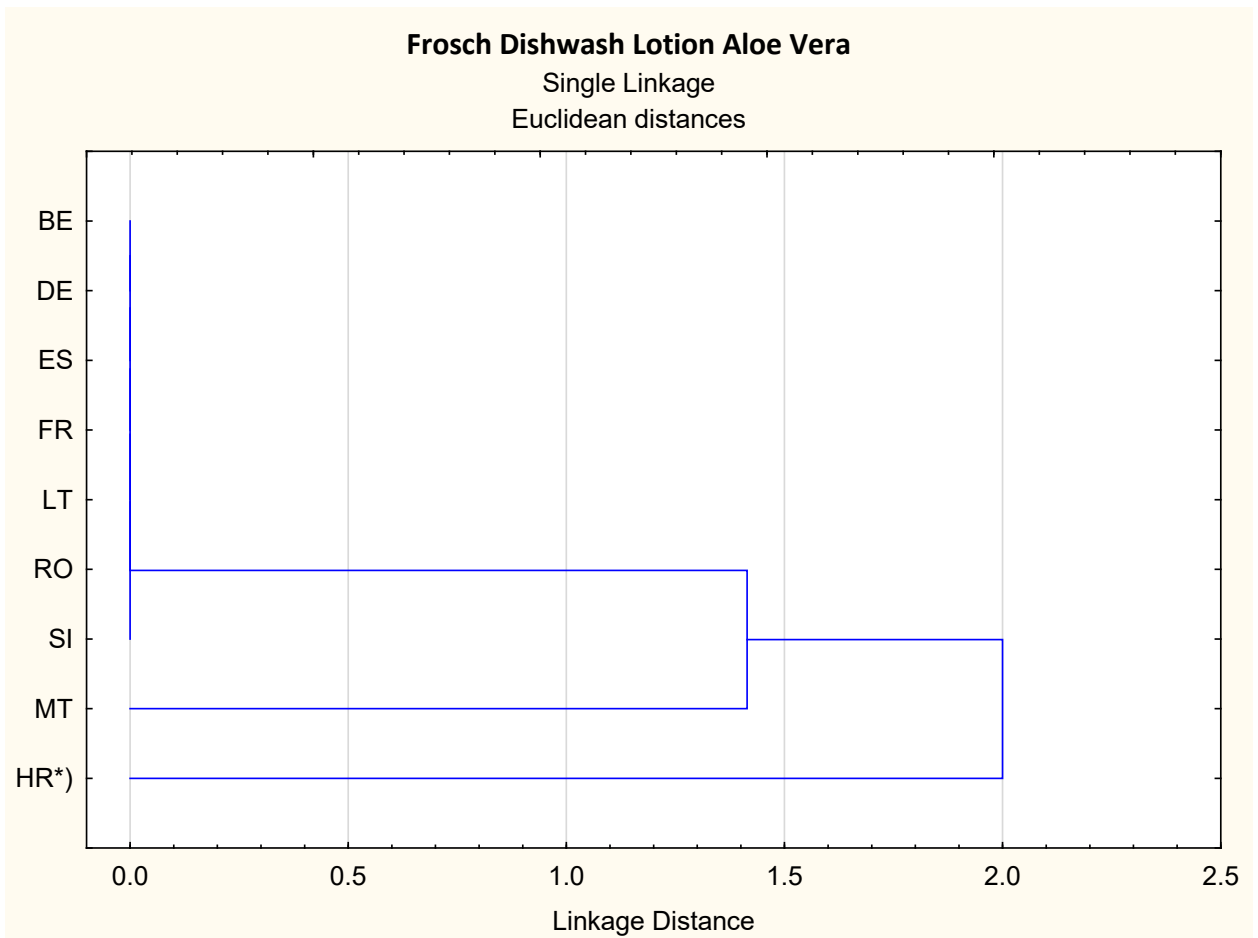
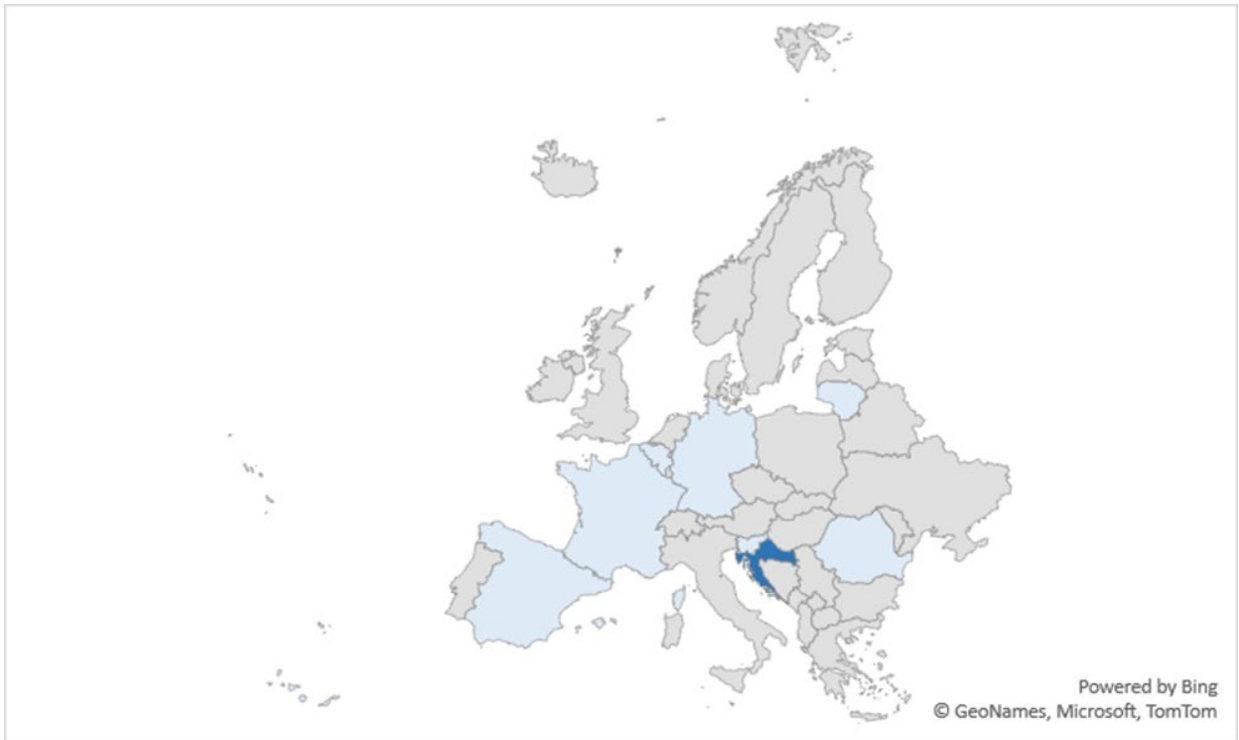
HR		5-15% anionic surfactants, <5% amphoteric surfactants, nonionic surfactants, lactic acid, panthenol (provitamin B5) <sup>1)</sup>
LT		15-30% anionic surfactant; <5%: non-ionic surfactants, amphoteric surfactants; preservatives; aloe vera extract; a small amount of cosmetic dye, aromatic oil.
MT		5-15% anionic surfactants, <5% non-ionic surfactants, amphoteric surfactants, sodium benzoate, perfumes, aloe vera barbadensis, food colouring.
RO		5-15% anionic surfactants, <5% nonionic surfactants, amphoteric surfactants, preservatives (lactic acid), perfumes, aloe vera barbadensis, food coloring.

SI		<p>5-15 % anionic surfactant, &lt; 5 % non-ionic surfactant, amphoteric surfactants, preservative, perfumes, aloe vera barbadensis, food colorants.</p>
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\*) Information provided on a sticker (deviates from information printed in other languages on the package)





Comment from the brand owner:

The provided information is correct and basically there are no differences in the description of the composition. The entire declarations are in accordance with the contemporary European Detergent Regulation. There are just minor semantic differences that means e.g. perfume resp. fragrance and color resp. dye are used synonymously. In addition we do add optional pieces of information in order to meet consumer needs. However all legally required elements of information are fully provided.









## Frosch Universal Cleaner

Country	Photo	Ingredients
BE		<p>&lt; 5% anionic surfactants, non-ionic surfactants, soaps, perfumes, lemon oil, colorants</p>
FR		<p>&lt;5% anionic surfactants, nonionic surfactants, soap, perfumes, lemon oil, colourants</p>
GR*)		<p>5-15%&lt;anionic surfactants, 5%&lt;amphoteric surfactants, perfumes, methylisothiazolinone, benzisothiazolinone</p>
SI*)		<p>&lt;5% anionic surfactants, amphoteric surfactants, preservatives, lactic acid, perfumes</p>

\*) different product variant (excluded from the comparative assessment)

# Lenor Allin1

Country	Photo	Ingredients
AT		<p>&gt;30% anionic surfactants; 5-15% soap; &lt;5% non-ionic surfactants, phosphonate; enzymes, optical brighteners, parfumes, alpha-isomethyl ionone, citronellol, coumarin, eugenol, hexyl cinnamal, limonene, linalool.</p>
BE		<p>&gt;30% anionic surfactants; 5-15% soap; &lt;5% non-ionic surfactants, phosphonates; enzymes, optical bleaches, parfumes, benzyl salicylate, citral, hexyl cinnamal, limonene, linalool.</p>
DE		<p>&gt;30% anionic surfactants; 5-15% soap; &lt;5% non-ionic surfactants, phosphonates; enzymes, optical brighteners, fragrances, alpha-isomethyl ionone, citronellol, coumarin, eugenol, hexyl cinnamal, limonene, linalool.</p>
HU		<p>&gt;30% anionic surfactants; 5-15% soap; &lt;5% nonionic surfactants, phosphonates; enzymes, optical brighteners, fragrances, alpha-isomethyl ionone, citronellol, coumarin, eugenol, hexyl cinnamal, limonene, linalool</p>

NL		<p>&gt;30% anionic surfactants; 5-15% soap; &lt;5% nonionic surfactants, phosphonates; enzymes, optical brighteners, fragrances, benzyl salicylate, citral, hexyl cinnamal, limonene, linalool.</p>
PL		<p>&gt;30% anionic surfactants; 5-15% soap; &lt;5% nonionic surfactants, phosphonates; enzymes, optical brighteners, fragrances, alpha-isomethyl ionone, citronellol, coumarin, eugenol, hexyl cinnamal, limonene, linalool</p>
RO		<p>&gt; 30% anionic surfactants, 5-15% soap; &lt;5% nonionic surfactants, phosphonates; enzymes, optical bleaches, perfume, alphi-isomethyl ionone, citronellol, coumarin, eugenol, hexyl cinnamal, limonene, linalool.</p>

Comments by the brand owner:

Products selected belong to different product generations.

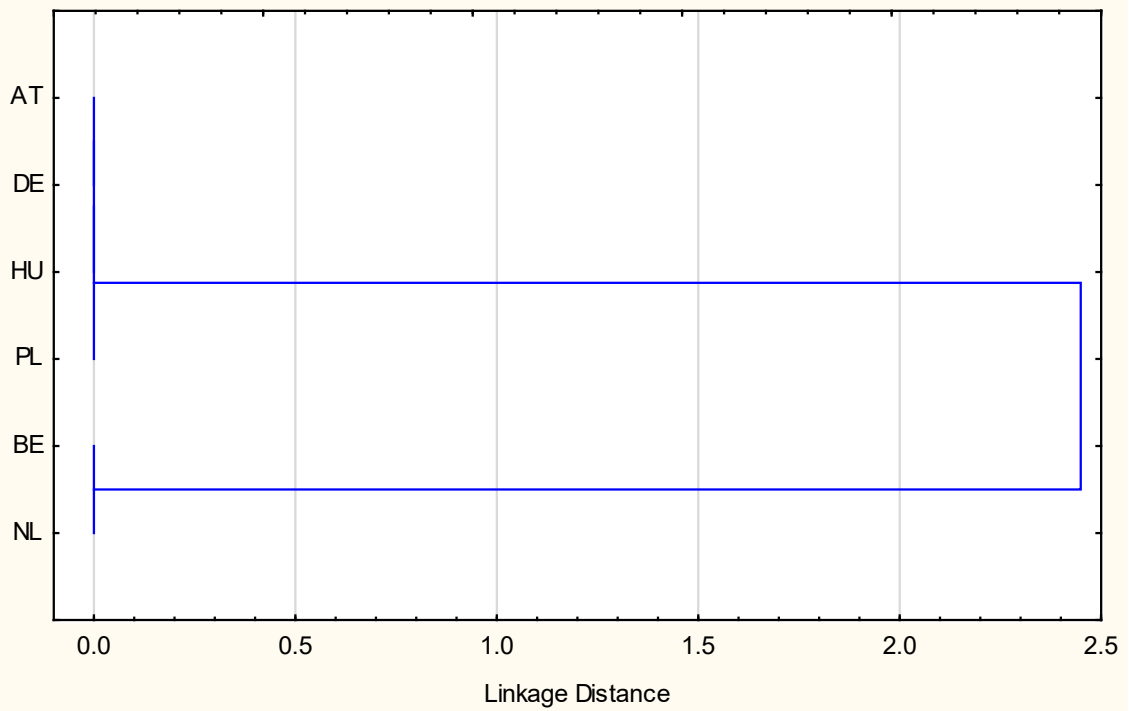
The selected products show the evolution in our product innovation. The discrepancies in the ingredient list are due to a formula upgrade that we implemented in the course of 2022 in all markets. The reference selected in Netherlands and Belgium is already the new product upgrade, all other markets followed over the course of 2022.

### Lenor Allin1











Created with Datawrapper





### Lenor Allin1 Single Linkage Euclidean distances






## Lenor Spring Awakening

Country	Photo	Ingredients
AT		5-15% cationic surfactants; perfumes, limonene
BE		5-15% cationic surfactants; perfumes, limonene.
DE		5-15% cationic surfactants; perfumes, limonene
ES		5-15% cationic surfactants; perfumes, limonene.

GR		5-15% cationic surfactants, perfumes, limonene
HR		5-15% cationic surfactants, perfumes, limonene
HU		5-15% cation surfactants, perfumes, limonene
IE		5-15% cationic surfactants, perfumes, limonene.

IT		5-15% cationic surfactants, perfumes, limonene
LT		5-15% cationic surfactants, perfumes, limonene
LV		5-15% cationic surfactants, perfumes, eugenol, hexyl cinnamal, linalool.
NL		5-15% cationic surfactants, perfumes, limonene

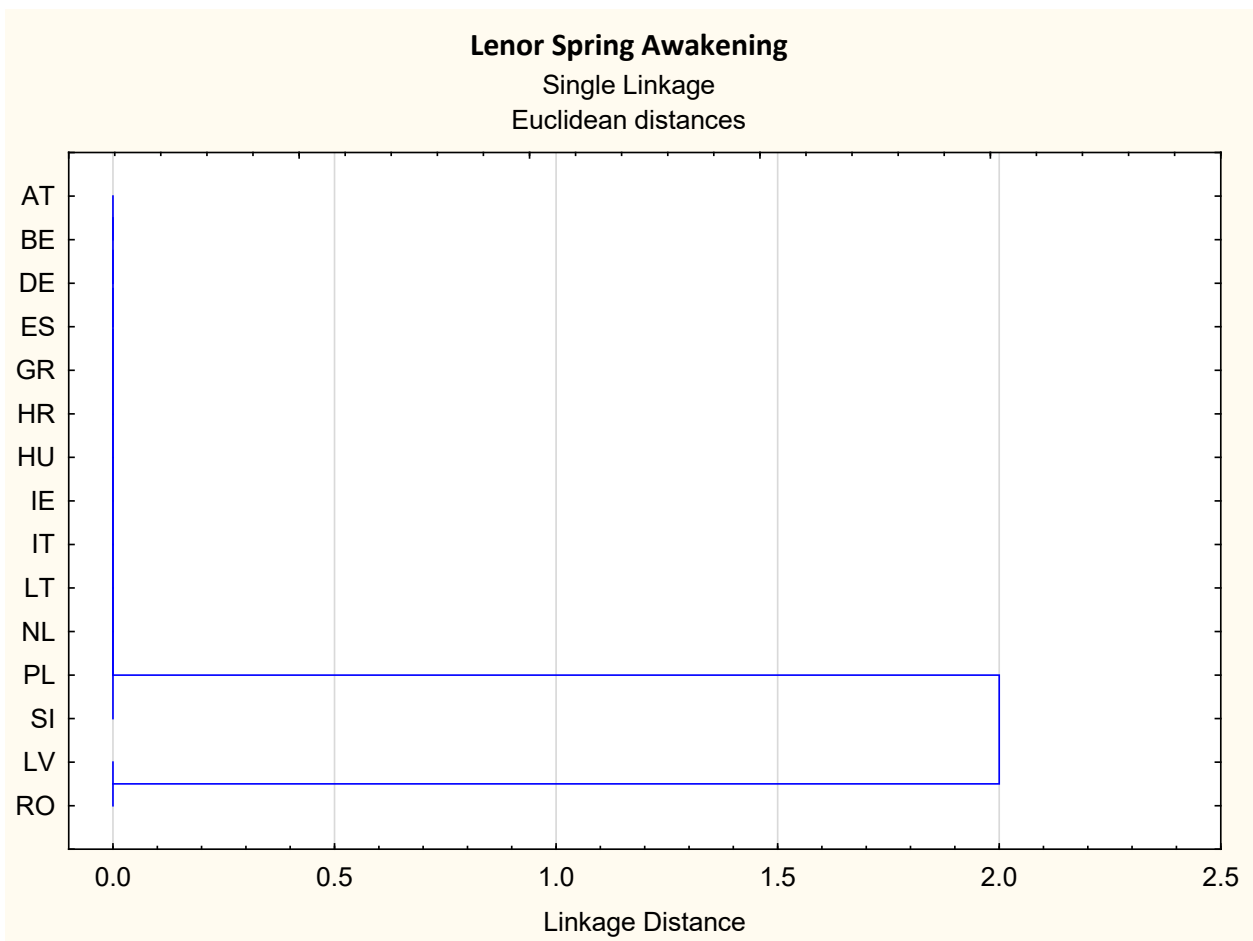
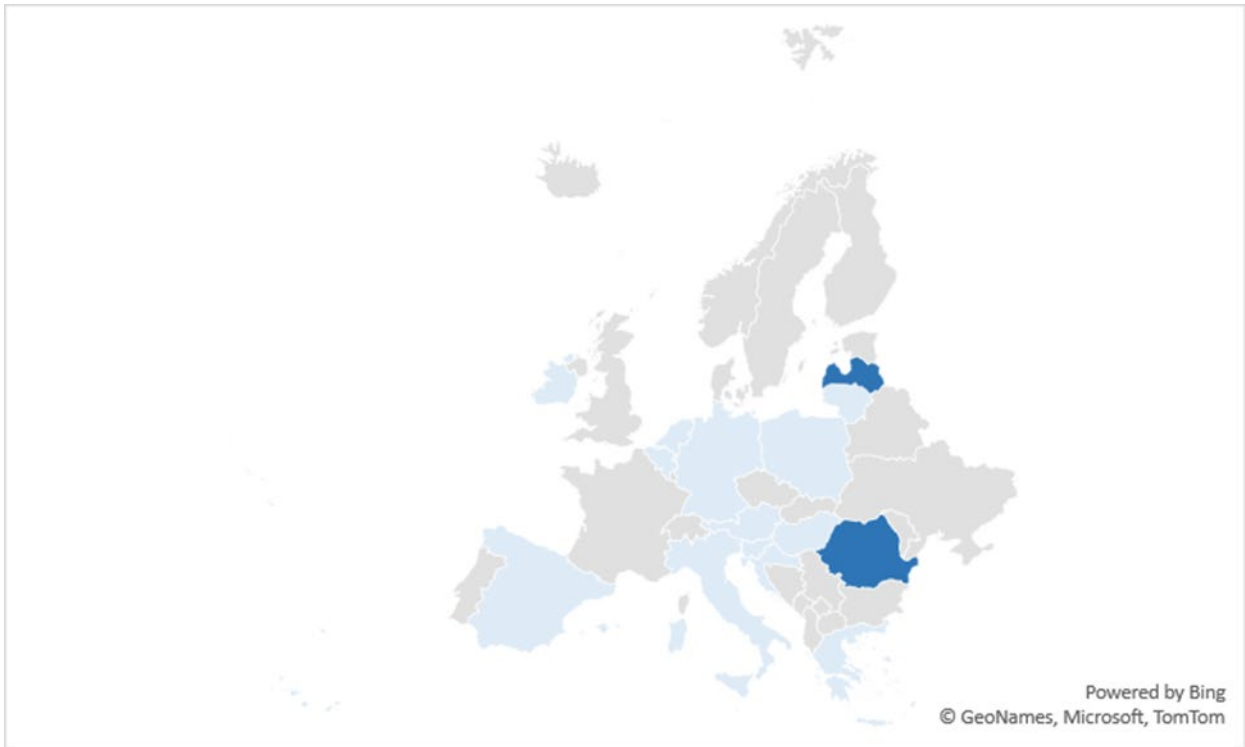
PL		5-15% cationic surfactants, perfumes, limonene
RO		5-15% cationic surfactants, perfumes, eugenol, hexyl cinnamal, linalool
SI		5-15 % of cationic surfactants, perfumes, limonene

Comment by the brand owner:





Products selected belong to different product generations.

The selected products show the evolution in our product innovation. The discrepancies in the ingredient list as well as slight differences in artwork are due to a formula upgrade that we started to implement as of spring 2022 in all markets. The reference selected in Belgium, Netherlands and Germany is already the new product upgrade, all other markets transition over the course of 2022.





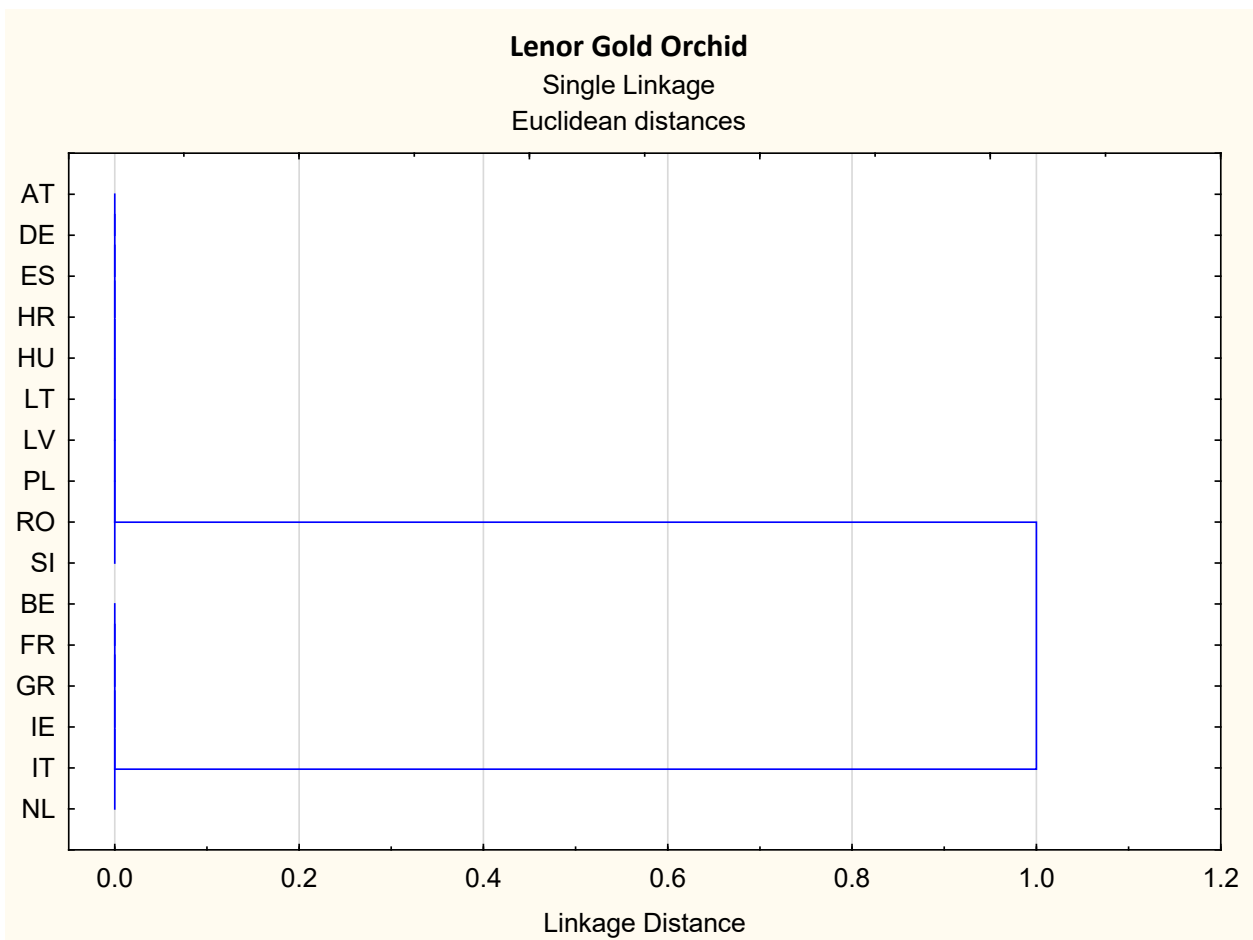
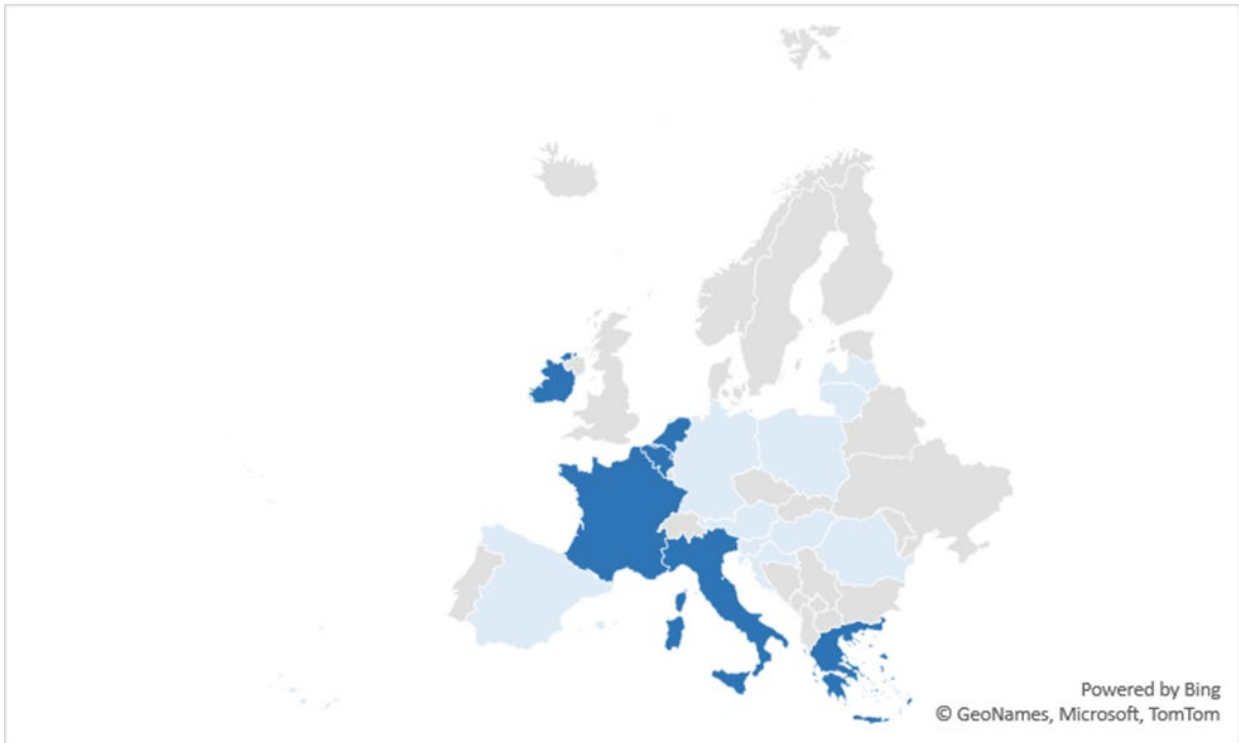
## Lenor Gold Orchid

Country	Photo	Ingredients
AT		<p>&lt;5% cationic surfactants; perfumes, alpha-isomethyl ionone, citronellol, coumarin, hexyl cinnamal, limonene, linalool</p>
BE		<p>&lt;5% cationic surfactants; perfumes, alpha-isomethyl ionone, coumarin, hexyl cinnamal, limonene, linalool.</p>
DE		<p>&lt;5% cationic surfactants; fragrances, alpha-isomethyl ionone, citronellol, coumarin, hexyl cinnamal, limonene, linalool</p>
ES		<p>&lt;5% cationic surfactants; perfumes, alpha-isomethyl ionone, citronellol, coumarin, hexyl cinnamal, limonene, linalool.</p>




FR		<p>&lt;5% cationic surfactants, perfumes, alpha-isomethyl ionone, coumarin, hexyl cinnamal, limonene, linalool.</p>
GR		<p>&lt;5% cationic surfactants, fragrances, alpha-isomethyl ionone, coumarin, hexyl cinnamal, limonene, linalool</p>
HR		<p>&lt;5% cationic surfactants, fragrance, alpha-isomethyl ionone, citronellol, coumarin, hexyl cinnamal, limonene, linalool</p>
HU		<p>&lt;5% cationic surfactants, fragrances, alpha-isomethyl ionone, citronellol, coumarin, hexyl cinnamal, limonene, linalool</p>




IE		<p>&lt;5% cationic surfactants, perfumes, alpha-isomettyl ionone, courmarin, hexyl cinnamal, limonene, linalool.</p>
IT		<p>&lt;5% cationic surfactants, perfume, alpha- isomethyl ionone, coumarin, hexyl cinnamal, limonene, linalool</p>
LT		<p>&lt;5% cationic surfactants, fragrances, alpha-isomethyl ionone, citronellol, coumarin, hexyl cinnamal, limonene, linalool</p>
LV		<p>&lt;5% cationic surfactants, fragrances, alpha-isomethyl ionone, citronellol, coumarin, hexyl cinnamal, limonene, linalool</p>

NL		<p>&lt;5% cationic surfactants; perfumes, alpha-isomethyl ionone, coumarin, hexyl cinnamal, limonene, linalool.</p>
PL		<p>&lt;5% cationic surfactants, fragrances, alpha-isomethyl ionone, citronellol, coumarin, hexyl cinnamal, limonene, linolool</p>
RO		<p>&lt; 5% cationic surfactants, perfume, alpha-isomethyl ionone, citronellol, coumarin, hexyl cinnamal, limonene, linalool</p>
SI		<p>&lt; 5% cationic surfactants, perfume, alpha-isomethyl ionone, citronellol, coumarin, hexyl cinnamal, limonene, linalool</p>



## Lenor Lavender & (Camomile)

Country	Photo	Ingredients
BE		5-15% cationic surfactants; perfumes, benzyl salicylate, coumarin, linalool
FR		5-15% cationic surfactants; fragrances, benzyl salicylate, coumarin, linalool
GR		5-15% cationic surfaces, fragrances, benzyl salicylate, coumarin, limonene, linalool
HU		5-15% cationic surfactants, fragrance, benzyl salicylate, coumarin, linalool

LT		5-15% cationic surfactants, fragrance, benzyl salicylate, coumarin, limonene, linalool.
MT		5-15% cationic surfactants, perfume, benzyl salicylate, coumarin, linalool.
NL		5-15% cationic surfactants; perfumes, benzyl salicylate, coumarin, limonene, linalool.
PL		5-15% cationic surfactants, benzisothiazoline, fragrances, benzyl salicylate, hexyl cinnamal, limonene, linalool

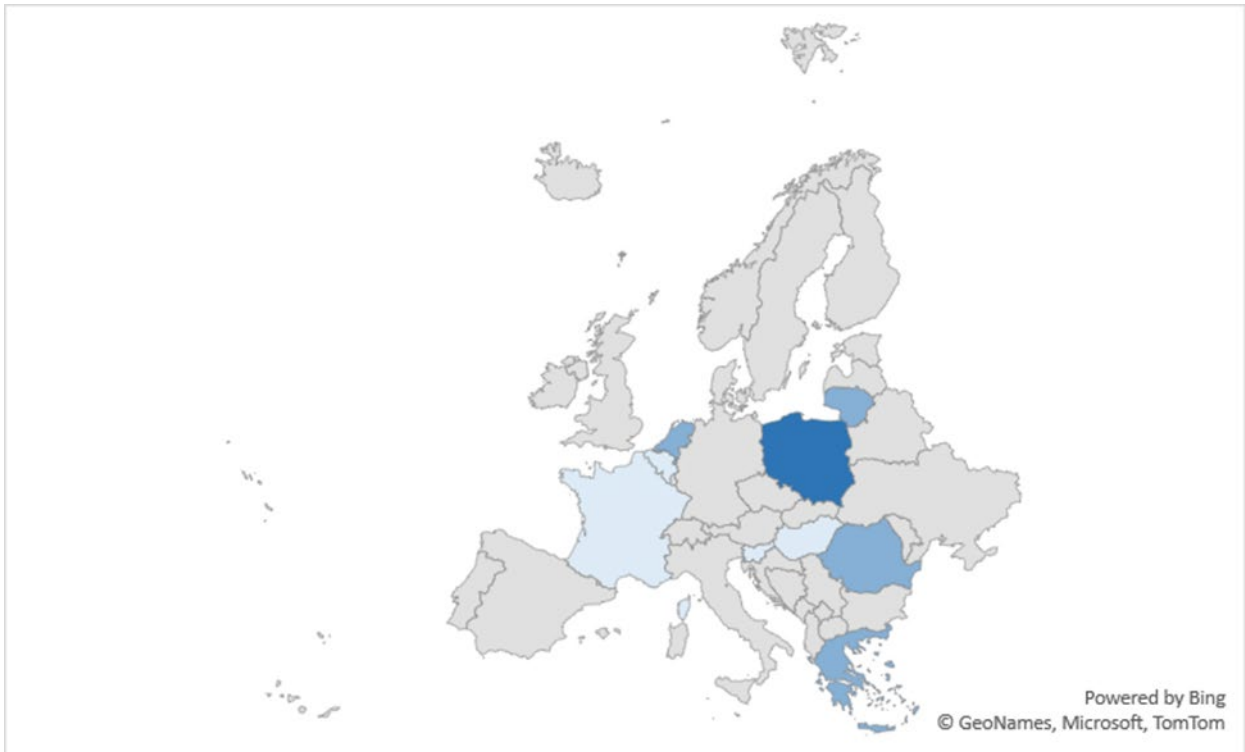


RO		5-15% cationic surfactants; perfume, benzyl salicylate, coumarin, limonene, linalool.
SI		5-15 % cationic surfactants, fragrance, benzyl salicylate, coumarin, linalool

Comments by the brand owner:

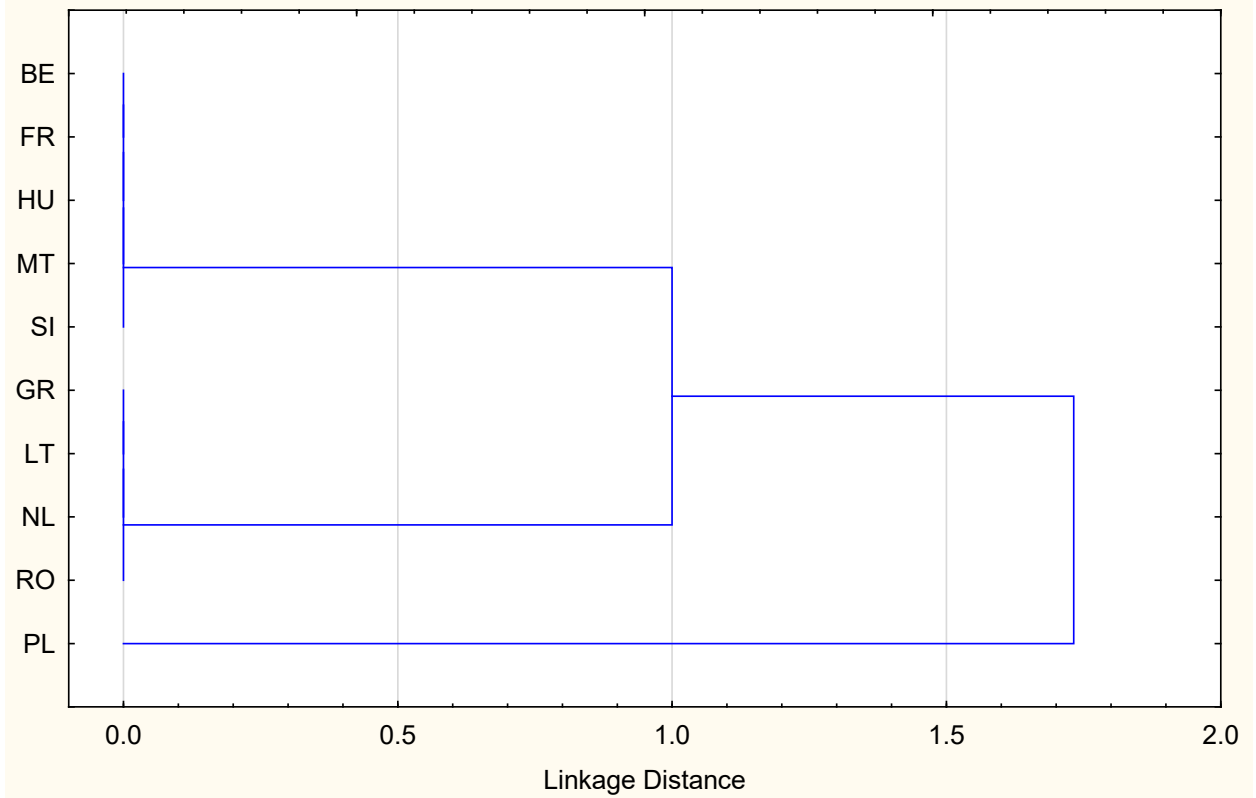
The selected products show the evolution in our product innovation. The discrepancies in the ingredient list as well as slight differences in artwork are due to a formula upgrade that we started to implement as of spring 2022 in all markets. The reference selected in Greece, Netherlands and Romania is already the new product upgrade, all other markets transition over the course of 2022.

The product selected for Poland is out of date. The ingredient list shows ingredients that P&G stopped using in this variant years ago. It dates back at least two product generations.



### Lenor Lavender & (Camomile)





Single Linkage  
Euclidean distances







## Lenor Unstoppables Fresh





Country	Photo	Ingredients
DE		Fragrances, benzyl salicylate, citronellol, eugenol, hexyl cinnamal
ES		Perfumes, benzyl salicylate, citronellol, eugenol, hexyl cinnamal
FR		Perfumes, benzyl salicylate, citronellol, eugenol, hexyl cinnamal
GR		Perfumes, benzyl salicylate, citronellol, eugenol, hexyl cinnamal

<p>HR</p>		<p>Fragrance, benzyl salicylate, citronellol, eugenol, hexyl cinnamal</p>
<p>IE</p>		<p>Perfumes, benzyl salicylate, citronellol, eugenol, hexyl cinnamal</p>
<p>IT</p>		<p>Perfumes, benzyl salicylate, citronellol, eugenol, hexyl cinnamal.</p>
<p>MT</p>		<p>Perfume, benzyl salicylate, citronellol, eugenol, hexyl cinnamal</p>

NL		Perfume, benzyl salicylate, citronellol, eugenol, hexyl cinnamal
PL		Fragrance compositions, benzyl salicylate, citronellol, eugenol, hexyl cinnamal
RO		Perfume, benzyl salicylate, citronellol, eugenol, hexyl cinnamal
SI		Perfumes, benzyl salicylate, citronellol, eugenol, hexyl cinnamal

## Mr Proper Multi Usage Cleaner

Country	Photo	Ingredients
AT		<p>&lt;5% anionic surfactants, non-ionic surfactants; parfumes, citral, citronellol, geraniol, hexyl cinnamal, limonene, linalool</p>
BE		<p>&lt;5% anionic surfactants, non-ionic surfactants; parfumes, citral, citronellol, geraniol, hexyl cinnamal, limonene, linalool</p>
DE		<p>&lt;5% anionic surfactants, non-ionic surfactants; fragrances, citral, citronellol, geraniol, hexyl cinnamal, limonene, linalool.</p>
ES		<p>&lt; 5 % anionic surfactants, non-ionic surfactants, parfumes, citral, citronellol, geraniol, hexyl cinnamal, limonene, linalool.</p>

FR		<p>&lt;5% anionic surfactants, non-ionic surfactants; perfumes, citral, citronellol, geraniol, hexyl cinnamal, limonene, linalool</p>
HR		<p>&lt;5% anionic surfactants, non-ionic surfactants, fragrance, citral, citronellol, geraniol, hexyl cinnamal, limonene, linalool</p>
HU*)		<p><i>&lt; 5% anionic surfactant, non-ionic surfactants, phosphonates, benzisothiazolinone, fragrance, citral, citronellol, geraniol, hexyl cinnamal, limonene, linalool</i></p>
IT		<p>&lt;5% anionic surfactants, non-ionic surfactants, perfume, citral, citronellol, geraniol, hexyl cinnamal, limonene, linalool</p>

NL		<p>&lt;5% anionic surfactants; non-anionic surfactants; perfumes, citral, citronellol, geraniol, hexyl cinnamal, limonene, linalool.</p>
RO		<p>&lt;5% anionic surfactants, nonionic surfactants, perfume, citral, citronellol, geraniol, hexyl cinnamal, limonene, linalool</p>





\*) product no longer sold by P&G


Comment by the brand owner:

The ingredient list of the product selected in Hungary is the ingredient list of a formula previously sold by P&G. It has since been replaced by the same formula as those selected in the other markets.



## Omo Liquid

Country	Photo	Ingredients
AT		<p>5-15% anionic surfactants, &lt;5% non-ionic surfactants, perfumes, soap, phosphonates, polycarboxylates, optical brighteners, enzymes, citronellol, geraniol, methylisothiazolinone, octylisothiazolinone.</p>
BE		<p>5-15% anionic surfactants, &lt;5% non-ionic surfactants, polycarboxylates, optical brighteners, soap, enzymes, perfume, citronellol, limonene, methylisothiazolinone, octylisothiazolinone.</p>
FR		<p>5-15% anionic surfactants. &lt;5% nonionic surfactants, soap, phosphonates, perfume, polycarboxylates, enzymes, citronellol, methylisothiazolinone, octylisothiazolinone.</p>
GR		<p>5-15% anionic surfactants, &lt;5% nonionic surfactants, soap, phosphonates, perfumes, polycarboxylic compounds, enzymes, benzyl salicylate, coumarin, geraniol, hexyl cinnamal, limonene, linalool, methylisothiazolinone, octylisothiazolinone</p>

HU		<p>5-15% anionic surfactants, &lt;5% nonionic surfactants, soap, phosphonates, fragrance, polycarboxylates, optical brighteners, enzymes, citronellol, limonene, methylisothiazolinone, octylisothiazolinone</p>
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Comments from the brand owner:





Historically, the brand OMO has entered EU countries at different periods in time, which led to OMO products being sold in Europe under different consumer platforms-propositions across countries. This is linked to the initial intentions, product & brand positioning and marketing plans of the local Unilever company, when the product was initially made available to the local markets. The propositions are differentiated by the graphic elements of the front label. Therefore, these are not the same products, and they are clearly marketed differently, in terms of colors, packaging, etc.





There are 3 platforms for OMO which are represented in the supplied table of sampled products: (a) sample from AT, (b) samples from BE and HU, (c) samples from FR, GR. The platforms differ in terms of formulation technology and fragrance as these are not meant to be the same products, which gives rise to different lists of ingredients.

OMO Intensive Leuchtkraft (from HU), lists an extra ingredient (phosphonates) compared to the BE product because the artwork has not yet been updated to the latest version (phosphonates are an over-declaration, which is not required according to the Detergents Regulation 648/2004 (Annex VII), as the ingredient is below 0,2% and thus exempted from listing on the label).

The FR and GR products share the same formulation, with a different perfume. The difference in perfumes is depicted in the different allergens between the 2 perfumes. This perfume difference is also visible on pack.

## Persil Universal Powder

Country	Photo	Ingredients
AT		<p>15-30% oxygen-based bleaching agent; 5-15% anionic surfactants; &lt;5% non-ionic surfactants, polycarboxylates, phosphonates, zeolites; parfumes, enyzmes, optical brighteners</p>
BE		<p>15-&lt;30% oxygen bleaching agents, 5-&lt;15%: anionic surfactants, &lt;5%: phosphonates, non-ionic surfactants, polycarboxylates, zeolites; enzymes, optical brighteners, perfumes.</p>
DE*)		<p><i>15-30%: anionic surfactants, bleach on oxygen base, zeolites, &lt;5%: nonionic surfactants, phosphonates, soap, polycarboxylates, fragrances, benzyl salicylates, linalool, citronellol, hexyl cinnamal, enzymes, optical brighteners.</i></p>
ES		<p>15-30% oxygen-based bleaches, 5-15% anionic surfactants, &lt;5% non-ionic surfactants, polycarboxylates, phosphonates, zeolites; perfumes, enzymes, optical brighteners.</p>

HR		<p>15-30 % oxygen based bleaches, 5-15 % anionic surfactants, &lt;5% nonionic surfactants, zeolites, phosphonates, polycarboxylates; enzymes, optical color brighteners, fragrance</p>
HU		<p>15-30 % oxygen based bleach, 5-15 % anionic surfactants, &lt;5% nonionic surfactants, zeolites, phosphonates, polycarboxylates; enzymes, optical brighteners, fragrances</p>
LT		<p>15-30 % oxygen based bleach, 5-15% anionic surfactants, &lt;5% , non-ionic surfactants, zeolites, phosphonates, polycarboxylates; enzymes, optical brighteners, parfum</p>
NL*)		<p>5-&lt;15% anionic surfactants, oxygen bleachers, zeolites, &lt;5%: soap, non-ionic surfactants, phosphonates, polycarboxylates; optical brighteners, enzymes, perfume.</p>

PL		<p>15-30 % oxygen - based bleaching compound; 5-15 % anionic surfactants; &lt;5% non - ionic surfactants, zeolites, phosphonate, polycarboxylates; enzymes, optical brightener; fragrance composition</p>
RO		<p>5-15% oxygen bleaching agents; &lt;5% anionic surfactants, nonionic surfactants, soap, phosphates, polycarboxylates; enzyme; optical brighteners, perfumes</p>

\*) different product variant according to the brand owner (excluded from the comparative assessment)

Comment by the brand owner:

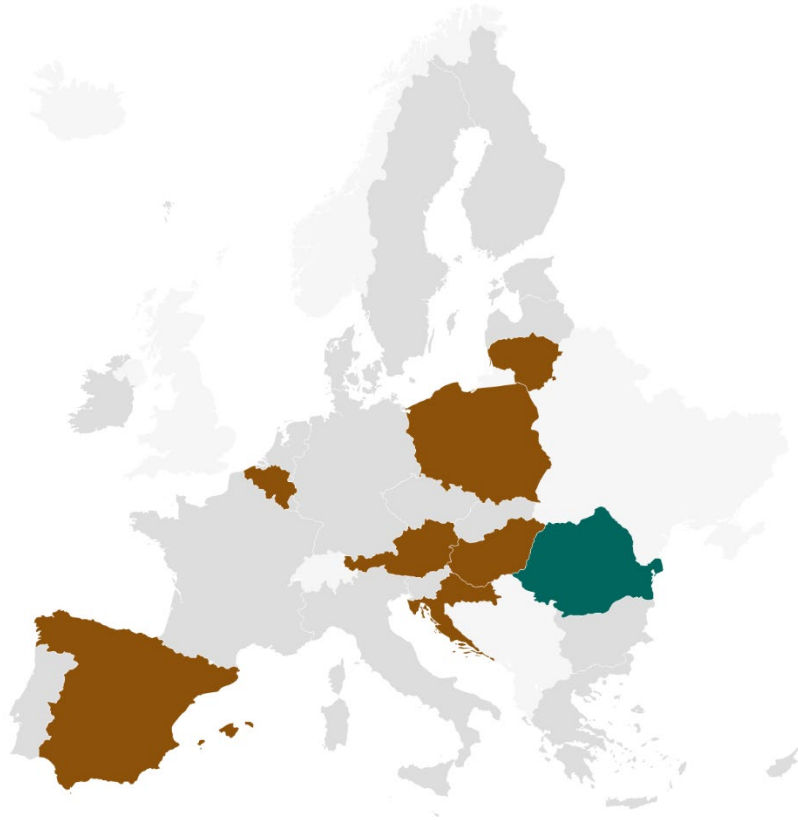
Henkel markets all Persil Universal Powder products with identical front label, identical formula and identical ingredient declaration (AT, BE, ES, HR, HU, PL and LT).

RO Persil Powder is an old product from Q1/2021. In the meantime the entire powder range has undergone a compaction step (as executed by all market players) resulting in different dosing recommendations and different sub-brand. New Persil Powder product (launch started in Q3/2022) in RO is identical to AT, BE, ES, HR, HU, PL and LT.

NL Persil Universal Megaperls should not appear in this set of products: it is a compact detergent in a different form (pearls), with different sub-brand (“Megaperls”), different claims (“active clean technology”) and different front label design. Different production processes require a different set of ingredients.

DE Persil Universal Megaperls Deep Clean Excellence Plus should also not appear in this set of products as it is a compact detergent in a different form (Megaperls) with different production processes and corresponding different ingredients. Moreover the DE variant is a separate performance variant addressing specific consumer needs: the exceptional positioning within the Megaperls family is highlighted by the addition “Excellence Plus”, the different front label design (golden elements) and different claims (“hygienic freshness” and “deep clean plus”).”

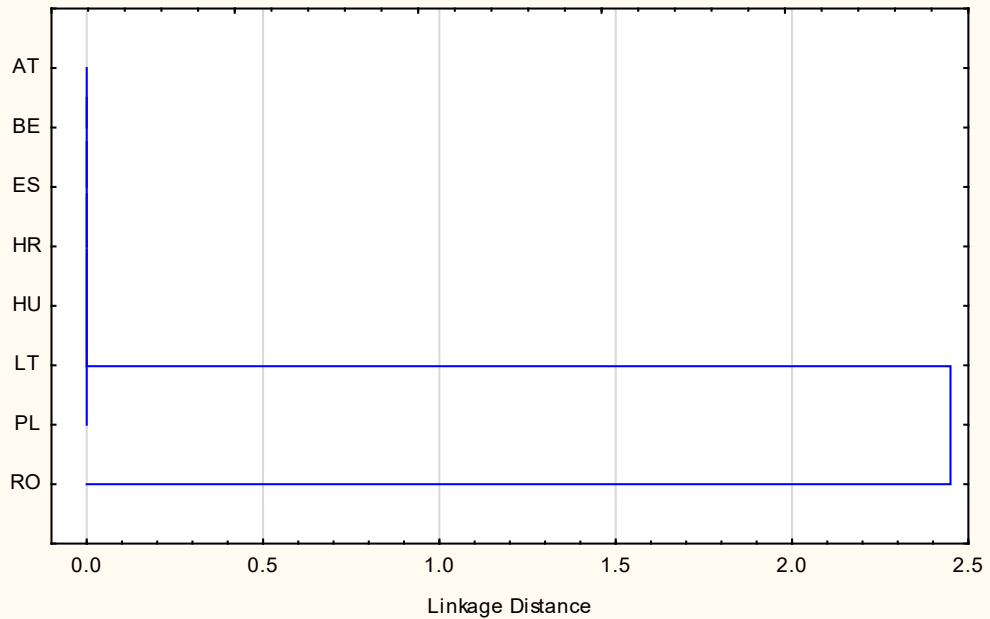
### Persil Universal Powder







Created with Datawrapper



### Persil Universal Powder

Single Linkage  
Euclidean distances



## Persil Color 4in1 Discs

Country	Photo	Ingredients
BE		<p>15-&lt;30%: anionic surfactants, non-ionic surfactants, 5-&lt; 15% soap, &lt; 5% phosphonates, enzymes, perfumes, geraniol, linalool.</p>
DE		<p>15-30% anionic surfactants, non-ionic surfactants, 5-15% soap, &lt;5% phosphonates, fragrances, geraniol, linalool, enzymes.</p>
HR*)		<p><i>15-30% nonionic surfactants, anionic surfactants, 5-15% soap, &lt;5% phosphonates, enzymes, fragrance, geraniol, linalool.</i></p>
HU		<p>15-30% nonionic surfactants, anionic surfactants, 5-15% soap, &lt;5% phosphate, enzymes, parfum, geraniol, linalool</p>





IT**)		15-30% anionic surfactants, non ionic surfactants, 5-15% soap, <5% phosphonates, enzymes, perfume, geraniol, linalool, subtilisin
LT		15-30% anionic surfactants, non-ionic surfactants; 5-15% soap; <5% phosphonates; enzymes, flavorings, geraniol, linalool
LV*)		15-30% non-ionic surfactants, anionic surfactants, 5-15% soap, < 5% phosphonates, enzymes, fragrances, geraniol, linalool.
NL		15-<30% anionic surfactants, non-ionic surfactants, 5-<15% soap, <5% phosphonates, enzymes, perfumes, geraniol, linalool.











PL		15-30% non-ion surfactants, anionic surfactants, 5-15% soap, <5% phosphonates, enzymes, fragrance, geraniol, linalool
RO		15-30% non-ionic surfactants, anionic surfactants, 5-15% soap, <5% phosphonate, enzyme, parfum, geraniol, linalool.
SI		15-30 % non-ionic surfactant, anionic surfactants; 5-15 % soap; <5 % phosphonates; optical bleaching agents, enzymes, perfumes, geraniol, linalool

\*) different product variant (excluded from the comparative evaluation)  
 \*\*) different brand name

## Persil Gel Color

Country	Photo	Ingredients
AT		<p>5-15% non-ionic surfactants, anionic surfactants, &lt;5% soap, phosphonates, enzymes, perfumes (limonene)</p>
BE		<p>&lt; 5%: soap, phosphonates, 5-&lt;15%: anionic surfactants, non-ionic surfactants, enzymes, perfumes, limonene.</p>
DE*)		<p><i>15-30%: anionic surfactants, 5-15%: nonionic surfactants, &lt;5%: phosphonates, soap, fragrances (citronellol, limonene), enzymes</i></p>
ES*)		<p><i>&gt;30% anionic surfactants, 5-15% non-ionic surfactants, &lt;5% phosphonates, soap, perfumes (butylphenyl methylpropional, limonene), enzymes.</i></p>

HR		<p>5-15%- nonionic surfactants, anionic surfactants substances, &lt;5%- soap, phosphonates, enzymes, fragrance (limonene)</p>
HU		<p>5-15% nonionic surfactants, anionic surfactants; &lt;5% soap, phosphonate; enzymes; perfume (limonene)</p>
LT		<p>5-15% non-ionic surfactants; anionic surfactants; &lt;5% phosphonates, soap, enzymes, flavorings (limonene).</p>
LV		<p>5-15% non - ionic surfactants, anionic surfactants, &lt;5% soap, phosphonates, enzymes, fragrances (limonene).</p>

NL		<p>&lt;5% soap, phosphonates, 5-&lt;15% aninogenic surfactants, non-ionic surfactants, enzymes, perfumes, limonene, preservatives, benisothiazolinone.</p>
PL		<p>5-15 % non-ionic surfactants, anionic surfactants, &lt;5% soap, phosphonates, enzymes, fragrance composition, limonene</p>
RO		<p>5-15% anionic surfactant, nonionic surfactant, &lt;5% soap, phosphonate, enzyme, perfume (limonene)</p>
SI		<p>5-15 % anionic surfactant; 5-15 % non-ionic surfactant; &lt;5 % soap, phosphonates; enzymes, perfumes (limonene).</p>

\*) different product variant according to the brand owner (excluded from the comparative assessment)

Comment by the brand owner:

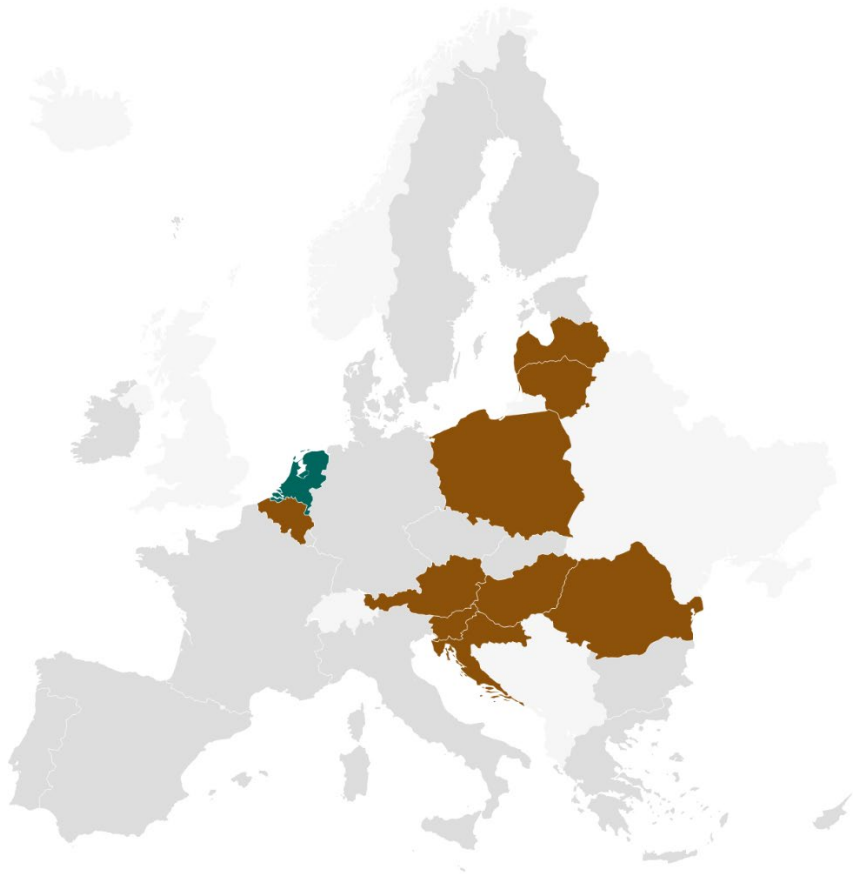
AT, BE, HR, HU, LT, LV, RO, SI and PL Persil Active Gel Color products do have identical formulas.

NL Persil Active Gel Color, launched in 2021, is an old product with a further preservative Benisothiazolinone added as product size (1 liter) also produced for Asian market. New product relaunched in 2022 with identical formula as aforementioned cluster.

DE Persil Color Kraft Gel Excellence is a separate performance variant addressing specific consumer needs: the exceptional positioning within the Persil Color Gel family is highlighted by the different sub-brand ("Kraft Gel"), the addition "Excellence Plus", the different front label design (golden elements) and different claims ("hygienic freshness").

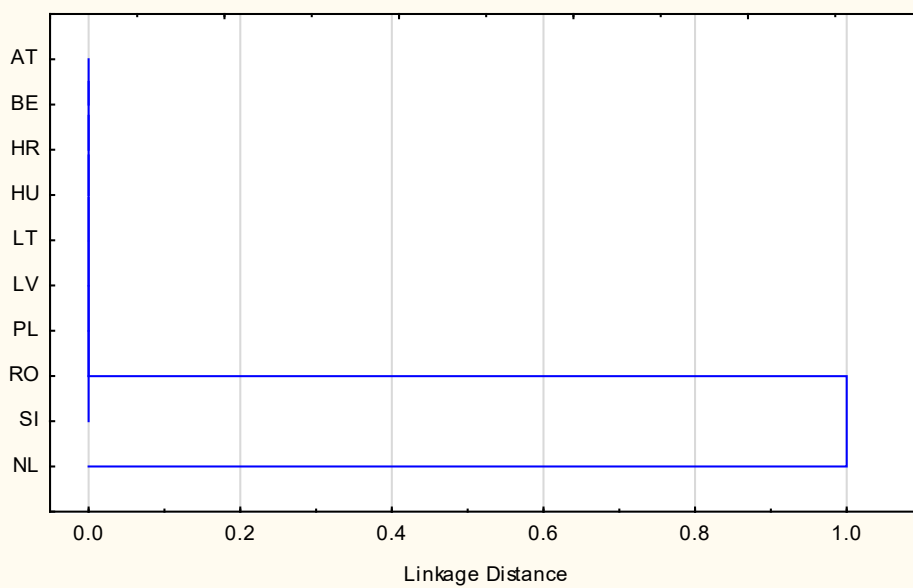
ES: JRC product picture shows product produced for German market (German language and labelling rules). Henkel laundry detergents produced for Spain are marketed under brands such as Wipp, Dixan and Micolor, not Persil. Product in question may have been introduced by a German retailer and should therefore not appear in this set of products.

### Persil Gel Color











Created with Datawrapper

### Persil Gel Color Single Linkage Euclidean distances



## Persil 4in1 Discs Universal

Country	Photo	Ingredients
AT		<p>15-30% non-ionic surfactants, anionic surfactants; 5-15% soap, &lt;5% phosphonate; optical brighteners, enzymes, parfumes, geraniol, linalool</p>
BE*)		<p><i>15-&lt; 30% anionic surfactants, non-ionic surfactants, 5 - &lt; 15% soap, &lt; 5% phosphonates, enzymes, optical whitening agents, parfumes, linalool, hexyl cinnamal</i></p>
DE**)		<p><i>15-30% anionic surfactants, non-ionic surfactants, 5-15% soap, &lt;5% phosphonates, fragrances, citronellol, eugenol, geraniol, hexyl cinnamal, linalool, enzymes.</i></p>
HR		<p>15-30% nonionic surfactants, anionic surfactants, 5-15% soap, &lt;5% phosphonates, optical color brighteners, enzymes, fragrance, geraniol, linalool</p>

HU**)		<p>15-30% non-ionic surfactants, anionic surfactants, 5-15% soap, &lt;5% phosphonates, enzymes, perfumes, citronellol, eugenol, geraniol, hexyl cinnamal, linalool</p>
IT**)		<p>15-30% anionic surfactants, non ionic surfactants, 5-15% soap, &lt;5% phosphonates, enzymes, perfumes, citronellol, eugenol, geraniol, hexyl cinnamal, linalool</p>
LT		<p>15-30% non-ionic surfactants, anionic surfactants; 5-15% soap; &lt;5% phosphonates; optical brighteners; enzymes, flavorings, geraniol, linalool</p>
NL		<p>15-30% anionic surfactants; non-ionic surfactants, 5-&lt;15%: soap, &lt;5% phosphonates, enzymes, optical whitening agents, perfumes, geraniol, linalool.</p>



PL		15-30% anionic surfactants, nonionic surfactants, 5-15% soap, <5% phosphonates, optical brighteners, enzymes, perfume, geraniol, linalool
RO		15-30% anionic surfactants, nonionic surfactants, 5-15% soap, <5% phosphonates, optical brighteners, enzymes, perfume, geraniol, linalool
SI		15-30 % non-ionic surfactant, anionic surfactants; 5-15 % soap; <5 % phosphonates; optical bleaching agents, enzymes, perfumes, geraniol, linalool





\*) different product variant (Persil Fresh Power with a touch of Silan) according to the brand owner (excluded from the comparative assessment)





\*\*\*) different product variant (Persil Malodor) according to the brand owner (excluded from the comparative assessment)




Comment by the brandowner:

Persil Discs product card comprises three different products (Persil Discs Universal vs Persil Malodor vs Persil Fresh Power with a touch of Silan) with specific formulas for different recommended purposes and consumer needs. These different product types can be clearly differentiated by way of specific sub-branding, different front label claims and different front label design – a common practice in the laundry market well-known to consumers. Formulas for each of the respective sub-brands shown in the Product Card are identical.

## Persil

Country	Photo	Ingredients
BE		<p>&lt; 5%: soap, phosphonates, 5-&lt;15%: anionic surfactants, non-ionic surfactants, enzymes, optical brighteners, perfumes, limonene.</p>
DE*)		<p><i>15-30%: anionic surfactants, 5-15%: nonionic surfactants, &lt;5%: phosphate, soap, fragrances (citronellol, limonene), optical brighteners, enzymes.</i></p>
ES*)		<p><i>&gt;30% anionic surfactants, 5-15% non-ionic surfactants, &lt;5% phosphonates, soap, perfumes (butylphenyl methylpropional, limonene), optical brighteners, enzymes.</i></p>
HR		<p>5-15% nonionic surfactants, anionic surfactants, &lt;5% soaps, phosphonates, enzymes, optical color brighteners, fragrances (limonene)</p>

HU		<p>5-15% non-ionic surfactants, anionic surfactants, &lt;5% soap, phosphonate, enzymes, optical brightener, fragrances (limonene)</p>
LT		<p>5-15% anionic surfactants, nonionic surfactants; &lt;5% soap, phosphonates, enzymes, optical brighteners, flavorings, limonene</p>
LV		<p>5-15% non-ionic surfactants, anionic surfactants, &lt;5% soap, phosphonates, enzymes, optical brighteners, fragrances, limonene.</p>
NL		<p>&lt;5% soap, phosphonates, 5-&lt;15% aninogenic surfactants, non-ionogenic surfactants, enzymes, optical whitening agents, perfumes, limonene</p>

PL		<p>5-15% non-ionic surfactants, anionic surfactants, &lt;5% soap, phosphonates, enzymes, optical brightener, fragrance composition (limonene)</p>
RO		<p>5-15% anionic surfactants, non-ionic surfactants, &lt;5% soap, phosphonates, enzymes, optical bleaches, perfume (limonene).</p>
SI		<p>5-15 % anionic surfactants, 5-15 % non-ionic surfactants, &lt;5 % soap, phosphonates, enzymes, optical brighteners, perfumes (limonene).</p>

\*) different product variant according to the brand owner (excluded from the comparative assessment)





Comment by the brand owner:





BE, HU, RO, SI, HR, LV, NL, PL, LT Persil Active Gel Universal products have identical formulas.

DE Persil Universal Kraft Gel Excellence is a separate performance variant addressing specific consumer needs: the exceptional positioning within the Persil Universal Gel family is highlighted by the different sub-brand ("Kraft Gel"), the addition "Excellence Plus", the different front label design (golden elements) and different claims ("hygienic freshness").

ES: JRC product picture shows product produced for German market (German language and labelling rules). Henkel brands produced for Spain are marketed under Wipp, Dixan and Micolor, not Persil. Product in question may have been introduced by a German retailer and should therefore not appear in this set of products.

## Persil Sensitive Gel

Country	Photo	Ingredients
DE		<p>5-15% anionic surfactants, &lt;5% non-ionic surfactants, soap, phosphonates, fragrances, enzymes, benzisothiazolinone</p>
HR		<p>5-15%-anionic surfactants, &lt;5%-nonionic surfactants, soap, phosphonates, enzymes, optical brighteners, fragrance, benzisothiazolinone, phenoxyethanol</p>
HU		<p>5-15% anionic surfactants; &lt;5% non-ionic surfactants, soap, phosphonates; enzymes, optical brighteners, perfumes; benzisothiazolinone, phenoxyethanol</p>
LT		<p>5-15% anionic surfactants, &lt;5% non-ionic surfactants, soaps, phosphonates, enzymes, optical brighteners, flavorings, benzisothiazolinone, phenoxyethanol</p>

NL		<p>5-&lt;15% anionic surfactants, &lt;5% non-ionic surfactants, soap, phosphonates, enzymes, perfumes, benzisothiazolinone</p>
PL		<p>5-15% anionic surfactants; &lt;5% non-ionic surfactants, soap, phosphonates; enzymes, optical brightener, fragrance; benzisothiazolinone, phenoxyethanol</p>
RO		<p>5-15%, anionic surfactants, &lt; 5% non-ionic surfactants, soap, phosphonates, enzymes, optical bleaches, perfumes, benzisothiazolinone, phenoxyethanol</p>
SI		<p>5- 15 %anionic surfactants, &lt; 5 % non-ionic surfactant, soap, phosphonates, enzymes, perfumes, optical bleaching agents, benzisothiazolinone, phenoxyethanol</p>

Comment by the brand owner:

LT, HR, HU, PL, RO, SI products are characterized by an identical design (“the prominent green wave”) and identical formulas.

DE/NL Sensitive products have a different design (“the prominent blue wave”), and are produced on a different production site than the products for LT, HR, HU, PL, RO, SI. DE/NL Sensitive products do have a slightly

different ingredient declaration (no Phenoxyethanol as preservative) as these products are also produced for the Asian market and need to comply with the respective local Asian laws regarding use of preservatives. Other than that there is practically no difference in terms of performance/quality between the two clusters.

### Persil Sensitive Gel

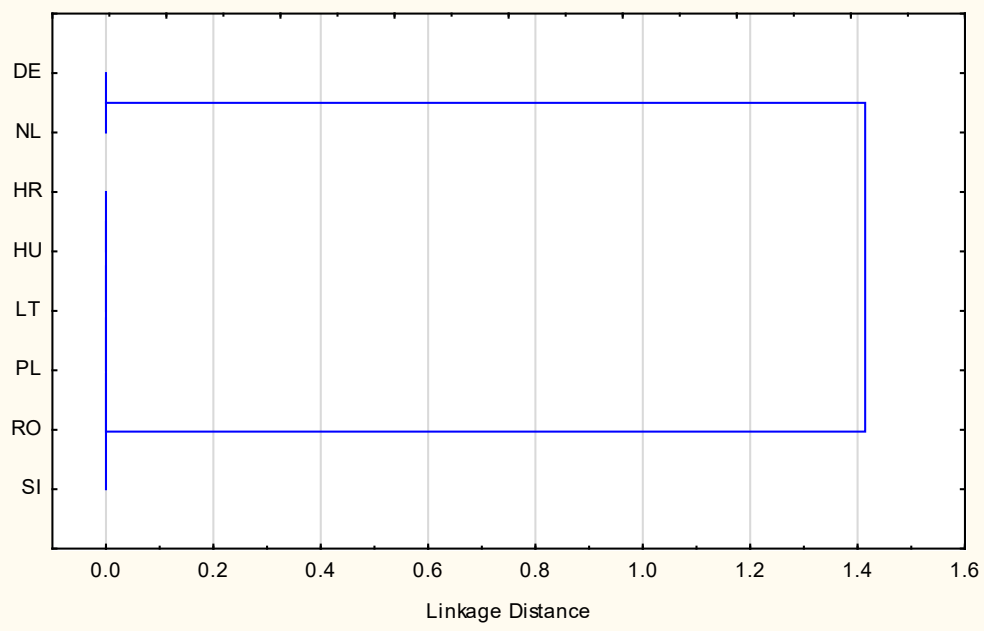


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### Persil Sensitive Gel




Single Linkage




Euclidean distances






## Perwoll/Fewa/Perlan

Country	Photo	Ingredients
AT		<p>5-15% anionic surfactants, &lt;5% non-ionic surfactants, soap, enzymes, parfumes, amyl cinnamal, citronellol, hexyl cinnamal, limonene, benzisothiazolinones, methylisothiazolinone.</p>
DE		<p>5-15% anionic surfactants, &lt;5% soap, non-ionic surfactants, fragrances, citronellol, hexyl cinnamal, methylisothiazolinone, benzisothiazolinones, enzymes</p>
ES		<p>5-15 % anionic surfactants, &lt; 5 % non-ionic surfactants, soap, enzymes, perfumes, hexyl cinnamal, citronellol, benzisothiazolinone, methylisothiazolinone</p>
HR		<p>5-15% anionic surfactants, &lt;5% nonionic surfactants, soap, enzymes, fragrance, amyl cinnamal, citronelol, hexyl cinnamal, limonene, benzisothiazolinone, methylisothiazolinone</p>

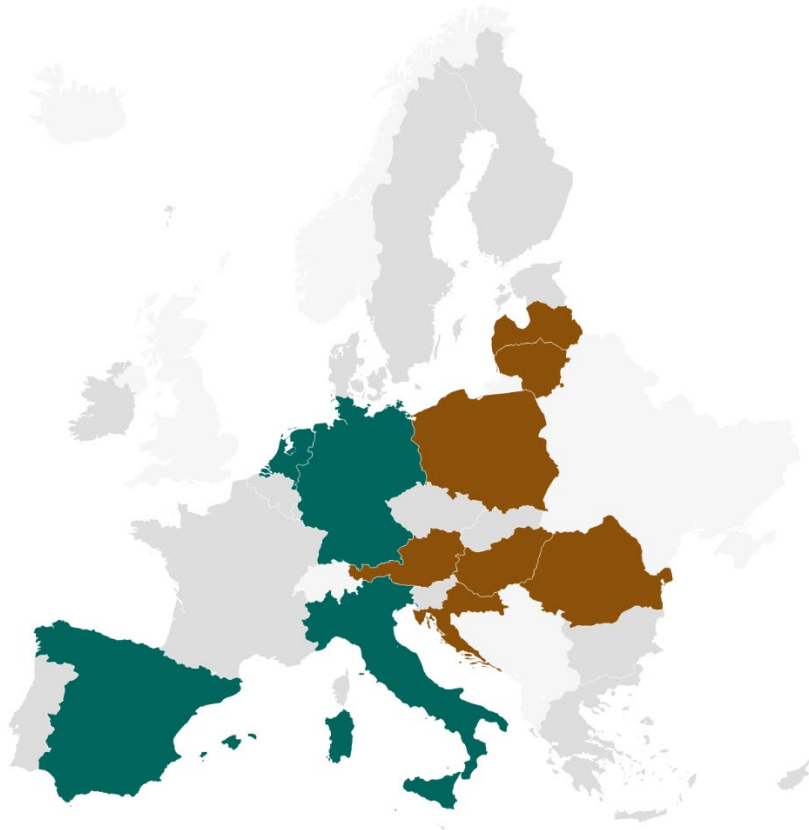
HU		<p>5-15% anionic surfactants, &lt;5% non-ionic surfactants, soap, enzymes, fragrances, amyl cinnamal, citronellol, hexyl cinnamal, limonene, benzisothiazolinone, methylisothiazolinone</p>
IT		<p>5-15% anionic surfactants, &lt;5% non ionic surfactants, soap; enzymes, parfum, citronellol, hexyl cinnamal, benzisothiazolinone, methylisothiazolinone.</p>
LT		<p>5-15% anionic surfactant; 5% non-ionic surfactants, soap; enzymes; fragrances, hexyl cinnamal, amyl cinnamal, citronellol, limonene; benzisothiazolinone; methylisothiazolinone</p>
LV		<p>5-15% anionic surfactants, &lt;5% nonionic surfactants, soap, enzymes, fragrance, amyl cinnamal, citronelol, hexyl cinnamal, limonene, benzisothiazolinone, methylisothiazolinone</p>

NL		<p>5-&lt;15% anionic surfactants; -5% soap, non-ionic surfactants, perfumes; citronellol, hexyl cinnamal, benisothiazolinone, methylisothiazolinone, enzymes</p>
PL		<p>5-15% anionic surfactants; &lt;5%: non-ionic surfactants, soap; enzymes; fragrance composition, amyl cinnamal, citronellol, hexyl cinnamal, limonene, benisothiazolinone, methylisothiazolinone</p>
RO		<p>5-15% anionic surfactants; &lt;5%: non-ionic surfactants, soap; enzymes; fragrance composition, amyl cinnamal, citronellol, hexyl cinnamal, limonene, benisothiazolinone, methylisothiazolinone</p>

Comment by the brand owner:

Henkel regularly relaunches its portfolio to introduce innovations that deliver against consumer needs. The Perwoll product card includes products of two different relaunches in the years 2020 and 2022 marked by different sub-brands (Perwoll Renew & Repair/2020 <=> Perwoll Renew/2022), different front label claims and designs. Formulas are identical within each of these relaunches throughout all countries.

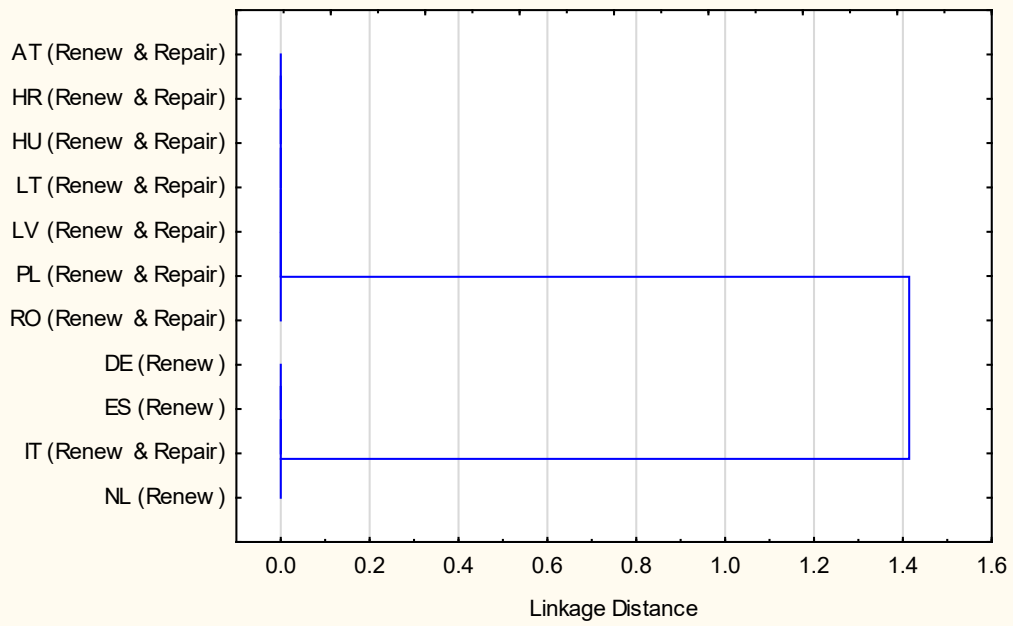
### Perwoll/Fewa/Perlan







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### Perwoll/Fewa/Perlan

Single Linkage  
Euclidean distances






## Sanytol Bathroom

Country	Photo	Ingredients
ES		<p>&lt;5% non-ionic surfactants, cationic surfactants; perfumes, disinfectants, biocidal active ingredient 0.95%, didecylmethylammonium chloride.</p>
FR*)		<p>&lt; 5% cationic surfactants, nonionic surfactants; perfumes, linalool, disinfectant, biocidal active substance 9.5g/kg, contains didecylidimethylammonium chloride</p>
HR		<p>&lt; 5% cationic surfactants, nonionic surfactants, perfumes, disinfectant, biocidal active substance 9.5g/kg, contains didecylidimethylammonium chloride</p>
HU		<p>&lt;5%: cationic surfactants, nonionic surfactants; disinfectants, perfumes, biocidal active substance: 0,95 % didecylidimethylammonium chloride</p>

<p>PL</p>		<p>&lt;5% non-ionic surfactants, cationic surfactants; disinfectants, fragrances, active substance: didecyldimethylammonium chloride 0,95g / 100g.</p>
<p>RO</p>		<p>&lt;5% non-ionic surfactants, cation surfactants, disinfectant, perfumes, biocidal active substance: 0.95% didecyldimethylammonium chloride</p>

\*) different product variant according to the brand owner (excluded from the comparative assessment)

## Sanytol Textile Disinfectant

Country	Photo	Ingredients
FR		<p>&lt;5% cationic surfactants, non-ionic surfactants, disinfectants, fragrances, 1.8% didecyldimethylammonium chloride, 0.6% alkylidimethylbenzylammonium chloride</p>
PL		<p>&lt;5 % cationic surfactants, &lt;5 % non-ionic surfactants; disinfectants; fragrance compositions, benzyl salicylate, didecyldimethylammonium chloride (ddac) 2.7 g / 100 g</p>
RO		<p>&lt;5 % cationic surfactants, &lt;5 % non-ionic surfactants; disinfectant, perfumes, benzyl salicylate, 1.8 % didecyldimethylammonium chloride, 0.6% benzalkonium chloride</p>

### Sanytol Textile Disinfectant

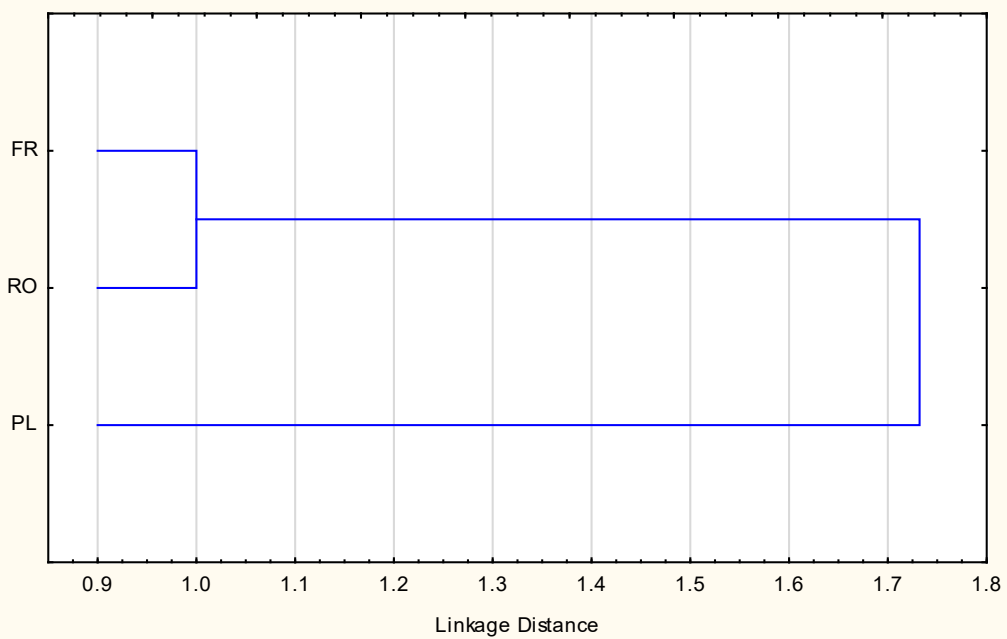


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### Sanytol Textile Disinfectant


Single Linkage


Euclidean distances





## Sanytol Multi Purpose Cleaner

Country	Photo	Ingredients
FR		<p>&lt;5%: cationic surfactants, nonionic surfactants, disinfectants, perfumes, linalool, biocidal active substanc: 0.5% didecyldimethylammonium chloride</p>
HR		<p>&lt;5% of nonionic surfactants, cationic surfactants, disinfectants, perfumes, biocidal active substance 5g/kg didecyldimethylammonium chloride</p>
PL		<p>&lt;5% non-ionic surfactants, cationic surfactants; disinfectants, fragrances, active substance: didecyldimethylammonium chloride 0,5g / 100g.</p>
RO*)		<p>&lt;5%: non-ionic surfactant, cationic surfactant, disinfectant, perfumes, geraniol, citronellol, d-limonene, citral, biocidal product: 0.5% didecyldimethylammonium chloride</p>

SI		<p>&lt;5% nonionic surfactants, cationic surfactants, disinfectants, perfumes, biocidal product: 0.5% didecyldimethylammonium chloride</p>
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\*) different product variant according to the brand owner (excluded from the comparative assessment)

### Sanytol Multi Purpose Cleaner

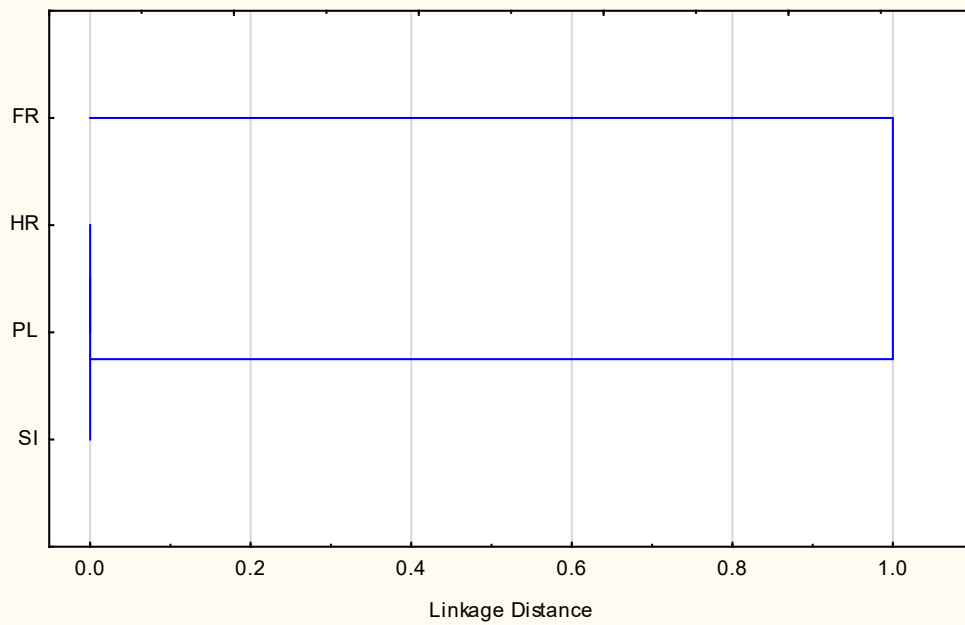


Created with Datawrapper





### Sanytol Multi Purpose Cleaner





Single Linkage


Euclidean distances



## Silan Sensitive

Country	Photo	Ingredients
AT		5-15% cationic surfactants, perfumes
BE		5 -<15 % cationic surfactants, perfumes.
HR		5-15% cationic surfactants, fragrance
HU		5-15% cation surfactants, fragrance

<p>LT</p>		<p>5 - 15% cationic surfactants, flavorings</p>
<p>LV</p>		<p>5-15% cationic surfactants, fragrances</p>
<p>PL</p>		<p>5-15% cationic surfactants, perfume</p>
<p>RO</p>		<p>5-15% cationic surfactants, perfume</p>

SI		5-15 % of cationic surfactants, perfumes
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## Somat All in 1

Country	Photo	Ingredients
AT		<p>5-15% oxygen-based bleaching agent, phosphonates, polycarboxylates, &lt;5% non-ionic surfactants, parfumes (benzyl alcohol, limonene), enzyms</p>
DE		<p>5-15%: oxygen-based bleach, phosphonates, polycarboxylate, &lt;5%: nonionic surfactants, fragrances (limonene, benzyl alcohol) enzymes.</p>
ES*)		<p>5-15% oxygen-based bleaches, phosphonates, polycarboxylates, &lt;5% non-ionic surfactants, perfumes (limonene, citral, benzyl alcohol), enzymes.</p>
HR		<p>5-15 % oxygen-containing bleach, phosphonates, polycarboxylates, &lt;5% nonionic surfactants, enzymes, fragrances (benzyl alcohol, limonene)</p>

HU		<p>5-15 % oxygen-containing bleach, phosphonates, polycarboxylates, &lt;5% nonionic surfactants, enzymes, fragrances (benzyl alcohol, limonene)</p>
LT		<p>5-15% oxygen based bleach, phosphonates, polycarboxylates, &lt;5% non-ionic surfactants, enzymes, fragrance (benzyl alcohol, limonene)</p>
LV		<p>5-15% oxygen based bleach, phosphonates, polycarboxylates, &lt;5% non-ionic surfactants, enzymes, fragrance (benzyl alcohol, limonene)</p>
PL		<p>5-15 % oxygen-containing bleach, phosphonates, polycarboxylate, &lt;5% nonionic surfactants, enzymes, fragrances (benzyl alcohol, limonene)</p>



RO		5-15% oxygen-based bleaches, phosphonates, polycarboxylates, <5% nonionic surfactants, fragrances (benzyl alcohol, limonene), enzymes.
SI**)		5-15 % oxygen-based bleaching, phosphonates, polycarboxylates, < 5 % non-ionic surfactants, enzymes, perfumes, limonene

\*) excluded from the comparative assessment (see comment by the brand owner)

\*\*)) different product variant according to the brand owner (excluded from the comparative assessment)





Comment from the brand owner:





Across all countries Somat All in 1 has the same ingredients, as is reflected in the ingredient lists.

The front label displayed in the card shows for ES a product which was distributed in Germany until end of 2021, mentioning German language on the front label. The back label shows however a sticker in Spanish language. We do not know who put the sticker and who brought this stickered product to the ES market where it seems to have been purchased. In any case, German products were not imported to or commercialized in ES by Henkel. According to the card, the (stickered) ingredient list for this “Spanish” variant, mentions “citral”, unlike the lists of the other Somat All in 1 products. We cannot comment on this declaration as the sticker has not been made by Henkel.





To correspond to consumer needs, the Slovenian variant displayed on the product card has a different scent (lemon), distinguishing it from the other Somat variants. This difference in scent is illustrated on the front label. This variant is available in many, not all listed countries. It is a local decision if this variant shall be launched in the respective country, or not.

## Somat Excellence 4 in 1


Country	Photo	Ingredients
AT		<p>5-15% polycarboxylates, oxygen-based bleaching agent, phosphonate, &lt;5% non-ionic surfactants, perfumes, limonene, enzymes.</p>
ES		<p>5-15 % oxygen whiteners, phosphonates and polycarboxylates, &lt; 5 % non-ionic surfactants, perfume, limonene, enzymes.</p>
HR		<p>5-15% polycarboxylates, oxygen-based bleaches, phosphonates, &lt;5% nonionic surfactants, enzymes, fragrance, limonene</p>
HU		<p>5-15% polycarboxylate, oxygen bleach, phosphonate; &lt;5% nonionic surfactants; enzymes; perfume, limonene</p>

LT		<p>5 - 15% polycarboxylates, oxygen-based bleach, phosphonates &lt;5% non-ionic surfactants, enzymes, flavorings, limonene</p>
LV		<p>5 - 15% polycarboxylates, oxygen-based bleach, phosphonates &lt;5% non-ionic surfactants, enzymes, flavorings, limonene</p>
PL		<p>5-15%: oxygen-based bleaching agent, phosphonates, polycarboxylates; &lt;5% non-ionic surfactants; enzymes; fragrance compositions, limonene</p>
RO		<p>5-15% polycarboxylates, oxygen-based bleaching agents, phosphates, nonionic surfactants, enzymes, perfumes, limonene</p>

## Vanish Oxi Action Pink

Country	Photo	Ingredients
AT		<p>&gt;30% oxygen-based bleaching agent, &lt;5% anionic surfactants, non-ionic surfactants, zeolites, enzymes, perfumes, hexyl cinnamal</p>
BE		<p>&gt;30% oxygen brighteners; &lt;5% anionic surfactants, non-ionic surfactants, zeolites, enzymes, perfume, hexyl cinnamal.</p>
DE		<p>&gt;30% oxygen-based bleach, &lt;5% anionic surfactants, nonionic surfactants, zeolites, enzymes, fragrances, hexyl cinnamal</p>
ES*)		<p>&gt;30 % oxygenised whiteners, &lt; 5 % non-ionic surfactants, zeolites, anionic surfactants, enzymes, perfumes.</p>

FR		<p>&gt;30% oxygen-based bleach, &lt;5% anionic surfactants, nonionic surfactants, zeolites, enzymes, fragrances, hexyl cinnamal</p>
HR		<p>&gt;30 % oxygen-based bleaches; &lt;5% nonionic surfactants, anionic surfactants, zeolite, enzymes, fragrance.</p>
HU		<p>&gt;30% oxygen-based bleaching agents, &lt;5% anionic surfactants, non-ionic surfactants, zeolites, enzymes, perfumes</p>
IE		<p>&gt;30% oxygen-based bleaching agents, &lt;5% anionic surfactants, non-ionic surfactants, zeolites, enzymes, perfumes</p>

IT		<p>&gt; 30% oxygen based whiteners, &lt;5% non-ionic surfactants, anionic surfactants, zeolite, enzymes, perfumes.</p>
LT		<p>&gt;30 % oxygen based bleaching compounds; &lt;5% anionic surfactants, non-ionic surfactants, zeolites, enzymes, fragrances.</p>
LV		<p>&gt;30 % oxygen based bleaching compounds; &lt;5% anionic surfactants, non-ionic surfactants, zeolites, enzymes, fragrances</p>
MT*)		<p>&gt;30% oxygen-based bleaching agents, &lt;5% anionic surfactants, non-ionic surfactants, zeolites, enzymes, perfumes.</p>

NL		<p>&gt;30%: oxygen bleaching agents; &lt;5%: anionic surfactants, non-ionic surfactants, zeolites, enzymes, perfume.</p>
PL		<p>&gt; 30% oxygen-based bleaching compounds, &lt;5%: anionic surfactants, non-ionic surfactants, zeolite, enzymes, fragrance</p>
RO		<p>&gt; 30% oxygen-based bleaching compounds, &lt;5%: anionic surfactants, non-ionic surfactants, zeolite, enzymes, fragrance</p>
SI		<p>&gt; 30 % oxygen-based bleach; &lt; 5 % anionic surfactants, non-ionic surfactants, zeolites; enzymes, perfumes.</p>

\*) different product variant according to the brand owner (excluded from the comparative assessment)

Comment by the brand owner:

Vanish Pink is a laundry booster that offers 2 tiers of products. The Regular tier focuses on Stain Removal only and the Premium tier offers multiple benefits: Stain Removal, Prevention of Colour Transfer, Odour Removal and Hygienic Cleanliness.

The Premium tier is currently differentiated vs the Regular one by: (i) garment-like tag design including the 4 benefits offered; (ii) gold details in the design and the lid; (iii) more bubbles around the logo highlighting superior efficacy.

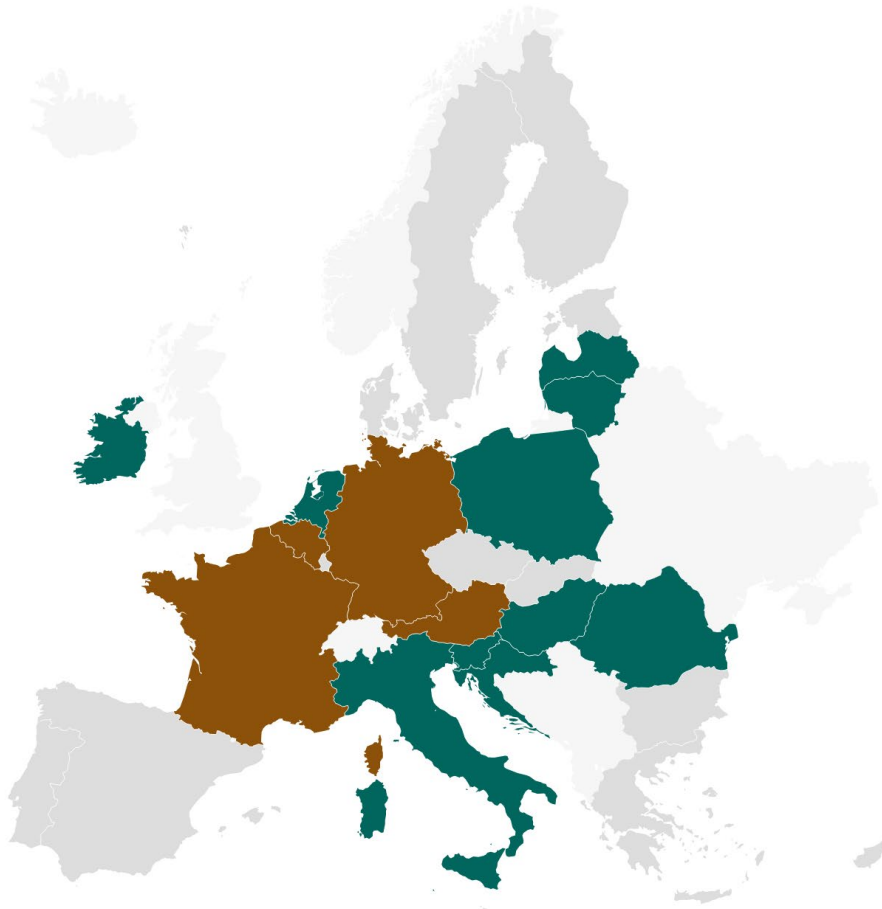
Premium tier is regularly improved. The latest Premium tier execution was introduced in May 2022 (like BE, NL and IE products). All the EU markets moved already to this execution, but older executions might still be present on shelf due to stock rotation in the markets (such is the case of AT, DE, FR, HR, HU, IT, LT, LV, PL, RO and SI products).

The products analysed belong to different tiers, hence are not comparable: ES and MT products are Regular tier, characterized by a simpler design, whilst the others are Premium tier.

When the JRC selected the products, Vanish was in transition to a revised portfolio. Our tiers, both Premium and Regular, are now the same formulation in all EU markets.



### Vanish Oxi Action Pink

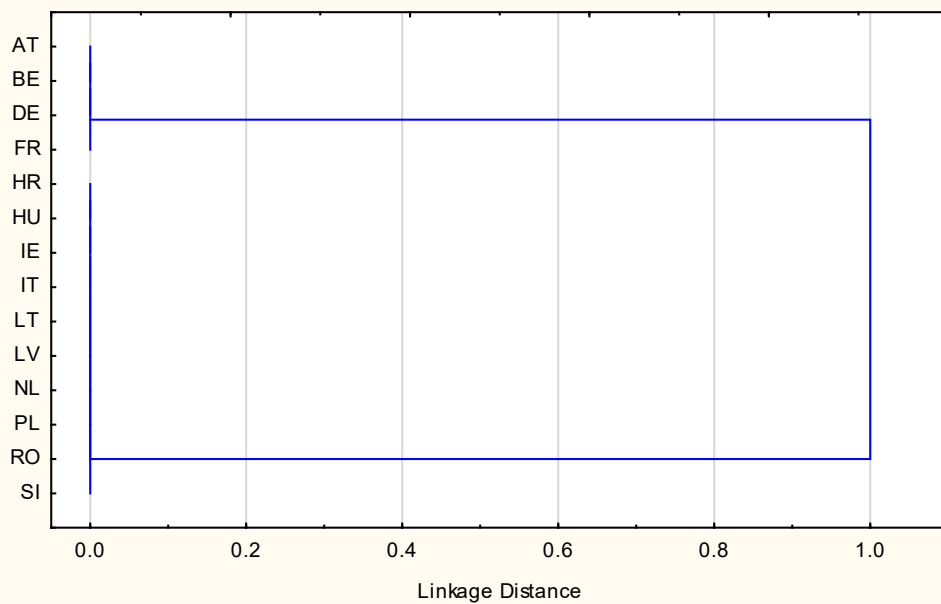


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### Vanish Oxi Action Pink

Single Linkage





Euclidean distances



## Vanish Trigger Spray

Country	Photo	Ingredients
AT		<p>5-&lt;15%: anionic surfactants, non-ionic surfactants, oxygen-based bleaching agent; perfumes</p>
BE*)		<p>5%-15% anionic surfactants, non-ionic surfactants, oxygen bleach, &lt;5% perfume</p>
ES		<p>5-15% oxygen bleaches, &lt;5% anionic surfactants, non-ionic surfactants, perfume.</p>
HR		<p>5-15% oxygen-based bleaches, &lt;5% nonionic surfactants, anionic surfactants, fragrance</p>

HU		5-15% oxygen-based bleaching agents, <5% non-ionic surfactants, anionic surfactants, perfumes.
IT		5-15% oxygen based whiteners, <5% non-ionic surfactants, anionic surfactants, perfumes.
LT		5-15%: oxygen-based bleaching agents; <5% non-ionic surfactants, anionic surfactants, perfumes
LV		5-15% oxygen-based bleaches, <5% non-ionic surfactants, anionic surfactants, fragrances.

NL*)		<p>5%-15% anionic surfactants, non-ionic surfactants, oxygen bleach, &lt;5% perfume</p>
PL		<p>5-15%: oxygen-based bleaching compounds, &lt;5%: non-ionic surfactants, anionic surfactants, fragrance</p>
RO		<p>5% -15% oxygen-based bleaches, &lt;5%: non-ionic surfactants, anionic surfactants, perfume.</p>
SI		<p>5-15 % oxygen-based bleach, &lt;5 % non-ionic surfactant, anionic surfactants, fragrance.</p>

\*) different product variant according to the brand owner (excluded from the comparative assessment)

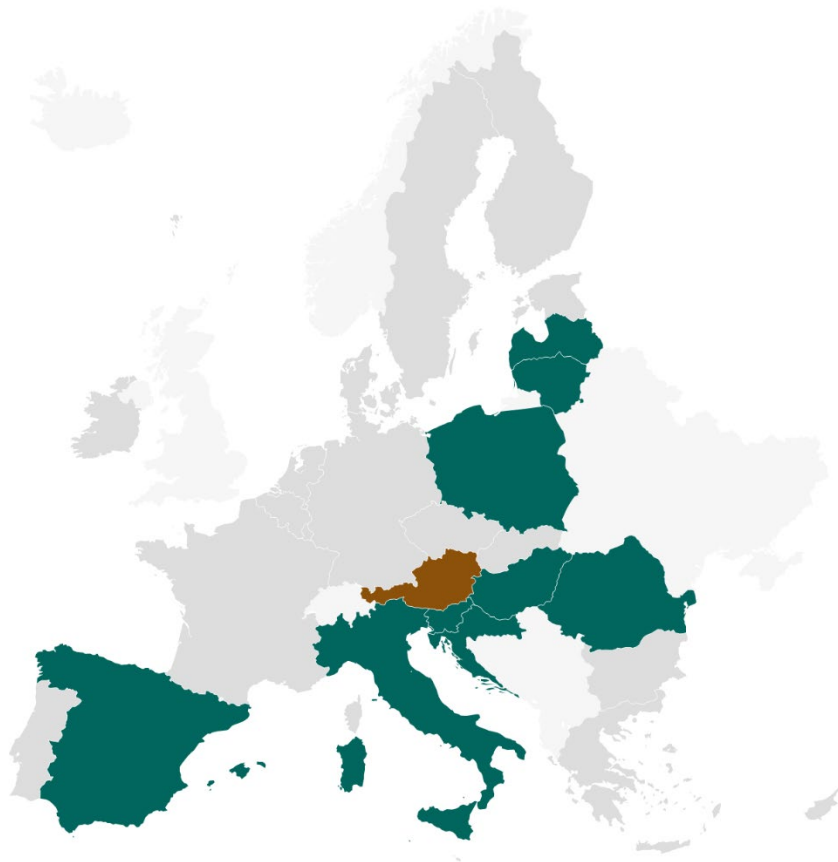
Comment by the brand owner:

Vanish trigger (spray) is a range of pre-treating stain removers. Prior to May 2022, there were multiple formulas with performance customized per consumer preferences.

For instance, BE and NL are specific products targeted to tough greasy stains which are harder to remove and therefore consumers look for a specific solution. The product is characterized by the gold elements and the specific stain type called out on the label. Rest of products had a formula for the most common stains.

After May 2022, we are introducing 2 formulas present in all EU markets: (i) a multiple stain type formula and (ii) a dedicated greasy stains one. Each formula has dedicated packaging design.

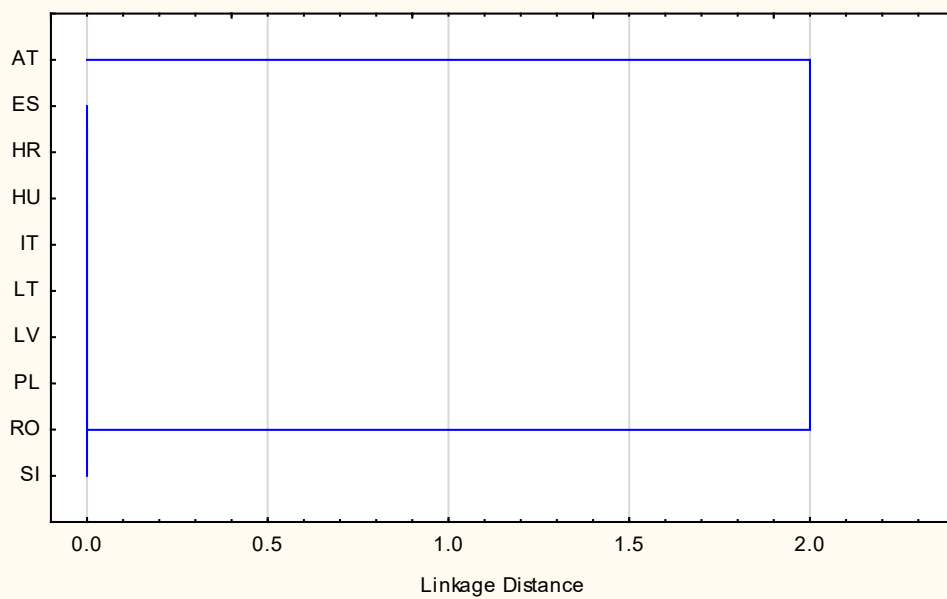
### Vanish Trigger Spray






Created with Datawrapper

### Vanish Trigger Spray

Single Linkage  
Euclidean distances








## Vanish Oxi Action White


Country	Photo	Ingredients
AT		<p>&gt;30% oxygen-based bleaching agent, &lt;5% anionic surfactants, non-ionic surfactants, zeolites, optical brighteners, enzymes, parfumes, hexyl cinnamal.</p>
BE		<p>&gt;30%: oxygen bleaching agents; &lt;5%: anionic surfactants, non-ionic surfactants, zeolites, optical brighteners, enzymes, perfume, hexyl cinnamal</p>
DE		<p>&gt;30% oxygen-based bleach, &lt;5% anionic surfactants, non-ionic surfactants, zeolites, enzymes, optical brighteners, fragrances, hexyl cinnamal</p>
ES		<p>&lt; 30 % oxygenised whiteners, &lt; 5 % non-ionic surfactants, zeolites, anionic surfactants, enzymes, optical whiteners.</p>

FR		<p>&gt;30% oxygen-based bleach, &lt;5% anionic surfactants, non-ionic surfactants, zeolites, enzymes, optical brighteners, fragrances, hexyl cinnamal</p>
GR		<p>&gt;30% oxygen-based bleaching agents, &lt;5% anionic surfactants, non-ionic surfactants, zeolites, enzymes, brightening substances</p>
HR		<p>&gt;30 % oxygen-based bleaches; &lt;5% nonionic surfactants, anionic surfactants, zeoliths, enzymes, optical color brighteners.</p>
HU		<p>&gt; 30% oxygen-based bleaching agent, &lt;5% nonionic surfactants, anionic surfactants, zeolites, enzymes, optical brightener</p>



IE*)		<p>&gt; 30% oxygen based whiteners, &lt;5% anionic surfactants, non-ionic surfactants, enzymes</p>
IT		<p>&gt; 30% oxygen based whiteners, &lt;5% anionic surfactants, non-ionic surfactants, zeolite, optical brighteners, enzymes</p>
LT		<p>&gt; 30% oxygen based bleach; &lt;5% non-ionic surfactants, anionic surfactants; zeolites, optical brighteners, enzymes</p>
LV		<p>&gt; 30% oxygen based bleach; &lt;5% non-ionic surfactants, anionic surfactants; zeolites, optical brighteners, enzymes</p>

MT		<p>&gt;30% oxygen-based bleaching agents, &lt;5% anionic surfactants, non-ionic surfactants, zeolites, optical brighteners, enzymes.</p>
NL		<p>&gt;30%: oxygen bleaching agents. &lt;5%: anionic surfactants, non-ionic surfactants, zeolites, optical brighteners, enzymes, perfume</p>
PL		<p>&gt; 30%: oxygen-based bleaching compounds, &lt;5%: anionic surfactants, non-ionic surfactants, zeolites, optical brighteners, enzymes</p>
RO		<p>&gt; 30%: oxygen-based bleaching compounds, &lt;5%: anionic surfactants, non-ionic surfactants, zeolites, optical brighteners, enzymes</p>

SI		<p>&gt; 30 % oxygen-based bleach; &lt; 5 % anionic surfactants, non-ionic surfactants, zeolites; enzymes, optical brighteners</p>
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\*) different product variant according to brand owner (excluded from the comparative assessment)

Comments by the brand owner:

Vanish White is a whitener laundry booster that offers 2 tiers of products. The Regular tier focuses on Stain Removal and Whitening, whilst the Premium tier offers multiple benefits: Stain Removal, Whitening, Odour Removal and Hygienic Cleanliness.

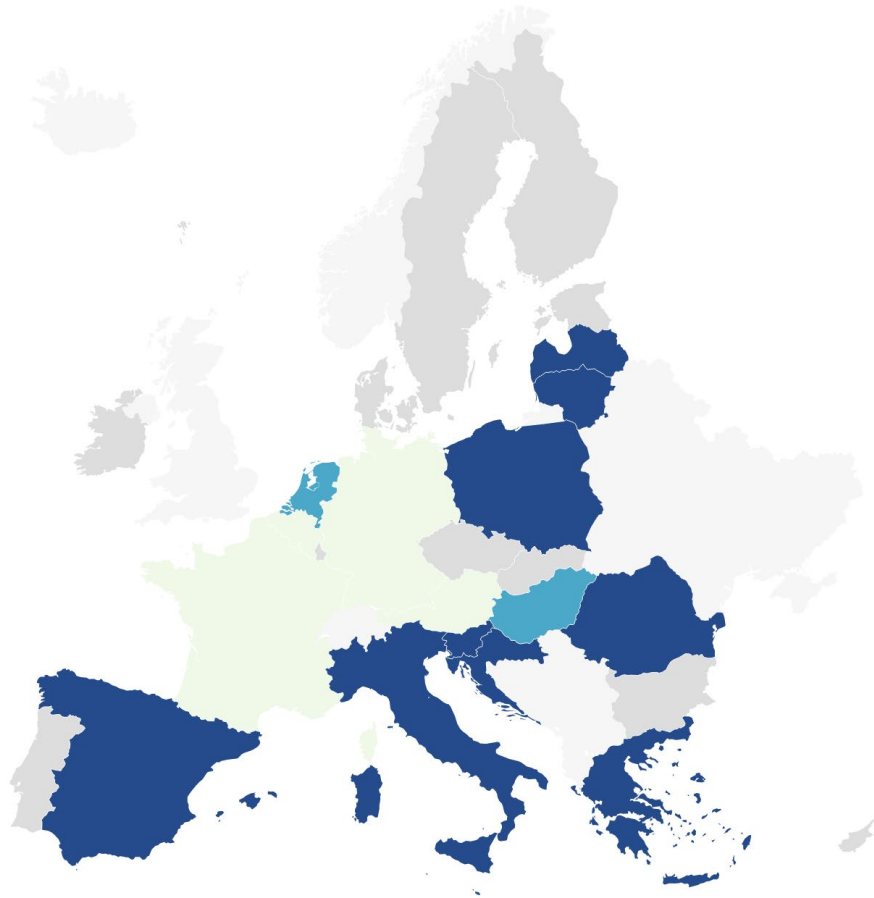
Premium tier is currently differentiated vs Regular one by: (i) garment-like tag design including the 4 benefits offered; (ii) gold details in the design and the lid; (iii) more bubbles around the logo highlighting superior performance.

Premium tier is regularly improved. The latest Premium tier execution was introduced in May 2022 (like BE and NL products). All the EU markets moved already to this execution, but older executions might still be present on shelf due to stock rotation in the markets (AT, DE, FR, GR, HR, LT, LV, PL and RO products).

The products analysed belong to different tiers, hence are not comparable: IT, ES, HU and MT products are Regular tier, whilst the others, excepting IE, are Premium tier. Also, the IE product (Vanish 0%) is a different product (not a tier) tailored for consumers looking for gentler formulas.

When the JRC selected the products, Vanish was in transition to a revised portfolio. Our tiers, both Premium and Regular, are now the same formulation in all EU markets.

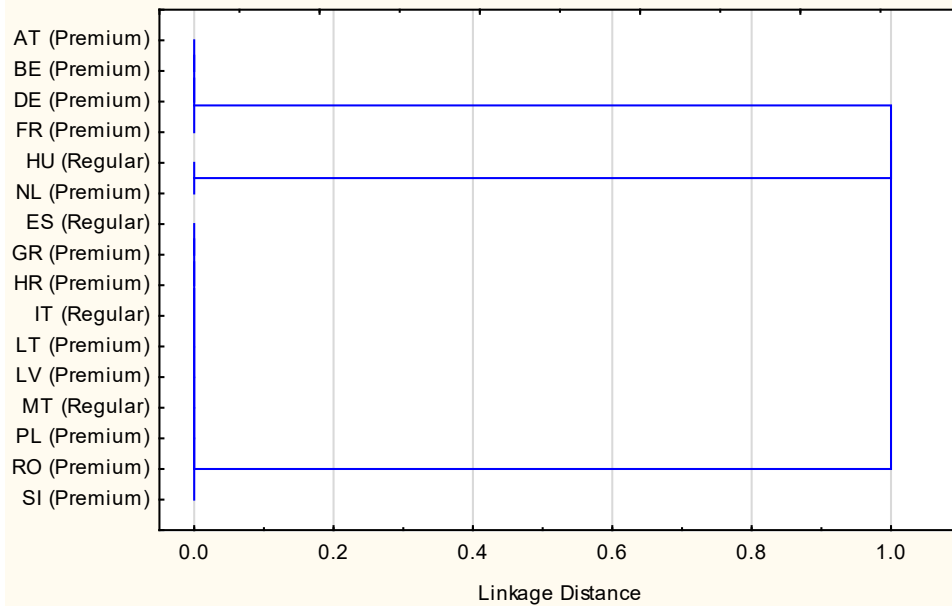
# Vanish Oxi Action White







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## Vanish Oxi Action White





Single Linkage  
Euclidean distances



## W5 Dishwasher Tabs

Country	Photo	Ingredients
AT		<p>5-15% polycarboxylates, oxygen-based bleaching agent; &lt;5% non-ionic surfactants, anionic surfactants, phosphonates, enzymes, perfumes</p>
BE		<p>5-&lt;15%: oxygen bleaching agents, polycarboxylates; &lt;5%: non-ionic surfactants, phosphonates, enzymes, perfumes.</p>
DE		<p>5-15% polycarboxylates, oxygen-based bleaching agents; &lt; 5% non-ionic surfactants, anionic surfactants, phosphonates; enzymes, fragrances.</p>
ES		<p>5%-&lt;15% oxygenated bleaches, polycarboxylates; &lt;5%: nonionic surfactants, phosphonates; enzymes, perfumes.</p>

GR*)		<p>15-30% oxygen-based bleaching agents, &lt;5% non-ionic surfactants, polycarboxylates, phosphonates; perfumes, enzymes.</p>
HU		<p>15%-&lt;30% oxygen-based bleaches; 5%-&lt;15% polycarboxylates; &lt; 5% nonionic surfactants, phosphonates; enzymes, fragrances.</p>
IE		<p>15 - 30% oxygen based bleaching agents; 5-15% polycarboxylates, &lt;5% non-ionic surfactants, phosphonates; perfume, enzymes.</p>
IT		<p>5-15% oxygen based whiteners, polycarboxylates, &lt;5% non ionic surfactants, phosphonates. enzymes, perfume, subtilisin.</p>

LT		5 - 15% oxygen-based bleaches, polycarboxylates; <5% non-ionic surfactants, phosphonates; enzymes, flavorings.
NL		5% -<15% oxygen bleaching agents, polycarboxylates; <5% non-ionic surfactants, phosphonates, enzymes, perfumes.
PL		5-15% oxygen bleaching agents, <5%: non-ionic surfactants, polycarboxylates, phosphonates, enzymes, perfumes
SI		15-30% oxygen-based bleach, 5-15 % polycarboxylate, <5 % non-ionic surfactant, phosphonates, enzymes, perfumes.

\*) different product variant according to the brand owner (excluded from the comparative assessment)

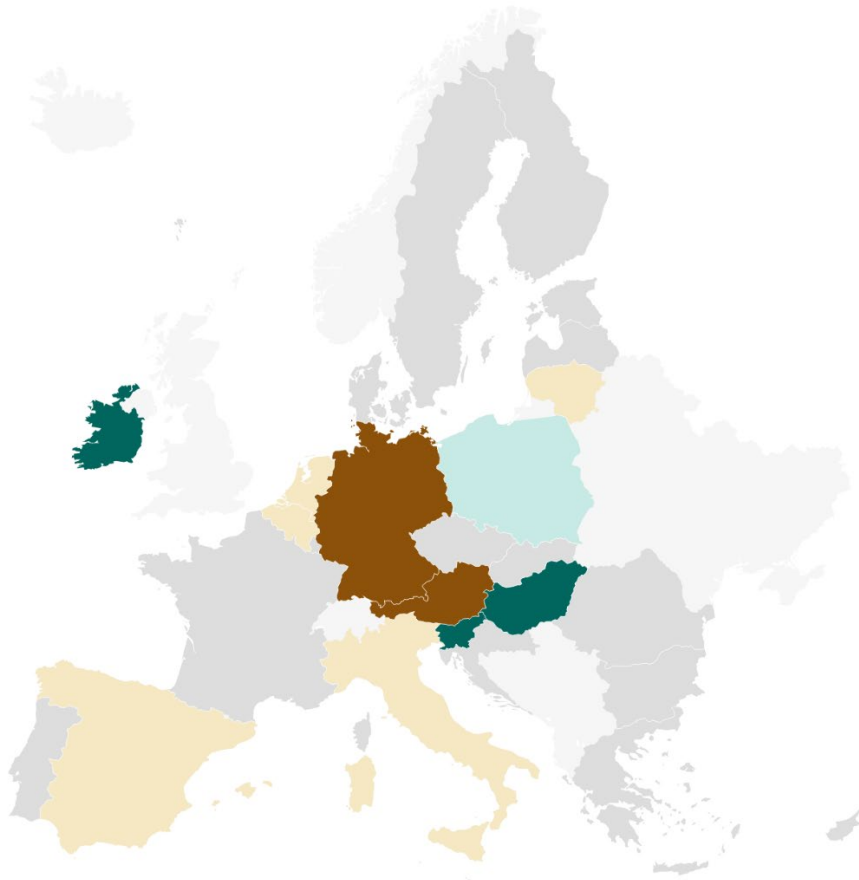
Comment from the brand owner:

The differences in the declared ingredients are due to the fact that we purchase the product W5 dishwasher tabs all-in-one from several manufacturers. Depending on the manufacturer, there may be different technical production conditions, upstream suppliers and raw materials that can influence the formulation. As a result, the products may have differentiated label and packaging.

In GR, the article „W5 Classic Clean” was compared with All-In-One tabs. Since All-In-One Tabs also contain dishwasher salt and rinse aid, a Classic Tab is not comparable. The article “W5 All-in-One” is also available in Greece.



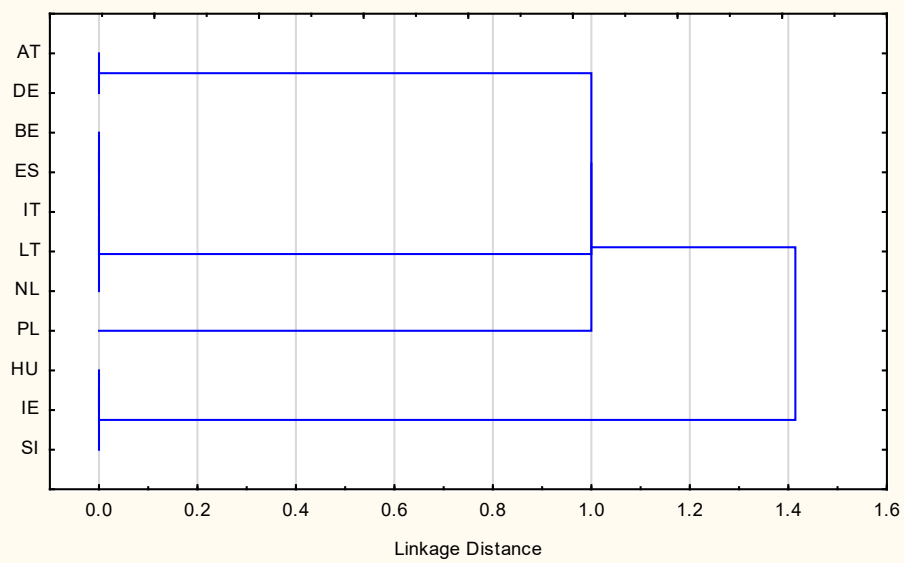
### W5 Dishwasher Tabs



Created with Datawrapper




### W5 Dishwasher Tabs

Single Linkage  
Euclidean distances



# W5 Toilet Cleaner

Country	Photo	Ingredients
BE		<p>&lt;5%: anionic surfactants, perfumes, limonene</p>
DE		<p>&lt; 5 %: anionic surfactants, fragrances, limonene, formic acid.</p>
IT*)		<p>&lt;5% chlorine based bleaching agents, non ionic surfactants, soap, perfume</p>
LT		<p>&lt;5% non-ionic surfactants, flavorings, limonene</p>

NL*)		<p>&lt; 5% chlorine bleaching agents, anionic surfactants, perfumes.</p>
PL*)		<p>&lt;5% chlorine-based bleaching compounds, &lt;5% non-ionic surfactants, &lt;5% anionic surfactants, &lt;5% phosphonates, fragrance, sodium hydroxide</p>
RO		<p>&lt; 5% anionic surfactants, perfumes, limonene, organic salts, dyes, auxiliary substances.</p>

\*) different product variant according to the brand owner (excluded from the comparative assessment)

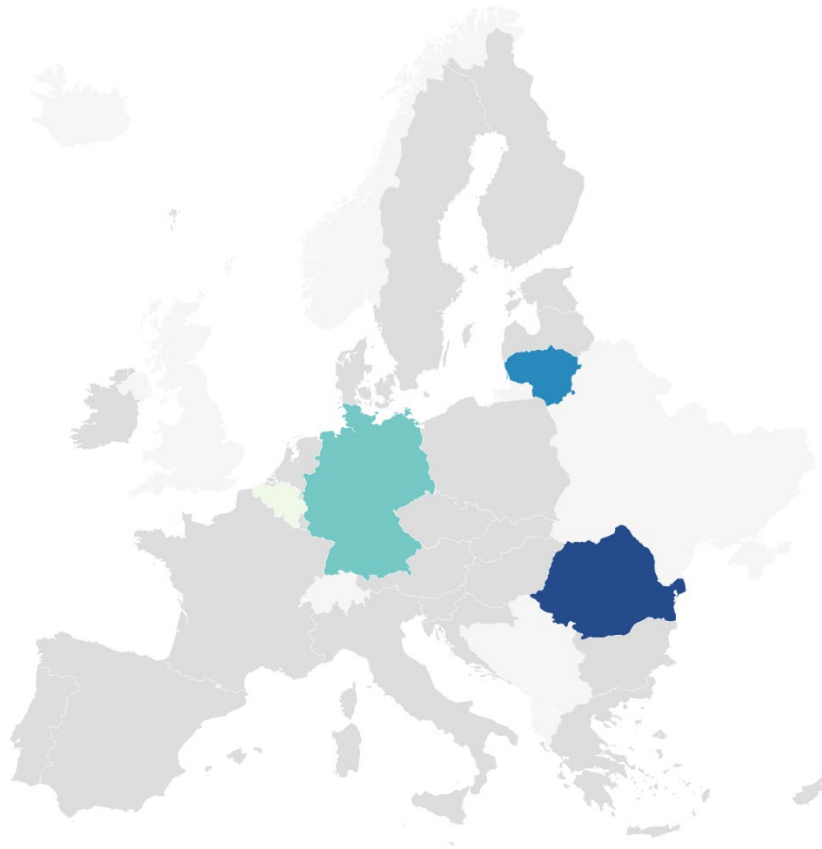
Comment by the brand owner:

The differences in the declared ingredients are due to the fact that we purchase the product W5 toilet cleaner from several manufacturers. Depending on the manufacturer, there may be different technical production conditions, upstream suppliers and raw materials that can influence the formulation. As a result, the products may have differentiated label and packaging.

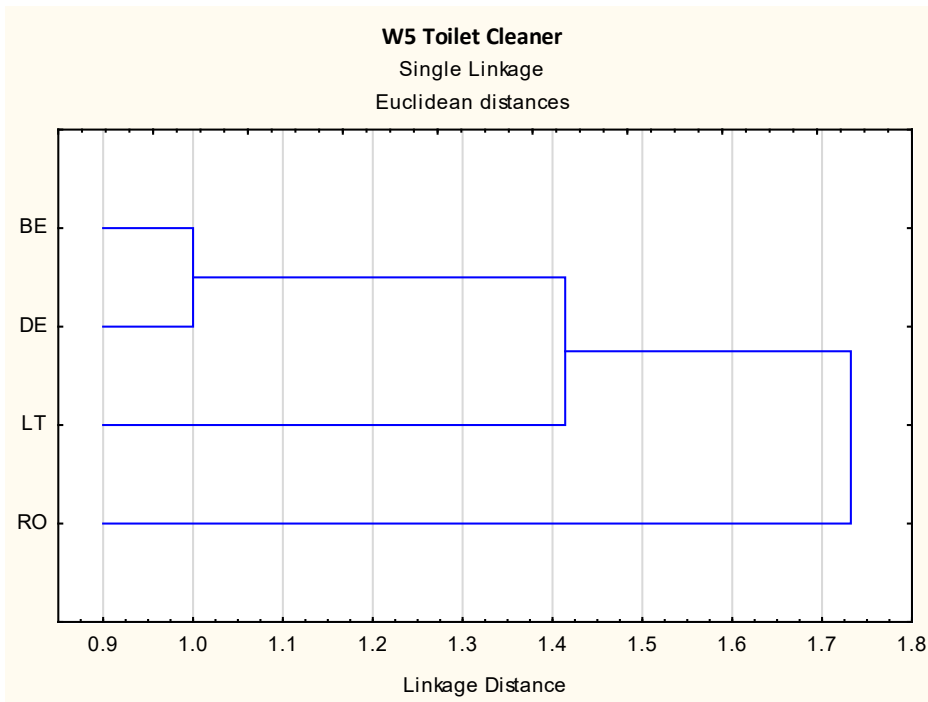
In the countries Romania and Lithuania, we offer the same article. In both countries, the equipment and the recipe were changed at the same time. When a changed article is available in the stores depends on the remaining stocks and sales in the respective stores and warehouses.

In IT, PL and NL, products with chlorine bleach were compared with regular surfactant-based toilet cleaners. These are different product groups that cannot be compared with each other.

### W5 Toilet Cleaner




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**Annex 4.** Personal care products

<p align="center"><b>Ambre Solaire Sensitive Hypoallergenic Sun Protection Cream SPF50+</b></p>		
Country	Photo	Ingredients
FR		<p>aqua/water, isopropyl palmitate, alcohol denat, ethylhexyl salicylate, ethylhexyl triazone, butyl methoxydibenzoylmethane, bis-ethylhexyloxyphenol methoxyphenyl triazine, glycerin, propanediol, dicaprylyl ether, oxidized starch acetate, copernicia cerifera cera/carnauba wax, c12-22 alkyl acrylate/hydroxyethylacrylate copolymer, tocopherol hydroxyacetophenone, sodium benzoate, triethanolamine, trisodium ethylenediamine disuccinate, xanthan gum, drometrizole trisiloxane aloe barbadensis leaf juice, caprylyl glycol, acrylates copolymer, acrylates/c10-30 alkyl acrylate crosspolymer, citric acid, potassium sorbate.</p>
GR		<p>aqua/water, glycerin, alcohol denat, octocrylene, ethylhexyl salicylate, butyl methoxydibenzoylmethane, diisopropyl sebacate, dimethicone, zeo mays starch/corn starch, ethylhexyl triazone, titanium dioxide (nano)/titanium dioxide, triethanolamine, potassium cetyl phosphate, drometrizole trisiloxane, tocopherol, synthetic wax, ci 77891/titanium dioxide, ci 77491/iron oxides, ci 15985/yellow 6, ci 16035/red 40, mica, sodium hyaluronate, stearic acid, phenoxyethanol, thermus thermophilus ferment, peg-100 stearate, palmitic acid, xanthan gum, caprylyl glycol, terephthalylidene dicamphor sulfonic acid, acrylates/c10-30 alkyl acrylate crosspolymer, myristic acid, disodium edta, potassium sorbate, aluminum hydroxide, glyceryl stearate</p>
IT		<p>water, alcohol denat., ethylhexyl salicylate, ethylhexyl triazone, butyl methoxydibenzoylmethane, bis-ethylhexyloxyphenol methoxyphenyl triazine, isopropyl palmitate, diisopropyl adipate, glycerin, propanediol, phenylbenzimidazole sulfonic acid, dicaprylyl ether, triethanolamine, c12-22 alkyl acrylate/hydroxyethylacrylate copolymer, tocopherol, hydroxyacetophenone, sodium polyacrylate, sodium benzoate, trisodium ethylenediamine disuccinate, drometrizole trisiloxane, aloe barbadensis leaf juice, caprylyl glycol, acrylates/c10-30 alkyl acrylate crosspolymer, citric acid, potassium sorbate</p>

RO		<p>aqua/water, glycerin, caprylic/capric triglyceride, ethylhexyl salicylate, c12-15 alkyl benzoate, alcohol denat., bis-ethylhexyloxyphenol methoxyphenyl triazine, titanium dioxide (nano)/titanium dioxide, butyl methoxydibenzoyl methane, drometrizole trisiloxane, styrene/acrylates copolymer, dimethicone, zeamays starch/corn starch, propylene glycol, synthetic wax, diethylhexyl butamido triazone, potassium cetyl phosphate, tocopherol, hydroxypropyl methylcellulose, sodium dodecylbenzenesulfonate, sodium chloride, stearic acid, phenoxyethanol, peg-100 stearate, peg-8 laurate, triethanolamine, palmitic acid, ammonium polyacryloyldimethyl taurate, caprylyl glycol, myristic acid, disodium edta, aluminium hydroxide, glyceryl stearate</p>
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Comment by the brand owner:




The quality and safety of our products are our priority. Our cosmetic products correspond to the highest quality and safety standards.




The products collected are different products from different product lines with different names, textures and/or consumer targets (spray, adult, baby). Therefore, they are not comparable.

- GR - GARNIER Ambre Solaire Sensitive advanced 50+ Anti-age -> Sunscreen for adults
- IT - GARNIER Ambre Solaire Sensitive advanced 50+ Spray -> Spray
- RO - GARNIER Ambre Solaire Sensitive advanced 50+ Baby in the shade -> Baby product
- FR - GARNIER Ambre Solaire Sensitive expert+ 50+


NB: The product collected in RO is the same product as the one collected in HR under the kid's products category

## Aqua Fresh Triple Protection

Country	Photo	Ingredients
BE		<p>aqua, hydrated silica, sorbitol, glycerin, sodium lauryl sulfate, xanthan gum, aroma, titanium dioxide, peg-6/peg-8, sodium fluoride, sodium saccharin, carrageenan, limonene, ci 73360, ci 74160</p>
FR*)		<p><i>aqua, sorbitol, hydrated silica, glycerin, pentasodium triphosphate, peg-6, alumina, sodium lauryl sulfate, aroma, xanthan gum, cocamidopropyl betaine, titanium dioxide, chondrus crispus (carrageenan), sodium fluoride, sodium saccharin, sodium hydroxide, limonene, ci 73360, ci 74260, ci 74160.</i></p>
HU		<p>aqua, hydrated silica, sorbitol, glycerin, sodium lauryl sulfate, xanthan gum, aroma, titanium dioxide, peg-6, sodium fluoride, sodium saccharin, carrageenan, limonene, ci 73360, ci 74160</p>

IT		<p>water, hydrated silica, sorbitol, glycerin, sodium lauryl sulfate, xanthan gum, aroma, titanium dioxide, peg-6/peg-8, sodium fluoride, sodium saccharin, carrageenan, limonene, ci 73360, ci 74160.</p>
NL		<p>aqua, hydrated silica, sorbitol, glycerin, sodium lauryl sulfate, xanthan gum, aroma, titanium dioxide, peg-6/peg-8, sodium fluoride, sodium saccharin, carrageenan, limonene, ci 73360, ci 74160</p>
PL		<p>aqua, hydrated silica, sorbitol, glycerin, sodium lauryl sulfate, xanthan gum, aroma, titanium dioxide, peg-6, sodium fluoride, sodium saccharin, carrageenan, limonene, ci 73360, ci 74160.</p>



RO		<p>aqua, hydrated silica, sorbitol, glycerin, sodium lauryl sulfate, xanthan gum, aroma, titanium dioxide, peg-6/peg-8, sodium fluoride, sodium saccharin, carrageenan, limonene, ci 73360, ci 74160</p>
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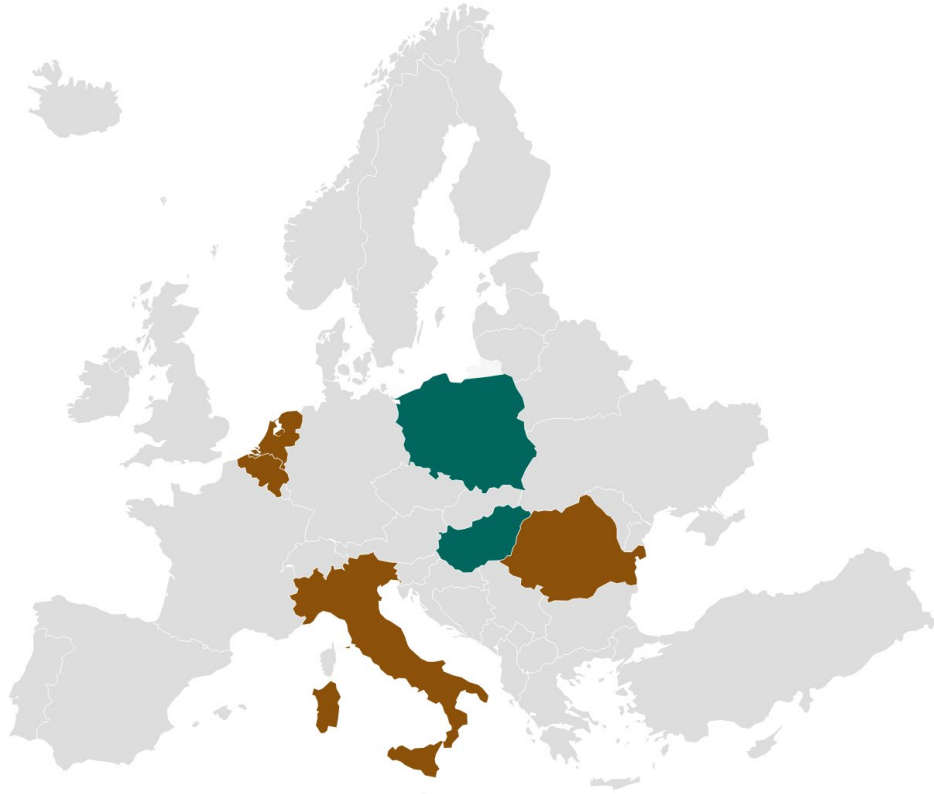
\*) different product variant according to the brand owner (excluded from the comparative assessment)

Comment from the brand owner:

The highlighted ingredients – Peg 6 and Peg 8 – are from the same chemical group and have the same functionality. There is no difference in quality between them.

As a separate point, please note that the photograph and ingredients listing for France are for a different product from the others you have highlighted. They are for a product called Aquafresh Triple Protection + Blancheur. But the product Aquafresh Triple Protection - with the same ingredients listing as the other products you highlight - is also available in France.

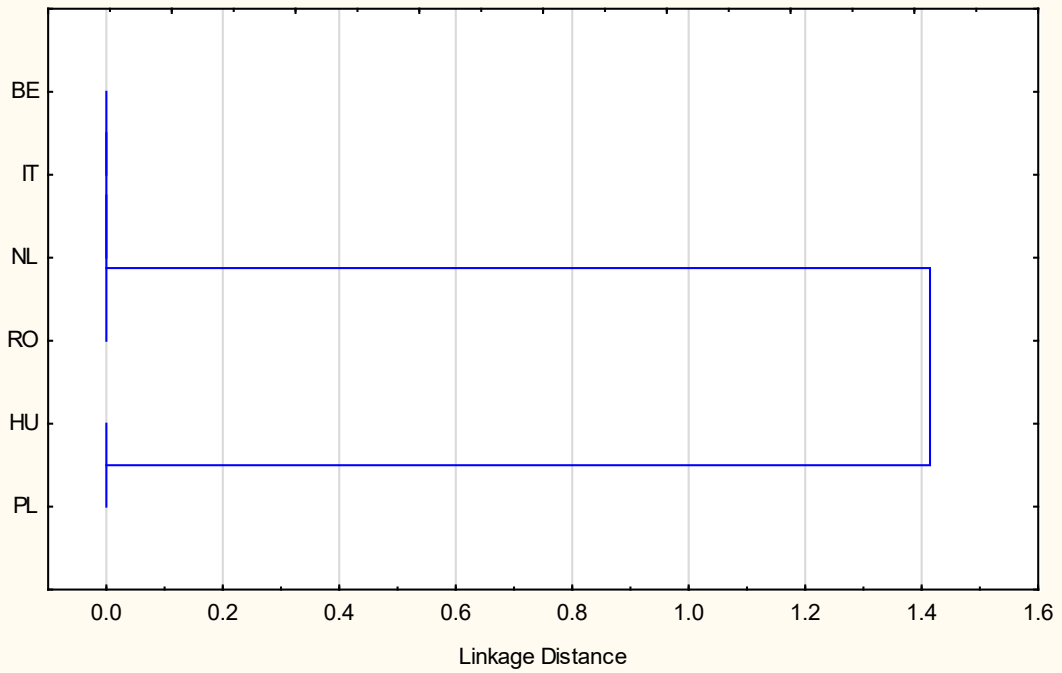
# Aqua Fresh Triple Protection






Created with Datawrapper

## Aqua Fresh Triple Protection

Single Linkage  
Euclidean distances






## AXE Ice Chill

Country	Photo	Ingredients
AT		<p>aqua, sodium laureth sulfate, glycerin, cocamidopropyl betaine, sodium chloride, parfum, sodium benzoate, citric acid, ppg-6, menthol, lactic acid, disodium edta, lippia citriodora flower/leaf/stem water, saccharide isomerate, benzyl salicylate, limonene, ci 19140, ci42090.</p>
BE		<p>aqua, sodium laureth sulfate, glycerin, cocamidopropyl betaine, sodium chloride, perfume, sodium benzoate, citric acid, ppg-6, menthol, lactic acid, disodium edta, lippia citriodora flower/leaf/stem water, saccharide isomerate, benzyl salicylate, limonene, ci 19140, ci 42090.</p>
HR		<p>aqua, sodium laureth sulfate, glycerin, cocamidopropyl betaine, sodium chloride, parfum, sodium benzoate, citric acid, ppg-6, menthol, lactic acid, disodium edta, lippia citriodora flower/leaf/stem water, saccharide isomerate, benzyl salicylate, limonene, ci 19140, ci 42090</p>

HU		<p>aqua, sodium lauryl sulfate, glycerin, cocamidopropyl betaine, sodium chloride, parfum, sodium benzoate, citric acid, ppg-6, menthol, lactic acid, disodium edta, lippia citriodora flower/leaf/stem water, saccharide isomerate, benzyl salicylate, limonene, ci 19140, ci 42090.</p>
NL		<p>aqua, sodium laureth sulfate, glycerin, cocamidopropyl betaine, sodium chloride, parfum, sodium benzoate, citric acid, ppg-6, menthol, lactic acid, disodium edta, lippia citriodora flower/leaf/stem water, saccharide isomerate, benzyl salicylate, limonene, ci 19140, ci 42090.</p>
PL		<p>aqua, sodium lauryl sulfate, glycerin, cocamidopropyl betaine, sodium chloride, parfum, sodium benzoate, citric acid, ppg-6, menthol, lactic acid, disodium edta, lippia citriodora flower/leaf/stem water, saccharide isomerate, benzyl salicylate, limonene, ci 19140, ci 42090</p>

SI		<p>aqua, sodium laureth sulfate, glycerin, cocamidopropyl betaine, sodium chloride, parfum, sodium benzoate, citric acid, ppg-6, menthol, lactic acid, disodium edta, lippia citriodora flower/leaf/stem water, saccharide isomerate, benzyl salicylate, limonene, ci 19140, ci 42090</p>
SK		<p>aqua, sodium laureth sulfate, glycerin, cocamidopropyl betaine, sodium chloride, parfum, sodium benzoate, citric acid, ppg-6, menthol, lactic acid, disodium edta, lippia citriodora flower/leaf/stem water, saccharide isomerate, benzyl salicylate, limonene, ci 19140, ci 42090</p>

## Bi(o)-Oil Skincare




Country	Photo	Ingredients
AT		<p>paraffinum liquidum, triisononanoin, cetearyl ethylhexanoate, isopropyl myristate, retinyl palmitate, helianthus annuus seed oil, tocopheryl acetate, anthemis nobilis flower oil, lavandula angustifolia oil, rosmarinus officinalis leaf oil, calendula officinalis extract, glycine soja oil, bisabolol, tocopherol, parfum, alpha-isomethyl ionone, amyl cinnamal, benzyl salicylate, citronellol, coumarin, eugenol, farnesol, geraniol, hydroxycitronellal, limonene, linalool, ci 26100.</p>
GR		<p>paraffinum liquidum, triisononanoin, cetearyl ethylhexanoate, isopropyl myristate, retinyl palmitate, helianthus annuus seed oil, tocopheryl acetate, anthemis nobilis flower oil, lavandula angustifolia oil, rosmarinus officinalis leaf oil, calendula officinalis extract, glycine soja oil, bisabolol, tocopherol, perfume, alpha-isomethyl ionone, amyl cinnamal, benzyl salicylate, citronellol, coumarin, eugenol, farnesol, geraniol, hydroxycitronellal, limonene, linalool, ci 26100</p>
HU		<p>paraffinum liquidum, triisononanoin, cetearyl ethylhexanoate*, isopropyl myristate*, retinyl palmitate, helianthus annuus seed oil, tocopheryl acetate, anthemis nobilis flower oil, lavandula angustifolia oil, rosmarinus officinalis leaf oil, calendula officinalis extract, glycine soja oil, bisabolol, tocopherol, parfum, alpha-isomethyl lonone, amyl cinnamal, benzyl salicylate, citronellol, coumarin, eugenol, farnesol, geraniol, hydroxycitronellal, limonene, linalool, ci 26100 (*purcellin oil)</p>

<p>LT</p>		<p>paraffinum liquidum, triisononanoil, cetearyl ethylhexanoate, isopropyl myristate, retinyl palmitate, helianthus annuus seed oil, tocopheryl acetate, anthemis nobilis flower oil, lavandula angustifolia oil, rosmarinus officinalis leaf oil, calendula officinalis extract, glycine soja oil, bisabolol, tocopherol, parfum, alpha-isomethyl ionone, amyl cinnamal, benzyl salicylate, citronellol, coumarin, eugenol, farnesol, geraniol, hydroxycitronellal, limonene, linalool, ci 26100.</p>
<p>MT</p>		<p>paraffinum liquidum, triisononanoil, cetearyl ethylhexanoate, isopropyl myristate, retinyl palmitate, helianthus annuus seed oil, tocopheryl acetate, anthemis nobilis flower oil, lavandula angustifolia oil, rosmarinus officinalis leaf oil, calendula officinalis extract, glycine soja oil, bisabolol, tocopherol, perfume, alpha-isomethyl ionone, amyl cinnamal, benzyl salicylate, citronellol, coumarin, eugenol, farnesol, geraniol, hydroxycitronellal, limonene, linalool, ci 26100.</p>
<p>PL</p>		<p>paraffinum liquidum, triisononanoil, cetearyl ethylhexanoate, isopropyl myristate, retinyl palmitate, helianthus annuus seed oil, tocopheryl acetate, anthemis nobilis flower oil, lavandula angustifolia oil, rosmarinus officinalis leaf oil, calendula officinalis extract, glycine soja oil, bisabolol, tocopherol, parfum, alpha-isomethyl ionone, amyl cinnamal, benzyl salicylate, citronellol, coumarin, eugenol, farnesol, geraniol, hydroxycitronellal, limonene, linalool, ci 26100</p>



<p>RO</p>	 <p><b>Bio-Oil®</b> Ulei pentru îngrijirea pielii 60ml e</p> <p>Produs pentru îngrijirea specializată a cicatricilor și vergeturilor.</p> <p><b>CICATRICI</b> Contribuie la îmbunătățirea aspectului cicatricilor noi și vechi.</p> <p><b>VERGETURI</b> Contribuie la reducerea posibilității de formare a vergeturilor în timpul sarcinii, în timpul pușcăriei de creștere la adolescenți și în perioada de senescență rapidă în greutate. Contribuie la îmbunătățirea aspectului vergeturilor existente.</p> <p><b>NUANȚĂ NEUNIFORMĂ A PIELII</b> Contribuie la îmbunătățirea aspectului nuanțelor neuniforme a pielii, atât pentru pielea deschisă la culoare, cât și pentru</p>	<p>paraffinum liquidum, triisononanoil, cetearyl ethylhexanoate, isopropyl myristate, retinyl palmitate, helianthus annuus seed oil, tocopheryl acetate, anthemis nobilis flower oil, lavandula angustifolia oil, rosmarinus officinalis leaf oil, calendula officinalis extract, glycine soja oil, bisabolol, tocopherol, parfum, alpha-isomethyl ionone, amyl cinnamal, benzyl salicylate, citronellol, coumarin, eugenol, farnesol, geraniol, hydroxycitronellal, limonene, linalool, ci 26100.</p>
<p>SK</p>	 <p><b>Bi-Oil®</b> Pečující olej na pokožku 60 ml e</p> <p>Speciální olej na jizvy a strhy.</p> <p><b>JIZVY</b> Pomáhá udržet zdravou novou strukturu jizvy.</p> <p><b>STRHY</b> Pomáhá snížit riziko vzniku nových struh a zlepšuje vzhled stávajících struh. Pomáhá snížit riziko vzniku nových struh.</p> <p><b>SLEDOVÁNÍ OBSTUŽI POKOŽKY</b> Pomáhá zabránit vzniku struh, škrábanců a dalších poruch na těle.</p> <p><b>NEUNIFORMNÍ BARVA POKOŽKY</b> Pomáhá zlepšit vzhled tělesné kůže a snížit riziko vzniku nových struh a škrábanců.</p>	<p>paraffinum liquidum, triisononanoil, cetearyl ethylhexanoate, isopropyl myristate, retinyl palmitate, helianthus annuus seed oil, tocopheryl acetate, anthemis nobilis flower oil, lavandula angustifolia oil, rosmarinus officinalis leaf oil, calendula officinalis extract, glycine soja oil, bisabolol, tocopherol, parfum, alpha-isomethyl ionone, amyl cinnamal, benzyl salicylate, citronellol, coumarin, eugenol, farnesol, geraniol, hydroxycitronellal, limonene, linalool, ci 26100.</p>





## Chanel Coco Mademoiselle Eau de Parfum

Country	Photo	Ingredients
AT*)		<p><i>alcohol, parfum (fragrance), aqua (water), linalool, limonen, benzyl salicylate, coumarin, citronellol, geraniol, hexyl cinnamal, citral, benzyl benzoate, benzyl alcohol, butyl methoxydibenzoylmethane, ci 14700 (red 4), ci 17200 (red 33), ci 60730 (ext. violet 2), ci 42090 (blue 1), ci 19140 (yellow 5)</i></p>
BE		<p><i>alcohol, parfum (fragrance), aqua (water), linalool, limonene, benzyl salicylate, citronellol, geraniol, hexyl cinnamal, coumarin, citral, benzyl alcohol, butyl methoxydibenzoylmethane, ci 14700 (red 4), ci 19140 (yellow 5), ci 42090 (blue 1)</i></p>
FR*)		<p><i>alcohol, aqua (water), parfum (fragrance), peg-40 hydrogenated castor oil, linalool, limonene, benzyl salicylate, citronellol, geraniol, hexyl cinnamal, coumarin, dicaprylyl carbonate, glycerin, butyl methoxydibenzoylmethane, jasminum sambac (jasmine) leaf cell extract, rosa centifolia flower extract, ci 19140 (yellow 5), ci 17200 (red 33), ci 14700 (red 4)</i></p>

GR		<p>alcohol, parfum (fragrance), aqua (water), linalool, limonene, benzyl salicylate, citronellol, geraniol, hexyl cinnamal, coumarin, citral, benzyl alcohol, butyl methoxydibenzoylmethane, ci 14700 (red 4), ci 19140 (yellow 5), ci 42090 (blue 1)</p>
HU		<p>alcohol, parfum (fragrance), aqua (water), linalool, limonene, benzyl salicylate, citronellol, geraniol, hexyl cinnamal, coumarin, citral, benzyl alcohol, butyl methoxydibenzoylmethane, ci 14700 (red 4), ci 19140 (yellow 5), ci 42090 (blue 1)</p>
IT		<p>alcohol , parfum (fragrance), aqua (water), linalool, limonene, benzyl salicylate, citronellol, geraniol, hexyl cinnamal, coumarin, citral, benzyl alcohol, butyl methoxydibenzoylmethane, ci 14700 (red 4), ci 19140 (yellow 5) , ci 42090 (blue 1)</p>

<p>LT</p>		<p>alcohol, parfum (fragrance), aqua (water), linalool, limonene, benzyl salicylate, citronellol, geraniol, hexyl cinnamal, coumarin, citral, benzyl alcohol, butyl methoxydibenzoylmethane, ci 14700 (red 4), ci 19140 (yellow 5), ci 42090 (blue 1)</p>
<p>MT</p>		<p>alcohol, perfume (fragrance), aqua (water), linalool, limonene, benzyl salicylate, citronellol, geraniol, hexyl cinnamal, coumarin, citral, benzyl alcohol, ethylhexyl methoxycinnamate, butyl methoxydibenzoylmethane, ethylhexyl salicylate, ci 14700 (red 4), ci 42090 (blue1)</p>
<p>PL</p>		<p>alcohol, parfum (fragrance), aqua (water), linalool, limonene, benzyl salicylate, citronellol, geraniol, hexyl cinnamal, coumarin, citral, benzyl alcohol, butyl methoxydibenzoylmethane, ci 14700 (red 4), ci19140 (yellow 5), ci 42090 (blue 1)</p>

RO*)		<p><i>alcohol, parfum (fragrance), aqua (water), linalool, limonene, benzyl salicylate, coumarin, citronellol, geraniol, hexyl cinnamal, citral, benzyl benzoate, benzyl alcohol, butyl methoxydibenzoylmethane, ci 14700 (red 4), ci 17200 (red 33), ci 60730 (ext. violet 2), ci 42090 (blue 1), ci 19140 (yellow 5).</i></p>
SK*)		<p><i>alcohol, parfum (fragrance), aqua (water), linalool, limonene, benzyl salicylate, citronellol, geraniol, hexyl cinnamal, coumarin, citral, benzyl alcohol, butyl methoxydibenzoylmethane, ci 14700 (red 4), ci 19140 (yellow 5), ci 42090 (blue 1).</i></p>

\*) different product variant according to the brand owner (excluded from the comparative assessment)

Comment by the brand owner:

The formula of each Chanel Fragrance is the same all over the world: there is no difference in their quality and composition according to the member states where they have been launched.

A fragrance line can be composed of different products with different olfactive interpretations in different formats (7.5, 35, 50 and 100 ml).

The references picked up in the 11 European countries do not always represent the same product. Indeed, although the selected references belong to the same fragrance line Coco Mademoiselle, 4 different products representing 4 different olfactive interpretations of Coco Mademoiselle have been selected :

- Eau de Parfum Intense
- Eau de Parfum
- Eau privée-Eau pour la nuit
- Parfum

This explains the differences that have been noticed in the ingredient lists.

The products Eau de Parfum Intense selected in AT and RO have exactly the same formula and ingredients List. The reference products are different because the nominal contents are different (35 ml vs 50 ml).

The products Eau de Parfum (50 ml & 100 ml ) selected in BE, GR, HU, IT, LI and PL have exactly the same formula and ingredients list.

The product Eau de Parfum (35 ml) selected in MT has a different formula: the reason is that it corresponds to the old Eau de parfum formula. The reformulated Eau de parfum (35 ml) size having been launched later than the 50 ml/100ml, is apparently not yet available in MT, but will be as soon as ordered.

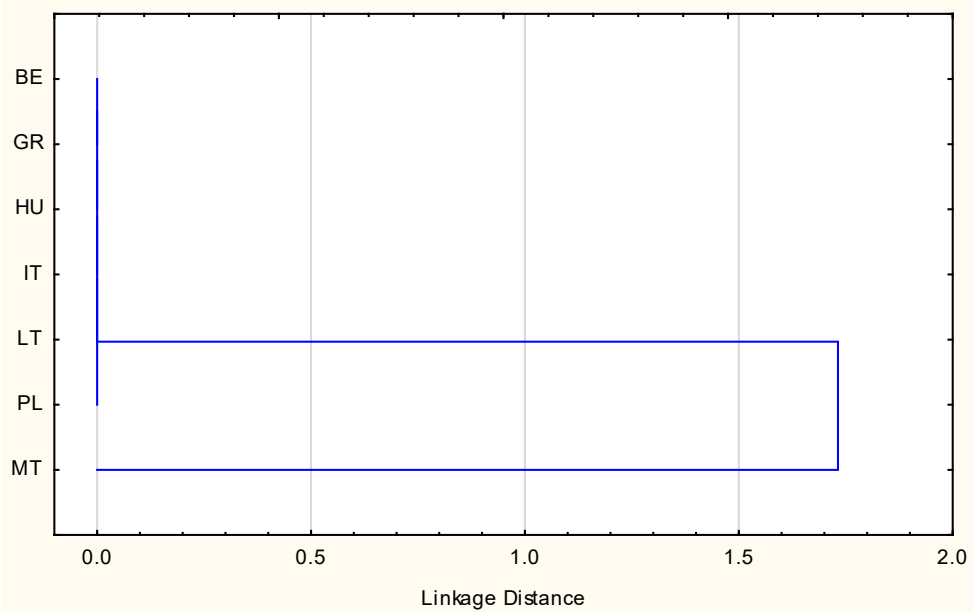
# Chanel Coco Mademoiselle Eau de Parfum



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## Chanel Coco Mademoiselle Eau de Parfum




Single Linkage  
Euclidean distances





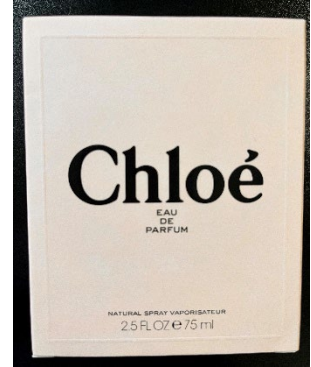
## Chloé Eau de Parfum

Country	Photo	Ingredients
AT		<p>alcohol denat., parfum/fragrance, aqua/water/eau, ethylhexyl methoxycinnamate, hydroxycitronellal, butyl methoxydibenzoylmethane, octocrylene, bht, limonene, hexyl cinnamal, benzyl salicylate, citronellol, linalool, geraniol, alpha-isomethyl ionone, fd&amp;c yellow no. 5 (cl 19140), fd&amp;c red no. 4 (cl 14700).</p>
BE*)		<p><i>alcohol denat., parfum/fragrance, aqua/water, propylene glycol, ethylhexyl methoxycinnamate, hexyl cinnamal, geraniol, benzophenone-3, ethylhexyl salicylate, butyl methoxydibenzoylmethane, citral, citronellol, limonene, benzyl alcohol, bht, eugenol, sodium edta, fd&amp;c red no.4 (ci 14700), ext. d&amp;c violet no.2 (ci 60730), fd&amp;c yellow no.5 (ci 19140)</i></p>
EE		<p>alcohol denat, parfum/fragrance, aqua/water/eau, butylphenyl methylpropional, ethylhexyl methoxycinnamate, benzophenone-3, ethylhexyl salicylate, butyl methoxydibenzoylmethane, hydroxycitronellal, bht, limonene, hexyl cinnamal, benzyl salicylate, citronellol, linalool, graniol, alpha-isomethyl ionone, fd&amp;c yellow no 5 (cl 19140), fd&amp;c red no 4 (cl 14700).</p>

FR		<p>alcohol denat., parfum/fragrance, aqua/water/eau, ethylhexyl methoxycinnamate, hydroxycitronellal, butyl methoxydibenzoylmethane, octocrylene, bht, limonene, hexyl cinnamal, benzyl salicylate, citronellol, linalool, geraniol, alpha-isomethyl ionone, fd&amp;c yellow no. 5 (ci.19140), fd&amp;c red no. 4 (ci 14700).</p>
GR		<p>alcohol denat., parfum/fragrance, aqua/water/eau, ethylhexyl methoxycinnamate, hydroxycitronellal, butyl methoxydibenzoylmethane, octocrylene, bht, limonene, hexyl cinnamal, benzyl salicylate, citronellol, linalool, geraniol, alpha-isomethyl ionone, fd&amp;c yellow no. 5 (ci 19140), fd&amp;c red no. 4 (ci 14700).</p>
HU		<p>alcohol denat., parfum/fragrance, aqua/water/eau, ethylhexyl methoxycinnamate, hydroxycitronellal, butyl methoxydibenzoylmethane, octocrylene, bht, limonene, hexyl cinnamal, benzyl salicylate, citronellol, linalool, geraniol, alpha-isomethyl ionone, fd&amp;c yellow no. 5 (ci 19140), fd&amp;c red no. 4 (ci 14700)</p>

IT		<p>alcohol denat., parfum/fragrance, aqua/water/eau, ethylhexyl methoxycinnamate, hydroxycitronellal, butyl methoxydibenzoylmenthane, octocrylene, bht, limonene hexyl cinnamal, benzyl salicylate, citronellol, linalool, geraniol, alpha-isomethyl ionone, fd&amp;c yellow no. 5 (ci19140), fd&amp;c red no. 4 (ci14700).</p>
LT		<p>alcohol denat., parfum/fragrance, aqua/water/eau, ethylhexyl methoxycinnamate, hydroxycitronellal, butyl methoxydibenzoylmenthane, octocrylene, bht, limonene, hexyl cinnamal, benzyl salicylate, citronellol, linalool, geraniol, alpha-isomethyl ionone, fd&amp;c yellow no. 5 (ci19140), fd&amp;c red no. 4 (ci14700).</p>
MT*)		<p><i>alcohol.denat, perfume/fragrance, aqua/water/eau, butylphenyl methylpropional, ethylhexyl methoxycinnamate, benzophenone-3, ethylhexyl salicylate, butyl methoxydibenzoylmethane, hydroxycitronellal, bht, limonene, hexyl cinnamal, benzyl salicylate, citronellol, linalool, geranol, alpha-isomethyl ionone, fd&amp;c yellow no 5 (ci 19140), fd&amp;c red no 4 (ci 14700)</i></p>



PL		<p>alcohol denat., parfum/fragrance, aqua/water/eau, ethylhexyl methoxycinnamate, hydroxycitronellal, butyl methoxydibenzoylmethane, octocrylene, bht, limonene, hexyl cinnamal, benzyl salicylate, citronellol, linalool, geraniol, alpha-isomethyl ionone, fd&amp;c yellow no. 5 (ci 19140), fd&amp;c red no. 4 (ci 14700)</p>
RO		<p>alcohol denat., parfum/fragrance, aqua/water/eau, ethylhexyl methoxycinnamate, hydroxycitronellal, butyl methoxydibenzoylmethane, octocrylene, bht, limonene, hexyl cinnamal, benzyl salicylate, citronellol, linalool, geraniol, alpha-isomethyl ionone, fd&amp;c yellow no 5 (ci 19140), fd&amp;c red no 4 (ci 14700).</p>
SK		<p>alcohol denat., parfum/fragrance, aqua/water/eau, ethylhexyl methoxycinnamate, hydroxycitronellal, butyl methoxydibenzoylmethane, octocrylene, bht, limonene, hexyl cinnamal, benzyl salicylate, citronellol, linalool, geraniol, alpha-isomethyl ionone, fd&amp;c yellow no 5 (ci 19140), fd&amp;c red no 4 (ci 14700).</p>

\*) different product variant according to the brand owner (excluded from the comparative assessment)

Comment from the brand owner:

- AT sells the current version of the product.
- BE different product – comparison not applicable.
- EE former version of the product. Modification was required by regulatory changes.
- FR sells the current version of the product.
- GR sells the current version of the product.
- HU sells the current version of the product.

IT sells the current version of the product.  
LT sells the current version of the product.  
MT former version of the product. Modification was required by regulatory changes.  
PL sells the current version of the product.  
RO sells the current version of the product.  
SK sells the current version of the product.



## Clinique Beyond Perfecting

Country	Photo	Ingredients
GR		<p>water/aqua/eau, isostearyl neopentanoate, dimethicone, isohexadecane, trimethylsiloxysilicate, butylene glycol, glycerin, lauryl peg-9 polydimethylsiloxylethyl dimethicone, disteardimonium hectorite, trehalose, peg-10 dimethicone, hdi/trimethylol hexyllactone crosspolymer, dimethicone/peg-10/15 crosspolymer, triethoxycaprylylsilane, sodium hyaluronate, hydrolyzed soy protein, tocopheryl acetate, polymethyl methacrylate, propylene carbonate, lecithin, laureth-7, hydrogenated lecithin, dimethicone silylate, xanthan gum, dipropylene glycol, sodium chloride, magnesium aluminum silicate, silica, coconut acid, disodium edta, phenoxyethanol, [+/- mica, iron oxides (ci 77491), iron oxides (ci 77492), iron oxides (ci 77499), titanium dioxide (ci 77891), zinc oxide (ci 77947), bismuth oxychloride (ci 77163)]</p>
IT		<p>water/aqua/eau, isostearyl neopentanoate, dimethicone, isohexadecane, trimethylsiloxysilicate, butylene glycol, glycerin, lauryl peg-9 polydimethylsiloxylethyl dimethicone, disteardimonium hectorite, trehalose, peg-10 dimethicone, hdi/trimethylol hexyllactone crosspolymer, dimethicone/peg-10/15 crosspolymer, triethoxycaprylylsilane, sodium hyaluronate, hydrolyzed soy protein, tocopheryl acetate, polymethyl methacrylate, propylene carbonate, lecithin, laureth-7, hydrogenated lecithin, dimethicone silylate, xanthan gum, dipropylene glycol, sodium chloride, magnesium aluminum silicate, silica, coconut acid, disodium edta, phenoxyethanol, [+/- mica, iron oxides (ci 77491), iron oxides (ci 77492), iron oxides (ci 77499), titanium dioxide (ci 77891), zinc oxide (ci 77947), bismuth oxychloride (ci 77163)]</p>
PL		<p>water/aqua/eau, isostearyl neopentanoate, dimethicone, isohexadecane, trimethylsiloxysilicate, butylene glycol, glycerin, lauryl peg-9 polydimethylsiloxylethyl dimethicone, disteardimonium hectorite, trehalose, peg-10 dimethicone, hdi/trimethylol hexyllactone crosspolymer, dimethicone/peg-10/15 crosspolymer, triethoxycaprylylsilane, sodium hyaluronate, hydrolyzed soy protein, tocopheryl acetate, polymethyl methacrylate, propylene carbonate, lecithin, laureth-7, hydrogenated lecithin, dimethicone silylate, xanthan gum, dipropylene glycol, sodium chloride, magnesium aluminum silicate, silica, coconut acid, disodium edta, phenoxyethanol, [+/- mica, iron oxides (ci 77491), iron oxides (ci 77492), iron oxides (ci 77499), titanium dioxide (ci 77891), zinc oxide (ci 77947), bismuth oxychloride (ci 77163)]</p>

## Colgate Cavity Protection


Country	Photo	Ingredients
BE		<p>dicalcium phosphate dihydrate, aqua, glycerin, sodium lauryl sulfate, cellulose gum, aroma, sodium monofluorophosphate, tetrasodium pyrophosphate, sodium saccharin, sodium fluoride.</p>
EE		<p>calcium carbonate, aqua, sorbitol, hydrated silica, sodium lauryl sulfate, sodium monofluorophosphate, aroma, cellulose gum, xanthan gum, sodium carbonate, benzyl alcohol, sodium saccharin, sodium bicarbonate.</p>
GR		<p>dicalcium phosphate dihydrate, aqua, glycerin, sodium lauryl sulfate, cellulose gum, aroma, sodium monofluorophosphate, tetrasodium pyrophosphate, sodium saccharin, sodium fluoride</p>

HR		<p>calcium carbonate, aqua, sorbitol, hydrated silica, sodium lauryl sulfate, sodium monofluorophosphate, aroma, cellulose gum, xanthan gum, sodium carbonate, benzyl alcohol, sodium saccharin, sodium bicarbonate</p>
HU		<p>calcium carbonate, aqua, sorbitol, hydrated silica, sodium lauryl sulfate, sodium monofluorophosphate, aroma, cellulose gum, xanthan gum, sodium carbonate, benzyl alcohol, sodium saccharin, sodium bicarbonate</p>
IT		<p>dicalcium phosphate dihydrate, aqua, glycerin, sodium lauryl sulfate, cellulose gum, aroma, sodium monofluorophosphate, tetrasodium pyrophosphate, sodium saccharin, sodium fluoride.</p>

<p>LT</p>		<p>calcium carbonate, aqua, sorbitol, hydrated silica, sodium lauryl sulfate, sodium monofluorophosphate, aroma, cellulose gum, xanthan gum, sodium carbonate, benzyl alcohol, sodium saccharin, sodium bicarbonate</p>
<p>LV</p>		<p>calcium carbonate, aqua, sorbitol, hydrated silica, sodium lauryl sulfate, sodium monofluorophosphate, aroma, cellulose gum, xanthan gum, sodium carbonate, benzyl alcohol, sodium saccharin, sodium bicarbonate</p>
<p>MT</p>		<p>calcium carbonate, aqua, sorbitol, sodium lauryl sulfate, hydrated silica, arginine, sodium monofluorophosphate, aroma, cellulose gum, sodium carbonate, benzyl alcohol, phosphoric acid, sodium saccharin, sodium bicarbonate, ci 77891.</p>

<p>PL</p>		<p>calcium carbonate, aqua, sorbitol, hydrated silica, sodium lauryl sulfate, sodium monofluorophosphate, aroma, cellulose gum, xanthan gum, sodium carbonate, benzyl alcohol, sodium saccharin, sodium bicarbonate</p>
<p>RO</p>		<p>dicalcium phosphate dihydrate, water, glycerin, sodium lauryl sulfate, cellulose gum, aroma, sodium monofluorophosphate, tetrasodium pyrophosphate, sodium saccharin, sodium fluoride.</p>
<p>SI</p>		<p>calcium carbonate, aqua, sorbitol, hydrated silica, sodium lauryl sulfate, sodium monofluorophosphate, aroma, cellulose gum, xanthan gum, sodium carbonate, benzyl alcohol, sodium saccharin, sodium bicarbonate</p>



SK		<p>calcium carbonate, aqua, sorbitol, hydrated silica, sodium lauryl sulfate, sodium monofluorophosphate, aroma, cellulose gum, xanthan gum, sodium carbonate, benzyl alcohol, sodium saccharin, sodium bicarbonate</p>
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Comment by the brand owner:

The report confirms that the products have 3 formulas across the European Countries, delivering the corresponding benefits claimed on pack. The difference in composition is caused by the fact these are 3 different lines with a different execution and visualization:

Formula #1 Colgate Protection Cavity/Cavity Protection is a dicalcium phosphate formula;

Formula #2 Colgate Cavity Protection (Family) is a calcium carbonate formula;

Formula #3 Colgate Maximum Cavity Protection is a calcium carbonate plus arginine formula.

Product artwork' executions are significantly different (tooth vs family visuals), design, claims, INCI lists, which clearly communicates to consumers the difference between the products.

The active ingredients, sodium fluoride and sodium monofluorophosphate, are equally acceptable sources of fluoride ions to deliver the anticaries (cavity protection) benefit claimed on pack.

For a better differentiation, the brand owner will consider sub-brand name change in 2023.









## Colgate Max White\*)

Country	Photo	Ingredients
BE		<p>aqua, sorbitol, hydrated silica, peg-12, sodium lauryl sulfate, aroma, cellulose gum, potassium hydroxide, tetrasodium pyrophosphate, phosphoric acid, cocamidopropyl betaine, sodium fluoride, sodium saccharin, xanthan gum, hydroxypropyl methylcellulose, eugenol, ci 17200, ci 42051, ci 73360, ci 74160.</p>
DE		<p>glycerin, propylene glycol, calcium pyrophosphate, peg/ppg-116/66 copolymer, pvp, peg-12, pentasodium triphosphate, sodium lauryl sulfate, silica, aroma, sodium monofluorophosphate, disodium pyrophosphate, sodium saccharin, hydrogen peroxide, limonene</p>
EE		<p>aqua, sorbitol, hydrated silica, peg-12, tetrapotassium pyrophosphate, sodium lauryl sulfate, aroma, potassium hydroxide, cellulose gum, phosphoric acid, cocamidopropyl betaine, sodium fluoride, sodium saccharin, xanthan gum, ci 74160.</p>

FR		<p>aqua, hydrated silica, sorbitol, peg-12, pentasodium triphosphate, tetrapotassium pyrophosphate, aroma, sodium lauryl sulfate, cellulose gum, potassium hydroxide, phosphoric acid, cocamidopropyl betaine, sodium fluoride, sodium saccharin, xanthan gum, limonene, ci 74160</p>
GR		<p>aqua, hydrated silica, sorbitol, peg-12, pentasodium triphosphate, tetrapotassium pyrophosphate, aroma, sodium lauryl sulfate, cellulose gum, potassium hydroxide, phosphoric acid, cocamidopropyl betaine, sodium fluoride, sodium saccharin, xanthan gum, limonene, ci 74160</p>
HR		<p>aqua, hydrated silica, glycerin, sorbitol, peg-12, pentasodium triphosphate, tetrapotassium pyrophosphate, sodium lauryl sulfate, aroma, cellulose gum, cocamidopropyl betaine, sodium fluoride, sodium saccharin, xanthan gum, sodium hydroxide, limonene, ci 74160</p>

<p>HU</p>		<p>aqua, hydrated silica, sorbitol peg-12, pentasodium triphosphate, tetrapotassium pyrophosphate, aroma, sodium lauryl sulfate, cellulose gum, potassium hydroxide, phosphoric acid, cocamidopropyl betaine, sodium fluoride, sodium saccharin, xanthan gum, limonene, ci 74160</p>
<p>IT</p>		<p>aqua, hydrated silica, sorbitol, peg 12, pentasodium triphosphate, tetrapotassium pyrophosphate, aroma, sodium lauryl sulfate, cellulose gum, potassium hydroxide, phosphoric acid, cocamidopropyl betaine, sodium fluoride, sodium saccharin, xanthan gum, limonene, ci 74160</p>
<p>LT</p>		<p>glycerin, propylene glycol, calcium pyrophosphate, peg/ppg 116/66 copolymer, pvp peg-12, pentasodium triphosphate, sodium lauryl sulfate, silica, aroma, sodium monofluorophosphate, disodium pyrophosphate, sodium saccharin, hydrogen peroxide, limonene</p>

LV		<p>glycerin, propylene glycol, calcium pyrophosphate, peg/ppg-116/66 copolymer, pvp, peg-12, pentasodium triphosphate, sodium lauryl sulfate, silica, aroma, sodium monofluorophosphate, disodium pyrophosphate, sodium saccharin, hydrogen peroxide, limonene.</p>
MT		<p>aqua, sorbitol, hydrated silica, peg-12, sodium lauryl sulfate, aroma, cellulose gum, potassium hydroxide, tetrasodium pyrophosphate, phosphoric acid, cocamidopropyl betaine, sodium fluoride, sodium saccharin, xanthan gum, hydroxypropyl methylcellulose, eugenol, ci 17200, ci 42051, ci 73360, ci 74160.</p>
NL		<p>aqua, hydrated silica, sorbitol, peg-12, pentasodium triphosphate, tetrapotassium pyrophosphate, aroma, sodium lauryl sulfate, cellulose gum, potassium hydroxide, phosphoric acid, cocamidopropyl betaine sodium fluoride, sodium saccharin, xanthan gum, limonene, ci 74160</p>

PL		<p>aqua, sorbitol, hydrated silica, peg-12, sodium lauryl sulfate, aroma, cellulose gum, potassium hydroxide, tetrasodium pyrophosphate, phosphoric acid, cocamidopropyl betaine, sodium fluoride, sodium saccharin, xanthan gum, hydroxypropyl methylcellulose, eugenol, ci 17200, ci 42051, ci 73360, ci 74160</p>
RO		<p>aqua, hydrated silica, sorbitol, peg-12, pentasodium triphosphate, tetrapotassium pyrophosphate, aroma, sodium lauryl sulfate, cellulose gum, potassium hydroxide, phosphoric acid, cocamidopropyl betaine, sodium fluoride, sodium saccharin, xanthan gum, limonene, ci 74160.</p>
SK		<p>aqua, hydrated silica, sorbitol, peg-12, pentasodium triphosphate, tetrapotassium pyrophosphate, aroma, sodium lauryl sulfate, cellulose gum, potassium hydroxide, phosphoric acid, cocamidopropyl betaine, sodium fluoride, sodium saccharin, xanthan gum, limonene, ci 74160.</p>

\*) different product variants according to the brandowner (the dendrogram is shown for information only)

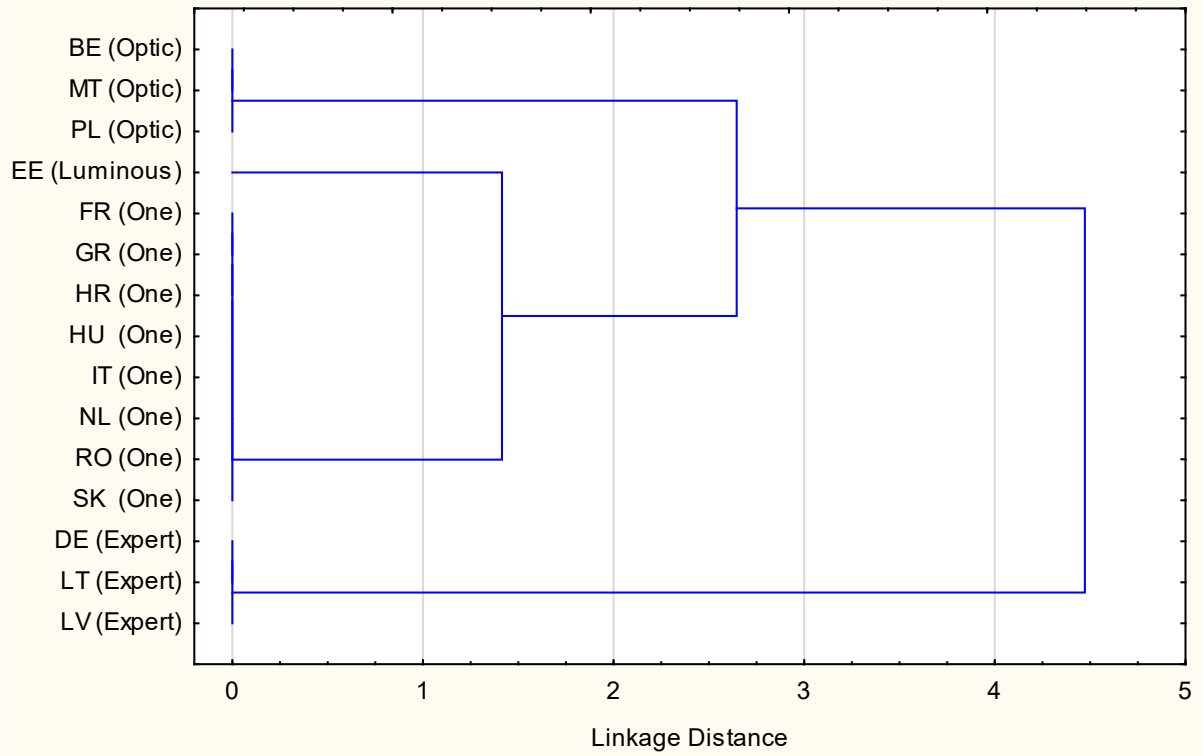
Comment by the brand owner:

The report confirms that the products have different formulas due to different variants of the Colgate subbrand "MaxWhite" across the European Countries namely: Optic, Expert Original, Luminous, One.

### Colgate Max White

Single Linkage

Euclidean distances







## Colgate Total Original

Country	Photo	Ingredients
AT		<p>glycerin, aqua, hydrated silica, calcium pyrophosphate, sodium lauryl sulfate, arginine, aroma, cellulose gum, zinc oxide, benzyl alcohol, poloxamer 407, zinc citrate, tetrasodium pyrophosphate, xanthan gum, cocamidopropyl betaine, sodium fluoride, sodium saccharin, phosphoric acid, sucralose.</p>
BE		<p>glycerin, aqua, hydrated silica, calcium pyrophosphate, sodium lauryl sulfate, arginine, aroma, cellulose gum, zinc oxide, benzyl alcohol, poloxamer 407, zinc citrate, tetrasodium pyrophosphate, xanthan gum, cocamidopropyl betaine, sodium fluoride, sodium saccharin, phosphoric acid, sucralose.</p>
DE		<p>glycerin, aqua, hydrated silica, calcium pyrophosphate, sodium lauryl sulfate, arginine, aroma, cellulose gum, zinc oxide, benzyl alcohol, poloxamer 407, zinc citrate, tetrasodium pyrophosphate, xanthan gum, cocamidopropyl betaine, sodium fluoride, sodium saccharin, phosphoric acid, sucralose.</p>
GR		<p>glycerin, aqua, hydrated silica, calcium pyrophosphate, sodium lauryl sulfate, arginine, aroma, cellulose gum, zinc oxide, benzyl alcohol, poloxamer 407, zinc citrate, tetrasodium pyrophosphate, xanthan gum, cocamidopropyl betaine, sodium fluoride, sodium saccharin, phosphoric acid, sucralose.</p>

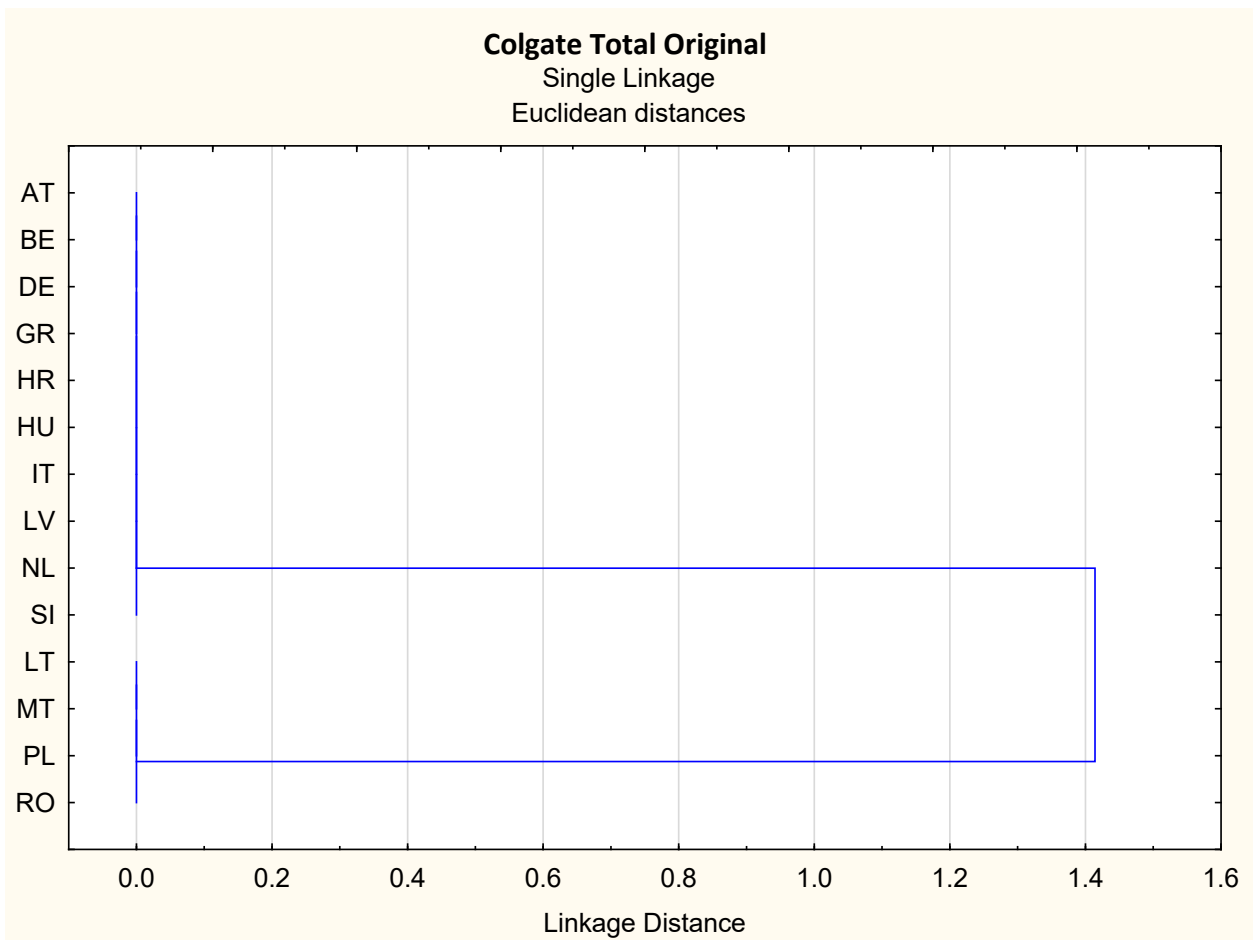
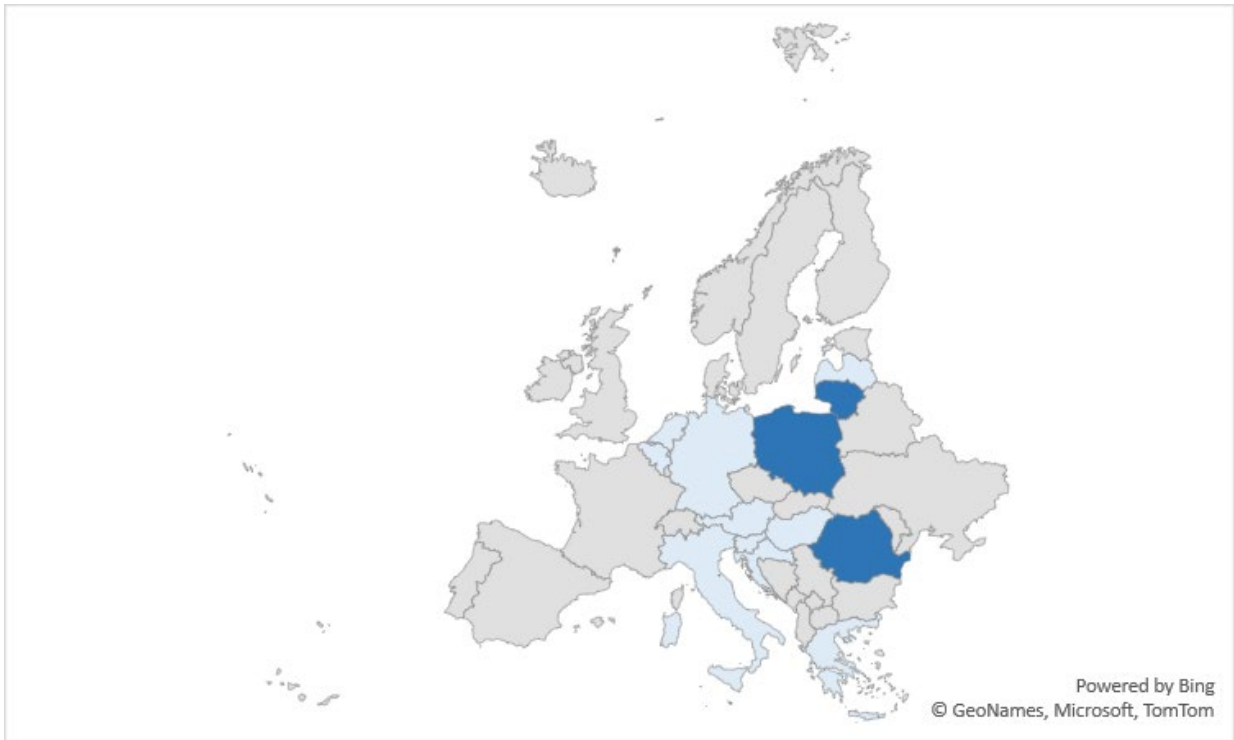
HR		<p>glycerin, aqua, hydrated silica, calcium pyrophosphate, sodium lauryl sulfate, arginine, aroma, cellulose gum, zinc oxide, benzyl alcohol, poloxamer 407, zinc citrate, tetrasodium pyrophosphate, xanthan gum, cocamidopropyl betaine, sodium fluoride, sodium saccharin, phosphoric acid, sucralose</p>
HU		<p>glycerin, aqua, hydrated silica, calcium pyrophosphate, sodium lauryl sulfate, arginine, aroma, cellulose gum, zinc oxide, benzyl alcohol, poloxamer 407, zinc citrate, tetrasodium pyrophosphate, xanthan gum, cocamidopropyl betaine, sodium fluoride, sodium saccharin, phosphoric acid, sucralose</p>
IT		<p>glycerin, aqua, hydrated silica, calcium pyrophosphate, sodium lauryl sulfate, arginine, aroma, cellulose gum, zinc oxide, benzyl alcohol, poloxamer 407, zinc citrate, tetrasodium pyrophosphate, xanthan gum, cocamidopropyl betaine, sodium fluoride, sodium saccharin, phosphoric acid, sucralose</p>
LT		<p>glycerin, aqua, hydrated silica, sodium lauryl sulfate, arginine, aroma, cellulose gum, zinc oxide, benzyl alcohol, poloxamer 407, zinc citrate, tetrasodium pyrophosphate, xanthan gum, cocamidopropyl betaine, sodium fluoride, sodium saccharin, phosphoric acid, sucralose, ci 77891</p>

LV		<p>glycerin, aqua, hydrated silica, calcium pyrophosphate, sodium lauryl sulfate, arginine, aroma, cellulose gum, zinc oxide, benzyl alcohol, poloxamer 407, zinc citrate, tetrasodium pyrophosphate, xanthan gum, cocamidopropyl betaine, sodium fluoride, sodium saccharin, phosphoric acid, sucralose.</p>
MT		<p>glycerin, aqua, hydrated silica, sodium lauryl sulfate, arginine, aroma, cellulose gum, zinc oxide, benzyl alcohol, poloxamer 407, zinc citrate, tetrasodium pyrophosphate, xanthan gum, cocamidopropyl betaine, sodium fluoride, sodium saccharin, phosphoric acid, sucralose, ci 77891.</p>
NL		<p>glycerin, aqua, hydrated silica, calcium pyrophosphate, sodium lauryl sulfate, arginine, aroma, cellulose gum, zinc oxide, benzyl alcohol, poloxamer 407, zinc citrate, tetrasodium pyrophosphate, xanthan gum, cocamidopropyl betaine, sodium fluoride, sodium saccharin, phosphoric acid, sucralose</p>
PL		<p>glycerin, aqua, hydrated silica, sodium lauryl sulfate, arginine, aroma, cellulose gum, zinc oxide, benzyl alcohol, poloxamer 407, zinc citrate, tetrasodium pyrophosphate, xanthan gum, cocamidopropyl betaine, sodium fluoride, sodium saccharin, phosphoric acid, sucralose, ci 77891</p>

RO		<p>glycerin, aqua, hydrated silica, sodium lauryl sulfate, arginine, aroma, cellulose gum, zinc oxide, benzyl alcohol, poloxamer 407, zinc citrate, tetrasodium pyrophosphate, xanthan gum, cocamidopropyl betaine, sodium fluoride, sodium saccharin, phosphoric acid, sucralose, ci77891.</p>
SI		<p>glycerin, aqua, hydrated silica, calcium pyrophosphate, sodium lauryl sulfate, arginine, aroma, cellulose gum, zinc oxide, benzyl alcohol, poloxamer 407, zinc citrate, tetrasodium pyrophosphate, xanthan gum, cocamidopropyl betaine, sodium fluoride, sodium saccharin, phosphoric acid, sucralose</p>






Comment by the brand owner:

The report confirms that the products have the same formula across the European Countries. Correspondingly, the observed differences in composition are connected to a reformulation programme in 2022 to remove ci77891 and add calcium pyrophosphate.



## Colgate Triple Action

Country	Photo	Ingredients
FR		<p>aqua, sorbitol, hydrated silica, glycerin, sodium lauryl sulfate, peg-12, aroma, cellulose gum, sodium fluoride, sodium saccharin, ci 74160, ci 74260, ci 77891</p>
GR		<p>aqua, sorbitol, hydrated silica, glycerin, sodium lauryl sulfate, peg-12, aroma, cellulose gum, sodium fluoride, sodium saccharin, ci 74160, ci 74260, ci 77891.</p>
HR		<p>calcium carbonate, aqua, sorbitol, sodium lauryl sulfate, hydrated silica, sodium monofluorophosphate, aroma, cellulose gum, sodium carbonate, xanthan gum, benzyl alcohol, sodium saccharin, sodium bicarbonate, eugenol, ci 74160, ci 74260,</p>
HU		<p>calcium carbonate, aqua, sorbitol, sodium lauryl sulfate, hydrated silica, sodium monofluorophosphate, aroma, cellulose gum, sodium carbonate, xanthan gum, benzyl alcohol, sodium saccharin, sodium bicarbonate, eugenol, ci74160, ci74260</p>

IT		<p>aqua, sorbitol, hydrated silica, glycerin, sodium lauryl sulfate, peg-12, aroma, cellulose gum, sodium fluoride, sodium saccharin, ci 74160, ci 74260, ci 77891</p>
LT		<p>calcium carbonate, aqua, sorbitol, sodium lauryl sulfate, hydrated silica, sodium monofluorophosphate, aroma, cellulose gum, sodium carbonate, xanthan gum, benzyl alcohol, sodium saccharin, sodium bicarbonate, eugenol, ci 74160, ci 74260</p>
LV		<p>calcium carbonate, aqua, sorbitol, sodium lauryl sulfate, hydrated silica, sodium monofluorophosphate, aroma, cellulose gum, sodium carbonate, xanthan gum, benzyl alcohol, sodium saccharin, sodium bicarbonate, eugenol, ci 74160, ci 74260.</p>
MT		<p>calcium carbonate, aqua, sorbitol, sodium lauryl sulfate, hydrated silica, sodium monofluorophosphate, aroma, cellulose gum, magnesium aluminum silicate, sodium carbonate, benzyl alcohol, sodium saccharin, sodium bicarbonate, eugenol, ci 74160,ci 74260</p>
NL*)		<p><i>aqua, glycerin, hydrated silica, cellulose gum, sodium lauryl sulfate, aroma, sodium fluoride, sodium saccharin, ci 74160, ci 77891</i></p>

PL		<p>calcium carbonate, aqua, sorbitol, sodium lauryl sulfate, hydrated silica, sodium monofluorophosphate, aroma, cellulose gum, sodium carbonate, xanthan gum, benzyl alcohol, sodium saccharin, sodium bicarbonate, eugenol, ci 74160, ci 74260</p>
RO		<p>calcium carbonate, aqua, sorbitol, sodium lauryl sulfate, hydrated silica, sodium monofluorophosphate, aroma, cellulose gum, sodium carbonate, xanthan gum, benzyl alcohol, sodium saccharin, sodium bicarbonate, eugenol, ci 74160, ci 74260.</p>
SI		<p>calcium carbonate, aqua, sorbitol, sodium lauryl sulfate, hydrated silica, sodium monofluorophosphate, aroma, cellulose gum, sodium carbonate, xanthan gum, benzyl alcohol, sodium saccharin, sodium bicarbonate, eugenol, cl 74260, cl 74160</p>
SK		<p>calcium carbonate, aqua, sorbitol, sodium lauryl sulfate, hydrated silica, sodium monofluorophosphate, aroma, cellulose gum, sodium carbonate, xanthan gum, benzyl alcohol, sodium saccharin, sodium bicarbonate, eugenol, ci 74160, ci 74260</p>

\*) different product variant according to the brand owner (excluded from the comparative assessment)

Comment by the brand owner:

The report confirms that the products have the 2 formulas across the European Countries, delivering the corresponding benefits claimed on pack. Formula #1 is a silica formula and Formula #2 is a calcium carbonate formula. The formulas have no significantly different composition or characteristics, all main benefits are the same and delivered by both formulations. The anticaries benefit is guaranteed by the active fluoride ions; the cleaning benefit is delivered by the inactive ingredients such as abrasives and surfactants and the freshness benefit is delivered by the aroma/flavour ingredients. The differences are linked to sensorial attributes (e.g. flavor) based on the consumer's preference in the particular market. Therefore, the choice of one formula backbone versus another to be commercialized in different countries is linked to the consumer preferences for one or another flavor. There is no difference in quality, the benefits and efficacy for both formulas are the same across Europe.



Other differences come from a reformulation programme to remove magnesium aluminium silicate in 2020 and a different variant of Triple Action sub-brand "Xtra-fresh".

### Colgate Triple Action

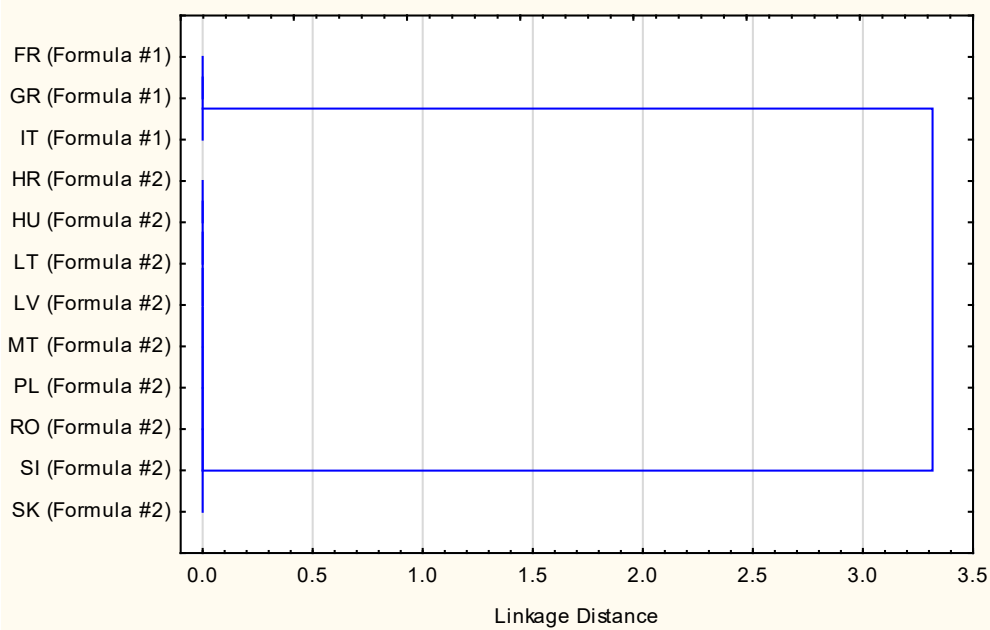


Created with Datawrapper




### Colgate Triple Action




Single Linkage


Euclidean distances









## Dove Beauty Cream Bar


Country	Photo	Ingredients
AT		<p>sodium lauroyl isethionate, stearic acid, lauric acid, sodium palmate, aqua, sodium isethionate, sodium stearate, cocoamidopropyl betaine, sodiom palm kernelate, glycerin, parfum, sodium chloride, zinc oxide, tetrasodium edta, tetrasodium etidronate, alpha-isomethyl lonone, citronellol, coumarin, hexyl cinnamal, limonene, linalool, cl 77891.</p>
BE		<p>sodium lauroyl isethionate, stearic acid, lauric acid, sodium palmate, aqua, sodium isethionate, sodium stearate, cocamidopropyl betaine, sodium palm kernelate, glycerin, parfum, sodium chloride, zinc oxide, tetrasodium edta, tetrasodium etidronate, alpha-isomethyl ionone, citronellol, coumarin, hexyl cinnamal, limonene, linalool, ci 77891.</p>
CY		<p>sodium lauroyl isethionate, stearic acid, lauric acid, sodium palmitate, aqua, sodium isethionate, sodium stearate, cocamidopropyl betaine, sodium palm kernelate, glycerin, parfum, sodium chloride, zinc oxide, tetrasodium edta, tetrasodium etidronate, alpha-isomethyl ionone, citronellol, coumarin, hexyl cinnamal, limonene, linalool, ci 77891</p>

DE		<p>sodium lauroyl isethionate, stearic acid, lauric acid, sodium palmate, aqua, sodium isethionate, sodium stearate, cocamidopropyl betaine, sodium palm kernelate, glycerin, parfum, sodium chloride, zinc oxide, tetrasodium edta, tetrasodium etidronate, alpha-isomethyl lonone, citronellol, coumarin, hexyl cinnamal, limonene, linalool, ci 77891</p>
FR		<p>sodium lauroyl isethionate, stearicacid, lauric acid, sodium palmate, aqua, sodium isethionate, sodium stearate, cocamidopropyl betaine, sodium palm kernelate, glycerin, parfum, sodium chloride, zinc oxide, tetrasodium edta, tetrasodium etidronate, alpha-isomethyl lonone, citronellol, coumarin, hexyl cinnamal, limonene, linalool, ci 77891.</p>
GR		<p>sodium lauroyl isethionate, stearic acid, lauric acid, sodium palmate, aqua, sodium isethionate, sodium stearate, cocamidopropyl betaine, sodium palm kernelate, glycerin, parfum, sodium chloride, zinc oxide, tetrasodium edta, tetrasodium etidronate, alpha-isomethyl lonone, citronellol, coumarin, hexyl cinnamal, limonene, linalool, ci 77891.</p>

<p>HR</p>		<p>sodium lauroyl isethionate, stearic acid, lauric acid, sodium palmitate, aqua, sodium isethionate, sodium stearate, cocamidopropyl betaine, sodium palm kernelate, glycerin, parfum, sodium chloride, zinc oxide, tetrasodium edta, tetrasodium etidronate, alpha-isomethyl ionone, citronellol, coumarin, hexyl cinnamal, limonene, linalool, ci 77891</p>
<p>HU</p>		<p>sodium lauroyl isethionate, stearic acid, lauric acid, sodium palmitate, aqua, sodium isethionate, sodium stearate, cocamidopropyl betaine, sodium palm kernelate, glycerin, parfum, sodium chloride, zinc oxide, tetrasodium edta, tetrasodium etidronate, alpha-isomethyl ionone, citronellol, coumarin, hexyl cinnamal, limonene, linalool, ci 77891</p>
<p>IT</p>		<p>sodium lauroyl isethionate, stearic acid, lauric acid, sodium palmitate, aqua, sodium isethionate, sodium stearate, cacaomidopropyl betaine, sodium palm kernelate, glycerin, parfum, sodium chloride, zinc oxide, tetrasodium etda, tetrasodium etidronate, alpha- isomethyl ionone, citronellol, coumarin, hexyl cinnamon, limonene, linalool, ci 77891</p>




<p>LT</p>		<p>sodium lauroyl isethionate, stearic acid, lauric acid, sodium palmitate, aqua, sodium isethionate, sodium stearate, cocamidopropyl betaine, sodium palm kernelate, glycerin, parfum, sodium chloride, zinc oxide, tetrasodium edta, tetrasodium etidronate, alpha-isomethyl ionone, citronellol, coumarin, hexyl cinnamal, limonene, linalool, ci 77891</p>
<p>LV</p>		<p>sodium lauroyl isethionate, stearic acid, lauric acid, sodium palmate, aqua, sodium isethionate, sodium stearate, cocamidopropyl betaine, sodium palm kemelate, glycerin, parfum, sodium chloride, zinc oxide, tetrasodium edta, tetrasodium etidronate, alpha-isomethyl ionone, citronellol, coumarin, hexyl cinnamal, limonene, linalool, ci 77891.</p>
<p>MT</p>		<p>sodium lauroyl isethinoate, stearic acid, lauric acid, sodium palmate, water, sodium isethinoate, sodium stearate, cocaamidopropyl betaine, sodium palm kernelate, glycerin, parfum, sodium chloride, zinc oxide, tetrasodium edta, tetrasodium etidronate, alpha-ispmethyl ionone, citronellol, coumarin, hexyl cinnamal, limonene, linalool, ci 77891.</p>

<p>NL</p>		<p>sodium lauroyl isethionate, stearic acid, lauric acid, sodium palmate, aqua, sodium isethionate, sodium stearate, cocamidopropyl betaine, sodium palm kernelate, glycerin, parfum, sodium chloride, zinc oxide, tetrasodium edta, tetrasodium etidronate, alpha-isomethyl ionone, citronellol, coumarin, hexyl cinnamal, limonene, linalool, ci 77891</p>
<p>PL</p>		<p>sodium lauroyl isethionate, stearic acid, lauric acid, sodium palmate, aqua, sodium isethionate, sodium stearate, cocamidopropyl betaine, sodium palm kernelate, glycerin, parfum, sodium chloride, zinc oxide, tetrasodium edta, tetrasodium etidronate, alpha-izomethyl ionone, citronellol, coumarin, hexyl cinnamal, limonene, linalool, ci77891</p>
<p>RO</p>		<p>sodium lauroyl isethionate, stearic acid, lauric acid, sodium palmate, aqua, sodium isethionate, sodium stearate, cocamidopropyl betaine, sodium palm kernelate, glycerin, parfum, sodium chloride, zinc oxide, tetrasodium edta, tetrasodium etidronate, alpha-isomethyl ionone, citronellol, coumarin, hexyl cinnamal, limonene, linalool, ci 77891.</p>




SI		<p>sodium lauroyl isethionate, stearic acid, lauric acid, sodium palmitate, aqua, sodium isethionate, sodium stearate, cocamidopropyl betaine, sodium palm kernelate, glycerin, parfum, sodium chloride, zinc oxide, tetrasodium edta, tetrasodium etidronate, alpha-isomethyl ionone, citronello, coumarin, hexyl cinnamal, limonene, linalool, ci 77891</p>
SK		<p>sodium lauroyl isethionate, stearic acid, lauric acid, sodium palmate, aqua, sodium isethionate, sodium stearate, cocamidopropyl betaine, sodium palm kernelate, glycerin, parfum, sodium chloride, zinc oxide, tetrasodium edta, tetrasodium etidronate, alpha-isomethyl ionone, citronello, coumarin, hexyl cinnamal, limonene, linalool, ci 77891</p>




## Dove Deeply Nourishing

Country	Photo	Ingredients
AT		<p>aqua, cocamidopropyl betaine, sodium hydroxypropyl starch phosphate, lauric acid, sodium lauroyl glycinate, sodium lauroyl isethionate, hydrogenated soybean oil, sodium chloride, helianthus annuus seed oil, glycerin, parfum, sodium benzoate, guar hydroxypropyltrimonium chloride, citric acid, sodium hydroxide, stearic acid, undecylenoyl glycine, capryloylglycine, sodium isethionate, palmitic acid, tetrasodium edta, caprylic acid, capric acid, benzyl alcohol, citronellol, hexyl cinnamal, limonene, linalool</p>
BE		<p>aqua, cocamidopropyl betaine, sodium hydroxypropyl starch phosphate, lauric acid, sodium lauroyl glycinate, sodium lauroyl isethionate, hydrogenated soybean oil, sodium chloride, helianthus annuus seed oil, glycerin, parfum, sodium benzoate, guar hydroxypropyltrimonium chloride, citric acid, sodium hydroxide, stearic acid, undecylenoyl glycine, capryloyl glycine, sodium isethionate, palmitic acid, tetrasodium edta, caprylic acid, capric acid, benzyl alcohol, citronellol, hexyl cinnamal, limonene, linalool.</p>
DE		<p>aqua, cocamidopropyl betaine, sodium hydroxypropyl starch phosphate, lauric acid, sodium lauroyl glycinate, sodium lauroyl isethionate, hydrogenated soybean oil, sodium chloride, helianthus annuus seed oil, glycerin, parfum, sodium benzoate, guar hydroxypropyltrimonium chloride, citric acid, sodium hydroxide, stearic acid, undecylenoyl glycine, capryloyl glycine, sodium isethionate, palmitic acid, tetrasodium edta, caprylic acid, capric acid, benzyl alcohol, citronellol, hexyl cinnamal, limonene, linalool.</p>




FR		<p>aqua, cocamidopropy betaine, sodium hydroxypropyl starch phosphate, lauric acid, sodium lauroyl glycinate, sodium lauroyl isethionate, hydrogenated soybean oil, sodium chloride, helianthus annuus seed oil, glycerin, parfum, sodium benzoate, guar hydroxypropyltrimonium chloride, citric acid, sodium hydroxide, stearic acid, undecylenoyl glycine, capryloyl glycine, sodium isethionate, palmitic acid, tetrasodium edta, caprylic acid, capric acid, benzyl alcohol, citronellol, hexyl cinnamal, limonene, linalool.</p>
GR		<p>aqua, cocamidopropy betaine, sodium hydroxypropyl starch phosphate, lauric acid, sodium lauroyl glycinate, sodium lauroyl isethionate, hydrogenated soybean oil, sodium chloride, helianthus annuus seed oil, glycerin, parfum, sodium benzoate, guar hydroxypropyltrimonium chloride, citric acid, sodium hydroxide, stearic acid, undecylenoyl glycine, capryloyl glycine, sodium isethionate, palmitic acid, tetrasodium edta, caprylic acid, capric acid, benzyl alcohol, citronellol, hexyl cinnamal, limonene, linalool.</p>
HR		<p>aqua, cocamidopropy betaine, sodium hydroxypropyl starch phosphate, lauric acid, sodium lauroyl glycinate, sodium lauroyl isethionate, hydrogenated soybean oil, sodium chloride, helianthus annuus seed oil, glycerin, parfum, sodium benzoate, guar hydroxypropyltrimonium chloride, citric acid, sodium hydroxide, stearic acid, undecylenoyl glycine, capryloyl glycine, sodium isethionate, palmitic acid, tetrasodium edta, caprylic acid, capric acid, benzyl alcohol, citronellol, hexyl cinnamal, limonene, linalool.</p>

<p>HU</p>		<p>aqua, cocamidopropyl betaine, sodium hydroxypropyl starch phosphate, lauric acid, sodium lauroyl glycinate, sodium lauroyl isethionate, hydrogenated soybean oil, sodium chloride, helianthus annuus seed oil, glycerin, parfum, sodium benzoate, guar hydroxypropyltrimonium chloride, citric acid, sodium hydroxide, stearic acid, undecylenoyl glycine, capryloyl glycine, sodium isethionate, palmitic acid, tetrasodium edta, caprylic acid, capric acid, benzyl alcohol, citronellol, hexyl cinnamal, limonene, linalool</p>
<p>LT</p>		<p>aqua, cocamidopropyl betaine, sodium hydroxypropyl starch phosphate, lauric acid, sodium lauroyl glycinate, sodium lauroyl isethionate, hydrogenated soybean oil, sodium chloride, helianthus annuus seed oil, glycerin, parfum, sodium benzoate, guar hydroxypropyltrimonium chloride, citric acid, sodium hydroxide, stearic acid, undecylenoyl glycine, capryloyl glycine, sodium isethionate, palmitic acid, tetrasodium edta, caprylic acid, capric acid, benzyl alcohol, citronellol, hexyl cinnamal, limonene, linalool.</p>
<p>LV</p>		<p>aqua, cocamidopropyl betaine, sodium hydroxypropyl starch phosphate, lauric acid, sodium lauroyl glycinate, sodium lauroyl isethionate, hydrogenated soybean oil, sodium chloride, helianthus annuus seed oil, glycerin, parfum, sodium benzoate, guar hydroxypropyltrimonium chloride, citric acid, sodium hydroxide, stearic acid, undecylenoyl glycine, capryloyl glycine, sodium isethionate, palmitic acid, tetrasodium edta, caprylic acid, capric acid, benzyl alcohol, citronellol, hexyl cinnamal, limonene, linalool.</p>

<p>PL</p>		<p>aqua, cocamidopropyl betaine, sodium hydroxypropyl starch phosphate, lauric acid, sodium lauroyl glycinate, sodium lauroyl isethionate, hydrogenated soybean oil, sodium chloride, helianthus annuus seed oil, glycerin, parfum, sodium benzoate, guar hydroxypropyltrimonium chloride, citrid acid, sodium hydroxide, stearic acid, undecylenoyl glycine, capryloyl glycine, sodium isethionate, palmitic acid, tetrasodium edta, caprylic acid, capric acid, benzyl alcohol, citronellol, hexyl cinnamal, limonene, linalool</p>
<p>RO</p>		<p>aqua, cocamidopropyl betaine, sodium hydroxypropyl starch phosphate, lauric acid, sodium lauroyl glycinate, sodium lauroyl isethionate, hydrogenated soybean oil, sodium chloride, helianthus annuus seed oil, glycerin, parfum, sodium benzoate, guar hydroxypropyltrimonium chloride, citric acid, sodium hydroxide, stearic acid, undecylenoyl glycine, capryloyl glycine, sodium isethionate, palmitic acid, tetrasodium edta, caprylic acid, capric acid, benzyl alcohol, citronellol, hexyl cinnamal, limonene, linalool.</p>
<p>SI</p>		<p>aqua, cocamidopropyl betaine, sodium hydroxypropyl starch phosphate, lauric acid, sodium lauroyl glycinate, sodium lauroyl isethionate, hydrogenated soybean oil, sodium chloride, helianthus annuus seed oil, glycerin, parfum, sodium benzoate, guar hydroxypropyltrimonium chloride, citric acid, sodium hydroxide, stearic acid, undecylenoyl glycine, capryloyl glycine, sodium isethionate, palmitic acid, tetrasodium edta, caprylic acid, capric acid, benzyl alcohol, citronellol, hexyl cinnamal, limonene, linalool.</p>

SK		<p>aqua, cocamidopropyl betaine, sodium hydroxypropyl starch phosphate, lauric acid, sodium lauroyl glycinate, sodium lauroyl isethionate, hydrogenated soybean oil, sodium chloride, helianthus annuus seed oil, glycerin, parfum, sodium benzoate, guar hydroxypropyltrimonium chloride, citric acid, sodium hydroxide, stearic acid, undecylenoyl glycine, capryloyl glycine, sodium isethionate, palmitic acid, tetrasodium edta, caprylic acid, capric acid, benzyl alcohol, citronellol, hexyl cinnamal, limonene, linalool.</p>
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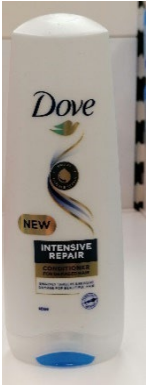
## Dove Intensive Repair conditioner

Country	Photo	Ingredients
BE		<p>aqua, cetearyl alcohol, stearamidopropyl dimethylamine, dimethiconol/silsesquioxane copolymer, behentrimonium chloride, isohexadecane, parfum, lactic acid, dipropylen glycol, 1,2-hexanediol, benzyl alcohol, sodium chloride, disodium edta, glycerin, gluconolactone, trehalose, trideceth-6, cetrimonium chloride, sodium sulfate, alpha-isomethyl ionone, benzyl alcohol, hexyl cinnamal, hydroxycitronellal, linalool.</p>
DE		<p>aqua, cetearyl alcohol, stearamidopropyl dimethylamine, dimethiconol/silsesquioxane copolymer, behentrimonium chloride, isohexadecane, parfum, lactic acid, dipropylene glycol, 1,2-hexanediol, benzyl alcohol, sodium chloride, disodium edta, glycerin, gluconolactone, trehalose, trideceth-6, cetrimonium chloride, sodium sulfate, alpha-isomethyl ionone, benzyl alcohol, hexyl cinnamal, hydroxycitronellal, linalool.</p>
FR		<p>aqua, cetearyl alcohol, stearamidopropyl dimethylamine, dimethiconol/silsesquioxane copolymer, behentrimonium chloride, isohexadecane, parfum, lactic acid, dipropylene glycol, 1,2-hexanediol, benzyl alcohol, sodium chloride, disodium edta, glycerin, gluconolactone, trehalose, trideceth-6, cetrimonium chloride, sodium sulfate, alpha-isomethyl ionone, benzyl alcohol, hexyl cinnamal, hydroxycitronellal, linalool</p>




<p>HU</p>		<p>aqua, cetearyl alcohol, stearamidopropyl dimethylamine, dimethiconol/silesquioxane copolymer, behentrimonium chloride, isohehexadecane, parfum, lactic acid, dipropylene glycol, 1,2-hexanediol, benzyl alcohol, sodium chloride, disodium edta, glycerin, gluconolactone, trehalose, trideceth-6, cetrimonium chloride, sodium sulfate, alpha-isomethyl ionone, benzyl alcohol, hexyl cinnamal, hydroxycitronellal, linalool</p>
<p>IT</p>		<p>aqua, cetearyl alcohol, steraramidopropyl dimethylamine, dimethiconol/silsesquioxane copolymer, behentrimonium chloride, isohehexadecane, parfum, lactic acid, dipropylene glycol, 1,2-hexanediol, benzyl alcohol, sodium chloride, disodium edta, glycerin, gluconolactone, trehalose, trideceth-6, cetrimonium chloride, sodium sulfate, alpha-isomethyl ionone, benzyl alcohol, hexyl cinnamal, hydroxycitronellal, linalool</p>
<p>LT</p>		<p>aqua, cetearyl alcohol, stearamidopropyl dimethylamine, dimethiconol/silsequioxane copolymer, behentrimonium chloride, isohehexadecane, parfum, lactic acid, dipropylene glycol, 1,2-hexanediol, benzyl alcohol, sodium chloride, disodium edta, glycerin, gluconolactone, trehalose, trideceth-6, cetrimonium chloride, sodium sulfate, alpha-isomethyl ionone, benzyl alcohol, hexyl cinnamal, hydroxycitronellal, linalool.</p>




MT		<p>aqua, cetearyl alcohol, stearamidopropyl dimethylamine, dimethiconol/silsesquioxanecopolymer, behentrimonium chloride, isohehexadecane, parfum ,lactic acid, dipropylene glycol, 1,2-hexanediol, benzyl alcohol, sodium chloride, disodium edta, glycerin, gluconolactone, trehalose, trideceth-6, cetrimonium chloride, sodium sulfate, alpha-isomethyl ionone, benzyl alcohol, hexyl cinnamal, hydroxycitronellal, linalool.</p>
PL		<p>aqua, cetearyl alcohol, stearamidopropyl dimethylamine, dimethiconol/silesquioxane copolymer, behentrimonium chloride, isohehexadecane, parfum, lactic acid, dipropylene glycol, 1,2-hexanediol, benzyl alcohol, sodium chloride, disodium edta, glycerin, gluconolactone, trehalose, trideceth-6, cetrimonium chloride, sodium sulfate, alpha-isomethyl ionone, benzyl alcohol, hexyl cinnamal, hydroxycitronellal, linalool.</p>
RO		<p>aqua, cetearyl alcohol, stearamidopropyl dimethylamine, dimethiconol/silsesquioxane copolymer, behentrimonium chloride, isohehexadecane, parfum, lactic acid, dipropylene glycol, 1,2 hexanediol, benzyl alcohol, sodium chloride, disodium edta, glycerin, gluconolactone, trehalose, trideceth-6, cetrimonium chloride, sodium sulfate, alpha-isomethyl ionone, benzyl alcohol, hexyl cinnamal, hydroxycitronellal, linalool.</p>






SK		<p>aqua, cetearyl alcohol, stearamidopropyl dimethylamine, dimethiconol/silsesquioxane copolymer, behentrimonium chloride, isoheaxadecane, parfum, lactic acid, dipropylene glycol, 1,2 hexanediol, benzyl alcohol, sodium chloride, disodium edta, glycerin, gluconolactone, trehalose, trideceth-6, cetrimonium chloride, sodium sulfate, alpha-isomethyl ionone, benzyl alcohol, hexyl cinnamal, hydroxycitronellal, linalool</p>
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## Dove Liquid Soap

Country	Photo	Ingredients
BE		<p>aqua, sodium laureth sulfate, glycerin, cocamidopropyl betaine, sodium chloride, glycol distearate, sodium benzoate, perfume, citric acid, lauric acid, hydrogenated starch hydrolysate, brassica campestris seed oil, helianthus annuus seed oil, glycol stearate, ppg-6, cellulose, cellulose gum, tetrasodium edta, hexyl cinnamal, limonene, linalool.</p>
DE		<p>aqua, sodium laureth sulfate, glycerin, cocamidopropyl betaine, sodium chloride, sodium benzoate, parfum, glycol distearate, citric acid, laureth-4, ppg-6, lactic acid, tetrasodium edta, hexyl cinnamal, limonene, linalool.</p>
FR		<p>aqua, sodium laureth sulfate, glycerin, cocamidopropyl betaine, sodium chloride, sodium benzoate, parfum, glycol distearate, citric acid, laureth-4, ppg-6, lactic acid, tetrasodium edta, hexyl cinnamal, limonene, linalool.</p>

GR		<p>aqua, sodium laureth sulfate, glycerin, cocamidopropyl betaine, sodium chloride, glycol distearate, sodium benzoate, parfum, citric acid, lauric acid, hydrogenated starch hydrolysate, brassica campestris seed oil, helianthus annuus seed oil, glycol stearate, ppg-6, cellulose, cellulose gum, tetrasodium edta, hexyl cinnamal, limonene, linalool.</p>
HR		<p>aqua, sodium laureth sulfate, glycerin, cocamidopropyl betaine, sodium chloride, glycol distearate, sodium benzoate, parfum, citric acid, lauric acid, hydrogenated starch hydrolysate, brassica campestris seed oil, helianthus annuus seed oil, glycol stearate, ppg-6, cellulose, cellulose gum, tetrasodium edta, hexyl cinnamal, limonene, linalool</p>
HU		<p>aqua, sodium laureth sulfate, glycerin, cocamidopropyl betaine, sodium chloride, sodium benzoate, parfum, glycol distearate, citric acid, laureth-4, ppg-6, lactic acid, tetrasodium edta, hexyl cinnamal, limonene, linalool</p>

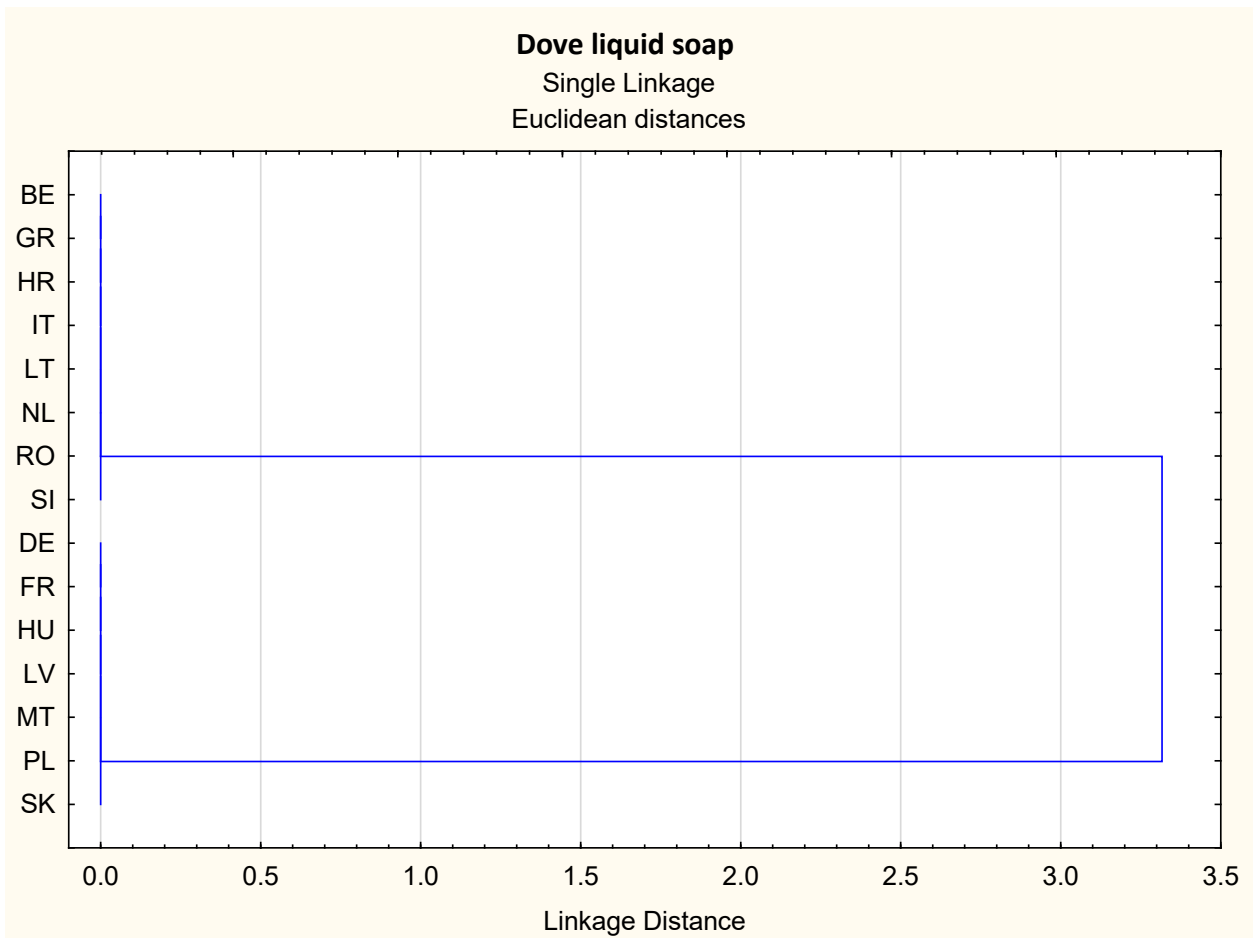
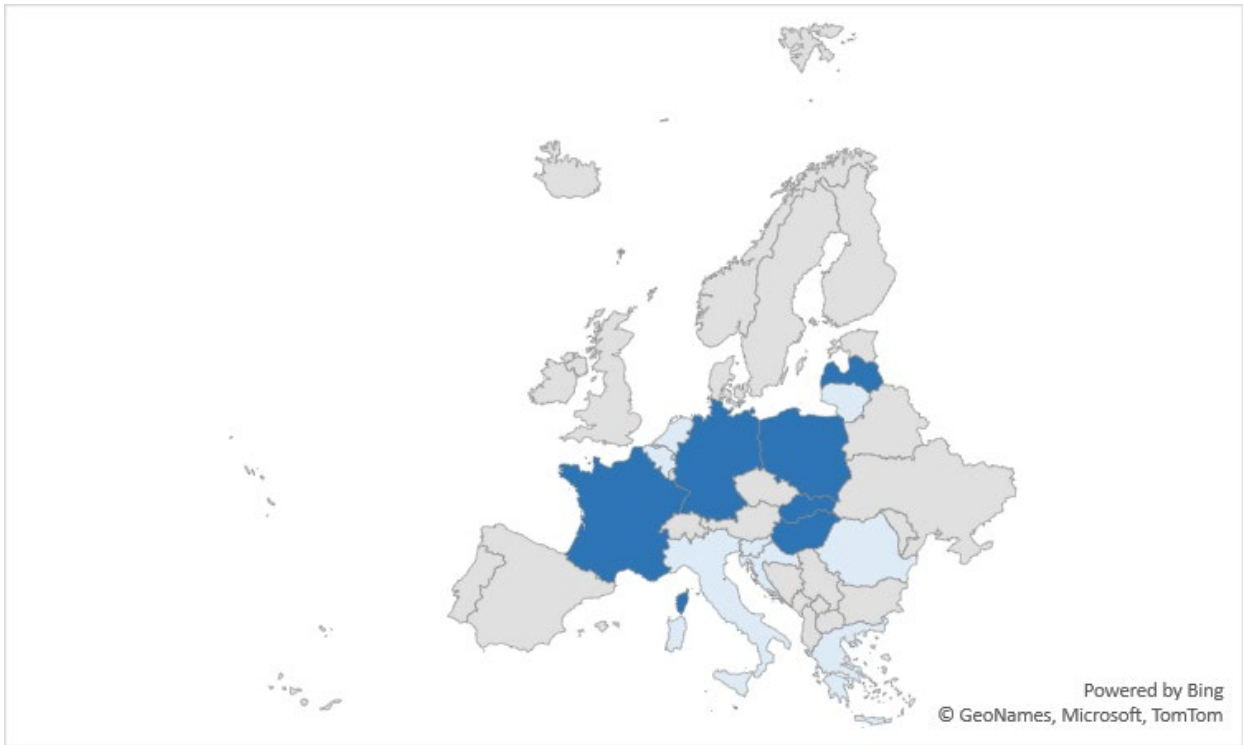
IT		<p>aqua, sodium laureth sulfate, glycerin, cocamidopropyl betaine, sodium chloride, glycol distearate, sodium benzoate, parfum, citric acid, lauric acid, hydrogenated starch hydrolysate, brassica capestris seed oil, helianthus annuus seed oil, glycol stearate, ppg-6, cellulose, cellulose gum, tetrasodium edta, hexyl cinnamal, limonene, linalool.</p>
LT		<p>aqua, sodium laureth sulfate, glycerin, cocamidopropyl betaine, sodium chloride, glycol distearate, sodium benzoate, parfum, citric acid, lauric acid, hydrogenated starch hydrolysate, brassica capestris seed oil, helianthus annuus seed oil, glycol stearate, ppg-6, cellulose, cellulose gum, tetrasodium edta, hexyl cinnamal, limonene, linalool.</p>
LV		<p>aqua, sodium laureth sulfate, glycerin, cocamidopropyl betaine, sodium chloride, sodium benzonate, parfum, glycol distearate, citric acid, laureth-4, ppg-6, lactic acid, tetrasodium edta, hexyl cinnamal, limonene, linalool.</p>

<p>MT</p>		<p>water, sodium laureth sulfate, glycerin, cocamidopropyl betaine, sodium chloride, sodium benzoate, perfume, glycol distearate, citric acid, laureth-4, ppg-6, lactic acid, tetrasodium edta, hexylcinnamal, limonene, linalool.</p>
<p>NL</p>		<p>aqua, sodium laureth sulfate, glycerin, cocamidopropyl betaine, sodium chloride, glycol distearate, sodium benzoate, parfum, citric acid, lauric acid, hydrogenated starch hydrolysate, brassica capestris seed oil, helianthus annuus seed oil, glycol stearate, ppg-6, cellulose, cellulose gum, tetrasodium edta, hexyl cinnamal, limonene, linalool.</p>
<p>PL</p>		<p>aqua, sodium laureth sulfate, glycerin, cocamidopropyl betaine, sodium chloride, sodium benzoate, parfum, glycol distearate, citric acid, laureth-4, ppg-6, lactic acid, tetrasodium edta, hexyl cinnamal, limonene, linalool</p>

RO		<p>aqua, sodium laureth sulfate, glycerin, cocamidopropyl betaine, sodium chloride, glycol distearate, sodium benzoate, parfum, citric acid, lauric acid, hydrogenated starch hydrolysate, brassica campestris seed oil, helianthus annuus seed oil, glycol stearate, ppg-6, cellulose, cellulose gum, tetrasodium edta, hexyl cinnamal, limonene, linalool.</p>
SI		<p>aqua, sodium laureth sulfate, glycerin, cocamidopropyl betaine, sodium chloride, glycol distearate, sodium benzoate, parfum, citric acid, lauric acid, hydrogenated starch hydrolysate, brassica campestris seed oil, helianthus annuus seed oil, glycol stearate, ppg-6, cellulose, cellulose gum, tetrasodium edta, hexyl cinnamal, limonene, linalool.</p>
SK		<p>aqua, sodium laureth sulfate, glycerin, cocamidopropyl betaine, sodium chloride, sodium benzoate, parfum, glycol distearate, citric acid, laureth-4, ppg-6, lactic acid, tetrasodium edta, hexyl cinnamal, limonene, linalool.</p>

Comment from the brand owner:

Dove Liquid Hand Wash has the same formula across EU countries. Some of the products that were picked up in this document were from our previous launch, the last production of which was Nov 2021. DE, FR, HU, LV, MT, PL and SK products incorporate the older formulation of the product (last production November 2021) and BE, GR, HR, IT, LT, NL, RO and SI have the latest one. Matter of time until all Europe has the same formulation. Again, a function of each country's stock cover, fast-moving or not and existing stock on the shelves. Unilever does not have control on retails stock; some retailers might still have previous products on shelves at the same time as the latest launch.



## Dove Men + Care Clean Comfort Shower Gel

Country	Photo	Ingredients
AT		<p>aqua, glycerin, sodium laureth sulfate, cocoamidopropyl betaine, acrylates copolymer, sodium lauroyl isethionate, sodium chloride, parfum, sodium benzoate, lauric acid, stearic acid, sodium hydroxide, tetrasodium edta, palmitic acid, citric acid, sodium isethionate, ppg-6, alpha-isomethyl ionone, benzyl salicylate, limonene, linalool, ci 19140, ci 17200, ci 42090</p>
BE		<p>aqua, glycerin, sodium laureth sulfate, cocamidopropyl betaine, acrylates copolymer, sodium lauroyl isethionate, sodium chloride, parfum, sodium benzoate, lauric acid, stearic acid, sodium hydroxide, tetrasodium edta, palmitic acid, citric acid, sodium isethionate, ppg-6, alpha-isomethyl ionone, benzyl salicylate, limonene, linalool, ci 19140, ci 17200, ci 42090</p>
DE		<p>aqua, glycerine, sodium laureth sulfate, cocamidopropyl betaine, acrylates copolymer, sodium lauroyl isethionate, sodium chloride, parfum, sodium benzoate, lauric acid, stearic acid, sodium hydroxide, tetrasodium edta, palmitic acid, citric acid, sodium isethionate, ppg-6, alpha-isomethyl ionone, benzyl salicylate, limonene, linalool ci 19740, ci 17200, ci 42090.</p>



GR		<p>aqua, glycerin, sodium laureth sulfate, cocamidopropyl betaine, acrylates copolymer, sodium lauroyl isethionate, sodium chloride, parfum, sodium benzoate, lauric acid, stearic acid, sodium hydroxide, tetrasodium edta, palmitic acid, citric acid, sodium isethionate, ppg-6, alpha-isomethyl ionone, benzyl salicylate, limonene, linalool, ci 19140, ci 17200, ci 42090</p>
HR		<p>aqua, glycerin, sodium laureth sulfate, cocamidopropyl betaine, acrylates copolymer, sodium lauroyl isethionate, sodium chloride, parfum, sodium benzoate, lauric acid, stearic acid, sodium hydroxide, tetrasodium edta, palmitic acid, citric acid, sodium isethionate, ppg-6, alpha-isomethyl ionone, benzyl salicylate, limonene, linalool, ci 19140, ci 17200, ci 42090</p>
HU		<p>aqua, glycerin, sodium laureth sulfate, cocamidopropyl betaine, acrylates copolymer, sodium lauroyl isethionate, sodium chloride, parfum, sodium benzoate, lauric acid, stearic acid, sodium hydroxide, tetrasodium edta, palmitic acid, citric acid, sodium isethionate, ppg-6, alpha-isomethyl ionone, benzyl salicylate, limonene, linalool, ci 19140, ci 17200, ci 42090.</p>

IT		<p>aqua, glycerin, sodium laureth sulfate, cocamidopropyl betaine, acrylates copolymer, sodium lauroyl isethionate, sodium chloride, parfum, sodium benzoate, lauric acid, stearic acid, sodium hydroxide, tetrasodium edta, palmitic acid, citric acid, sodium isethionate, ppg-6, alpha-isomethyl ionone, benzyl salicylate, limonene, linalool, ci 19140, ci 17200, ci 42090</p>
LV		<p>aqua, glycerin, sodium laureth sulfate, cocamidopropyl betaine, acrylates copolymer, sodium lauroyl isethionate, sodium chloride, parfum, sodium benzoate, lauric acid, stearic acid, sodium hydroxide, tetrasodium edta, palmtic acid, citric acid, sodium isethionate, ppg-6, alpha-isomethyl ionone, benzyl salicylate, limonene, linalool, ci 19140, ci 17200, ci 42090.</p>
MT		<p>aqua, glycerin, sodium laureth sulfate, cocoamidopropyl betaine, acrylates copolymer, sodium lauroyl isethionate, sodium chloride, perfume, sodium benzoate, lauric acid, stearic acid, sodium hydroxide, tetrasodium edta, palmitic acid, citric acid, sodium isethionate, ppg-6, alpha-isomethyl ionone, benzyl salicylate, limonene, linalool, ci 19140, ci17200, ci 42090.</p>

NL		<p>aqua, glycerin, sodium laureth sulfate, cocamidopropyl betaine,acrylates copolymer, sodium lauroyl isethionate, sodium chloride, parfum, sodium benzoate, lauric acid, stearic acid, sodium hydroxide, tetrasodium edta, palmitic acid, citric acid, sodium isethionate,ppg- 6, alpha-isomethyl ionone, benzyl salicylate, limonene, linalool, ci 19140, ci 17200, cl 42090.</p>
PL		<p>aqua, glycerin, sodium laureth sulfate, cocamidopropyl betaine, acrylates copolymer, sodium lauroyl isethionate, sodium chloride, parfum, sodium benzoate, lauric acid, stearic acid, sodium hydroxide, tetrasodium edta, palmitic acid, citric acid, sodium isethionate, ppg-6, alpha-isomethyl ionone, benzyl salicylate, limonene, linalool, ci 19140, ci 17200, ci 42090</p>
RO		<p>aqua, glycerin, sodium laureth sulfate, cocamidopropyl betaine, acrylates copolymer, sodium lauroyl isethionate, sodium chloride, parfum, sodium benzoate, lauric acid, stearic acid, sodium hydroxide, tetrasodium edta, palmitic acid, citric acid, sodium isethionate, ppg-6, alpha-isomethyl ionone, benzyl salicylate, limonene, linalool, ci 19140, ci 17200, ci 42090.</p>




<p>SI</p>		<p>aqua, glycerin, sodium laureth sulfate, cocamidopropyl betaine, acrylates copolymer, sodium lauroyl isethionate, sodium chloride, parfum, sodium benzoate, lauric acid, stearic acid, sodium hydroxide, tetrasodium edta, palmitic acid, citric acid, sodium isethionate, ppg-6, alpha-isomethyl ionone, benzyl salicylate, limonene, linalool, ci 19140, ci 17200, ci 42090</p>
<p>SK</p>		<p>aqua, glycerin, sodium laureth sulfate, cocamidopropyl betaine, acrylates copolymer, sodium lauroyl isethionate, sodium chloride, parfum, sodium benzoate, lauric acid, stearic acid, sodium hydroxide, tetrasodium edta, palmitic acid, citric acid, sodium isethionate, ppg-6, alpha-isomethyl ionone, benzyl salicylate, limonene, linalool, ci 19140, ci 17200, ci42090</p>

## Dove Men + Care Cool Fresh Shower Gel

Country	Photo	Ingredients
AT		<p>aqua, sodium laureth sulfate, cocoamidopropyl betaine, glycerin, sodium chloride, sodium lauroyl isethionate, acrylates copolymer, parfum, sodium benzoate, lauric acid, stearic acid, sodium hydroxide, tetrasodium edta, palmitic acid, citric acid, sodium isethionate, ppg-6, benzyl salicylate, limonene, linalool</p>
BE*)		<p><i>aqua, sodium laureth sulfate, cocamidopropyl betaine, glycerin, sodium chloride, perfume, sodium lauroyl isethionate, acrylates copolymer, sodium benzoate, lauric acid, stearic acid, sodium hydroxide, menthol, tetrasodium edta, palmitic acid, citric acid, sodium isethionate, ppg-6, hexyl cinnamal, limonene, linalool, ci 17200, ci 19140, ci42090.</i></p>
DE		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, glycerin, sodium chloride, sodium lauroyl isethionate, acrylates copolymer, parfum, sodium benzoate, lauric acid, stearic acid, sodium hydroxide, tetrasodium edta, palmitic acid, citric acid, sodium isethionate, ppg-6, benzyl salicylate, limonene, linalool</p>

<p>GR</p>		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, glycerin, sodium chloride, sodium lauroyl isethionate, acrylates copolymer, parfum, sodium benzoate, lauric acid, stearic acid, sodium hydroxide, tetrasodium edta, palmitic acid, citric acid, sodium isethionate, ppg-6, benzyl salicylate, limonene, linalool</p>
<p>HR</p>		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, glycerin, sodium chloride, sodium lauroyl isethionate, acrylates copolymer, parfum, sodium benzoate, lauric acid, stearic acid, sodium hydroxide, tetrasodium edta, palmitic acid, citric acid, sodium isethionate, ppg-6, benzyl salicylate, limonene, linalool</p>
<p>HU</p>		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, glycerin, sodium chloride, sodium lauroyl isethionate, acrylates copolymer, parfum, sodium benzoate, lauric acid, stearic acid, sodium hydroxide, tetrasodium edta, palmitic acid, citric acid, sodium isethionate, ppg-6, benzyl salicylate, limonene, linalool</p>

<p>LT</p>		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, glycerin, sodium chloride, sodium lauroyl isethionate, acrylates copolymer, parfum, sodium benzoate, lauric acid, stearic acid, sodium hydroxide, tetrasodium edta, palmitic acid, citric acid, sodium isethionate, ppg-6, benzyl salicylate, limonene, linalool.</p>
<p>LV</p>		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, glycerin, sodium chloride, sodium lauroyl isethionate, acrylates copolymer, parfum, sodium benzoate, lauric acid, stearic acid, sodium hydroxide, tetrasodium edta, palmitic acid, citric acid, sodium isethionate, ppg-6, benzyl salicylate, limonene, linalool.</p>
<p>MT</p>		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, glycerin, sodium chloride, sodium lauroyl isethionate, acrylates copolymer, perfume, sodium benzoate, lauric acid, stearic acid, sodium hydroxide, tetrasodium edta, palmitic acid, citric acid, sodium isethionate, ppg-6, benzyl salicylate, limonene, linalool.</p>

NL		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, glycerin, sodium chloride sodium lauroyl isethionate, acrylates copolymer, parfum, sodium benzoate, lauric acid, stearic acid, sodium hydroxide, tetrasodium edta, palmitic acid, citric acid, sodium isethionate, ppg-6, benzyl salicylate, limonene, linalool</p>
PL		<p>aqua, sodium laureth sulfate, cocamidopropyl beatine, glycerin, sodium chloride, sodium lauroyl isethionate, acrylates copolymer, parfum, sodium benzoate, lauric acid, stearic acid, sodium hydroxide, tetrasodium edta, palmitic acid, citric acid, sodium isethionate, ppg-6, benzyl salicylate, limonene, linalool</p>
RO		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, glycerin, sodium chloride, sodium lauroyl isethionate, acrylates copolymer, parfum, sodium benzoate, lauric acid, stearic acid, sodium hydroxide, tetrasodium edta, palmitic acid, citric acid, sodium isethionate, ppg-6, benzyl salicylate, limonene, linalool.</p>

\*) different product variant according to the brand owner (excluded from the comparative assessment)

Comment by the brand owner:

All Cool Fresh products have the same formulation. The BE product is the Extra Fresh variant and its formulation is slightly differentiated from the Cool Fresh variant, as it can be seen by its respective ingredient list and different label-colour (easily recognizable by consumers).



## Dove Soft

Country	Photo	Ingredients
BE		<p>butane, isobutane, propane, aluminum chlorohydrate, cyclopentasiloxane, ppg-14 butyl ether, perfume, helianthus annuus seed oil, c12-15 alkyl benzoate, disteardimonium hectorite, octyldodecanol, bht, propylene carbonate, dimethiconol, tocopheryl acetate, alpha-Isomethyl ionone, benzyl alcohol, benzyl salicylate, citronellol, coumarin, geraniol, limonene, linalool.</p>
GR		<p>butane, isobutane, propane, aluminium chlorohydrate, ppg-14 butyl ether, cyclopentasiloxane, parfum, disteardimonium hectorite, helianthus annuus seed oil, c12-15 alkyl benzoate, bht, octyldodecanol, dimethiconol, propylene carbonate, alpha-isomethyl ionone, benzyl alcohol, benzyl salicylate, citronellol, coumarin, geraniol, limonene, linalool</p>
HR		<p>butane, isobutane, propane, aluminum chlorohydrate, cyclopentasiloxane, ppg-14 butyl ether, parfum, helianthus annuus seed oil, c12-15 alkyl benzoate, disteardimonium hectorite, octyldodecanol, bht, propylene carbonate, dimethiconol, tocopheryl acetate, alpha-isomethyl ionone, benzyl alcohol, benzyl salicylate, citronellol, coumarin, geraniol, limonene, linalool</p>

<p>HU</p>		<p>butane, isobutane, propane, aluminium chlorohydrate, cyclopentasiloxane, ppg-14 butyl ether, parfum, helianthus annuus seed oil, c12-15 alkyl benzoate, disteardimonium hectorite, octyldodecanol, bht, propylene carbonate, dimethiconol, tocopheryl acetate, alpha-isomethyl ionone, benzyl alcohol, benzyl salicylate, citronellol, coumarin, geraniol, limonene, linalool</p>
<p>LT</p>		<p>butane, isobutane, propane, aluminum chlorohydrate, cyclopentasiloxane, ppg-14 butyl ether, parfum, helianthus annuus seed oil, c12-15 alkyl benzoate, disteardimonium hectorite, octyldodecanol, bht, dimethiconol, propylene carbonate, tocopheryl acetate, alpha-isomethyl ionone, benzyl alcohol, benzyl salicylate, citronellol, coumarin, geraniol, limonene, linalool.</p>
<p>MT</p>		<p>butane, isobutane, propane, aluminium chlorohydrate, cyclopentasiloxane, ppg-14 butyl ether, parfum, helianthus annuus seed oil, c12-15 alkyl benzoate, disteardimonium hectorite, octyldodecanol, bht, dimethiconol, propylene carbonate, peg-4, alpha-isomethyl ionone, benzyl alcohol, benzyl salicylate, citronellol, coumarin, geraniol, limonene, linalool.</p>

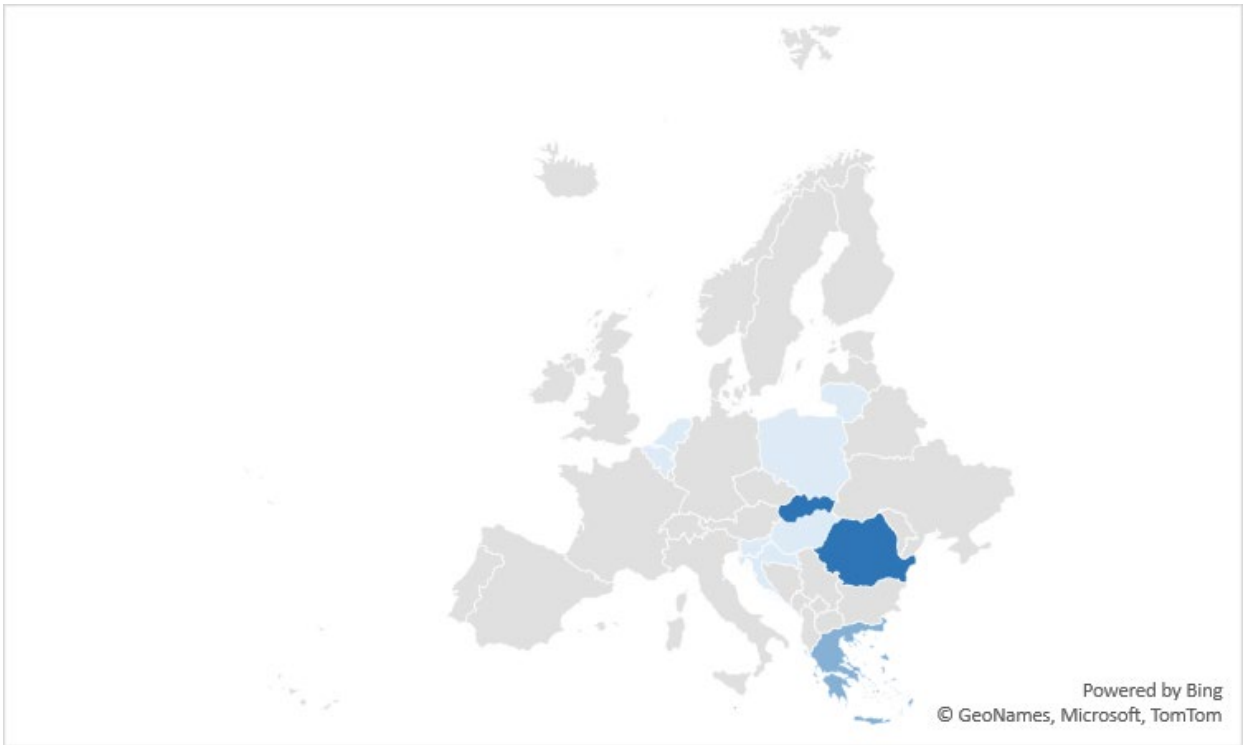
NL		<p>butane, isobutane, propane, aluminium chlorohydrate, cyclopentasiloxane, ppg-14 butyl ether, parfum, helianthus annuus seed oil, c12-15 alkyl benzoate, disteardimonium hectorite, octyldodecanol, bht, propylene carbonate, dimethiconol, tocopheryl acetate, alpha-isomethyl ionone, benzyl alcohol, benzyl salicylate, citronellol, coumarin, geraniol, limonene, linalool</p>
PL		<p>butane, isobutane, propane, aluminum chlorohydrate, cyclopentasiloxane, ppg-14 butyl ether, parfum, helianthus annuus seed oil, c12-15 alkyl benzoate, disteardimonium hectorite, octyldodecanol, bht, propylene carbonate, dimethiconol, tocopheryl acetate, alpha-isomethyl ionone, benzyl alcohol, benzyl salicylate, citronellol, coumarin, geraniol, limonene, linalool</p>
RO		<p>butane, isobutane, propane, aluminum chlorohydrate, cyclopentasiloxane, ppg-14 butyl ether, parfum, helianthus annuus seed oil, c12-15 alkyl benzoate, disteardimonium hectorite, octyldodecanol, bht, dimethiconol, propylene carbonate, peg-4, alpha-isomethyl ionone, benzyl alcohol, benzyl salicylate, citronellol, coumarin, geraniol, limonene, linalool.</p>

SI		<p>butane, isobutane, propane, aluminum chlorohydrate, cyclopentasiloxane, ppg-14 butyl ether, parfum, helianthus annuus seed oil, c12-15 alkyl benzoate, disteardimonium hectorite, octyldodecanol, bht, propylene carbonate, dimethiconol, tocopheryl acetate, alpha-isomethyl ionone, benzyl alcohol, benzyl salicylate, citronellol, coumarin, geraniol, limonene, linalool</p>
SK		<p>butane, isobutane, propane, aluminum chlorohydrate, cyclopentasiloxane, ppg-14 butyl ether, parfum, helianthus annuus seed oil, c12-15 alkyl benzoate, disteardimonium hectorite, octyldodecanol, bht, propylene carbonate, dimethiconol, peg-4, alpha-isomethyl ionone, benzyl alcohol, benzyl salicylate, citronellol, coumarin, geraniol, limonene, linalool</p>

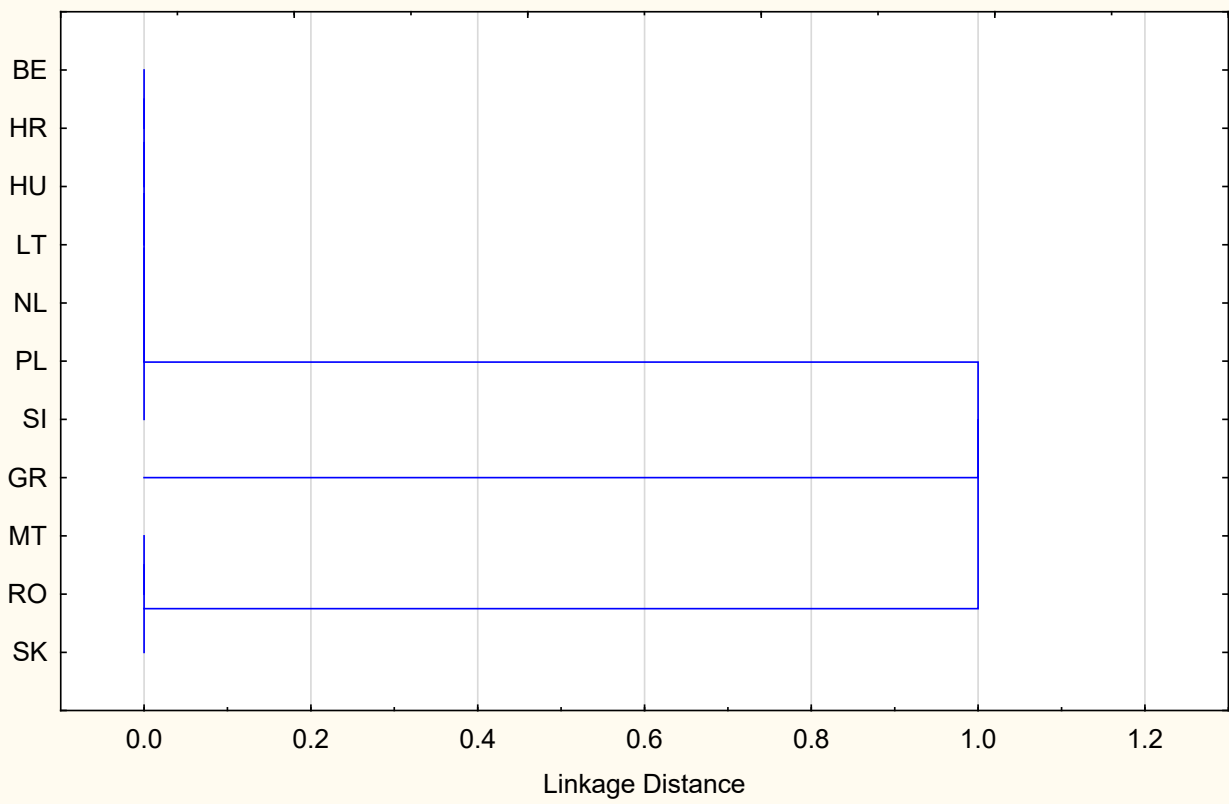
Comment by the brand owner:

MT, RO, SK products bear the oldest formulation for the product (contains peg-4). BE, HR, HU, LT, NL, PL, SI incorporate the next-stage formulation (tocopheryl acetate in the place of peg-4) and GR incorporates the most recent iteration which does not include peg-4 or tocopheryl acetate.



The differentiation between the countries (delay in placing in their market the latest formulation) clearly relates to stock cover in a country, whether the product is fast-moving or not and existing stock on the shelf. Roll-out of innovations across EU is also linked to retailer-led launch window timings in each market.



**Dove Soft**  
Single Linkage  
Euclidean distances






## Elseve/Elvive Total Repair Conditioner

Country	Photo	Ingredients
BE		<p>aqua/water, cetearyl alcohol, behentrimonium chloride, cetyl esters, lactic acid, phenoxyethanol, arginine, trideceth-6, chlorhexidine digluconate, limonene, linalool, benzyl alcohol, amodimethicone, isopropyl alcohol, 2-oleamido-1,3-octadecanediol, serine, potassium hydroxide, cetrimonium chloride, citronellol, hexyl cinnamal, parfum/fragrance</p>
IT		<p>aqua/water, cetearyl alcohol, behentrimonium chloride, cetyl esters, lactic acid, phenoxyethanol, trideceth-6, chlorhexidine dicogluconate, limonene, linalool, benzyl alcohol, amodimethicone, isopropyl alcohol, 2-oleamido-1,3-octadecanediol, potassium hydroxide, cetrimonium chloride, citronellol, hexyl cinnamal, parfum/fragrance.</p>


Not enough data for comparative assessment

## Estée Lauder Sumptuous Extreme




Country	Photo	Ingredients
BE		<p>water\aquaeau, stearic acid, myrica cerifera (bayberry) fruit wax, sucrose polybehenate, polyvinyl acetate, polyisobutene, paraffin, aminomethyl propanediol, isostearic acid, kaolin, panthenol, panthetine, copernicia cerifera (carnauba) wax\coprenicia cerifera cera\cire de carnauba, hydroxyethylcellulose, cholesterol, hydrogenated olive oil, vp/eicosene copolymer, olea europaea (olive) fruit oil, olea europaea (olive) oil unsaponifiables, sodium levulinate, sodium polyacrylate, rosmarinus officinalis (rosemary) extract, simethicone, polyester-5, pvp, silica, caprylyl glycol, hexylene glycol, nylon-6, laureth-4, nylon-66, synthetic fluorophlogopite, potassium sorbate, phenoxyethanol, (+/- mica, titanium dioxide (ci 77891), iron oxides (ci 77499), black 2 (ci 77266 nano), ferric ferrocyanide (ci 77510), iron oxides (ci 77491), iron oxides (ci 77492), yellow 5 lake (ci 19140), chromium oxide greens (ci 77288), chromium hydroxide green (ci 77289), bismuth oxychloride (ci 77163), ultramarines (ci 77007), yellow 5 (ci 19140), blue 1 lake (ci 42090), blue 1 (ci42090))</p>
GR		<p>water\aquaeau, stearic acid, myrica cerifera (bayberry) fruit wax, sucrose polybehenate, polyvinyl acetate, polyisobutene, paraffin, aminomethyl propanediol, isostearic acid, kaolin, panthenol, panthetine, copernicia cerifera (carnauba) wax\coprenicia cerifera cera\cire de carnauba, hydroxyethylcellulose, cholesterol, hydrogenated olive oil, vp/eicosene copolymer, olea europaea (olive) fruit oil, olea europaea (olive) oil unsaponifiables, sodium levulinate, sodium polyacrylate, rosmarinus officinalis (rosemary) extract, simethicone, polyester-5, pvp, silica, caprylyl glycol, hexylene glycol, nylon-6, laureth-4, nylon-66, synthetic fluorophlogopite, potassium sorbate, phenoxyethanol, (+/- mica, titanium dioxide (ci 77891), iron oxides (ci 77499), black 2 (ci 77266 nano), ferric ferrocyanide (ci 77510), iron oxides (ci 774912), iron oxides (ci 77492), yellow 5 lake (ci 19140), chromium oxide greens (ci 77288), chromium hydroxide green (ci 77289), bismuth oxychloride (ci 77163), ultramarines (ci 77007), yellow 5 (ci 19140), blue 1 lake (ci 42090), blue 1 (ci42090))</p>
HU		<p>water\aquaeau, stearic acid, myrica cerifera (bayberry) fruit wax, sucrose polybehenate, polyvinyl acetate, polyisobutene, paraffin, aminomethyl propanediol, isostearic acid, kaolin, panthenol, pantethine, copernicia cerifera (carnauba) wax\coprenicia cerifera cera\cire de carnauba, hydroxyethylcellulose, cholesterol, hydrogenated olive oil, vp/eicosene copolymer, olea europaea (olive) fruit oil, olea europaea (olive) oil unsaponifiables, sodium levulinate, sodium polyacrylate, rosmarinus officinalis (rosemary) extract, simethicone, polyester-5, pvp, silica, caprylyl glycol, hexylene glycol, nylon-6, laureth-4, nylon-66, synthetic fluorophlogopite, potassium sorbate, phenoxyethanol [+/- mica, titanium dioxide (ci 77891), iron oxides (ci 77499), black 2 (ci 77266 nano), ferric ferrocyanide (ci 77510), iron oxides (ci 77491), iron oxides (ci 77492), yellow 5 lake (ci 19140), chromium oxide greens (ci 77288), chromium hydroxide green (ci 77289), bismuth oxychloride (ci 77163), ultramarines (ci 77007), yellow 5 (ci 19140), blue 1 lake (ci 42090), blue 1 (ci42090)]</p>




IT		<p>water\aquaeau, stearic acid, myrica cerifera (bayberry) fruit wax, sucrose polybehenate, polyvinyl acetate, polyisobutene, paraffin, aminomethyl propanediol, isostearic acid, kaolin, panthenol, pantethine, copernicia cerifera (carnauba) wax, hydroxyethylcellulose, cholesterol, hydrogenated olive oil, vp/eicosene copolymer, olea europaea (olive) fruit oil, olea europaea (olive) oil unsaponifiables, sodium levulinate, sodium polyacrylate, rosmarinus officinalis (rosemary) extract, simethicone, polyester-5, pvp, silica, caprylyl glycol, hexylene glycol, nylon-6, laureth-4, nylon-66, synthetic fluorphlogopite, potassium sorbate, phenoxyethanol, [+/- mica, titanium dioxide (ci 77891), iron oxides (ci 77499), black 2 (ci 77266 nano), ferric ferrocyanide (ci 77510), iron oxides (ci 77491), iron oxides (ci 77492), yellow 5 lake (ci 19140), chromium oxide greens (ci 77288), chromium hydroxide green (ci 77289), bismuth oxychloride (ci 77163), ultramarines (ci 77007), yellow 5 (ci 19140), blue 1 lake (ci 42090), blue 1 (ci 42090)]</p>
PL		<p>water\aquaeau, stearic acid, myrica cerifera (bayberry) fruit wax, sucrose polybehenate, polyvinyl acetate, polyisobutene, paraffin, aminomethyl propanediol, isostearic acid, kaolin, panthenol, pantethine, copernicia cerifera (carnauba) wax/copernicia cerifera cera/cire de carnauba, hydroxyethylcellulose, cholesterol, hydrogenated olive oil, vp/eicosene copolymer, olea europaea (olive) fruit oil, olea europea (olive) oil unsaponifiables, sodium levulinate, sodium polyacrylate, rosmarinus officinalis (rosemary) extract, simethicone, polyester-5, pvp, silica, caprylyl glycol, hexylene glycol, nylon-6, laureth-4, nylon-66, synthetic fluorphlogopite, potassium sorbate, phenoxyethanol, [+/- mica, titanium dioxide (ci 77891), iron oxides (ci 77499), black 2 (ci 77266 nano), ferric ferrocyanide (ci 77510), iron oxides (ci 77491), iron oxides (ci 77492), yellow 5 lake (ci 19140), chromium oxide greens (ci 77288), chromium hydroxide green (ci 77289), bismuth oxychloride (ci 77163), ultramarines (ci 77007), yellow 5 (ci 19140), blue 1 lake (ci 42090), blue 1 (ci 42090)</p>
RO		<p>water\aquaeau, stearic acid, myrica cerifera (bayberry) fruit wax, sucrose polybehenate, polyvinyl acetate, polyisobutene, paraffin, aminomethyl propanediol, isostearic acid, kaolin, panthenol, pantethine, copernicia cerifera (carnauba) wax / copernicia cerifera cera/cire de carnauba, hydroxyethylcellulose, cholesterol, hydrogenated olive oil, vp/eicosene copolymer, olea europaea (olive) fruit oil, olea europaea (oilve) oil unsaponifiables, sodium levulinate, sodium polyacrylate, rosmarinus officinalis (rosemary) extract, simethicone, polyester-5, pvp, silica, caprylyl glycol, hexylene glycol, nylon-6, laureth-4, nylon-66, syntetic fluorphlogopite, potassium sorbate, phenoxyethanol, [+/- mica, titanium dioxide (ci 77891), iron oxides (ci 77499), black 2 (ci 77266), ferric ferrocyanide (ci 77510), iron oxides (ci 77491), iron oxides (ci 77492), yellow 5 lake (ci 19140), chromium oxide greens (ci 77288), chromium hydroxide green (ci 77289), bismuth oxychloride (ci 77163), ultramarines (ci 77007), yellow 5 (ci 19140), blue 1 lake (ci 42090), blue 1 (ci 42090).</p>






SK		<p>water\ aqua\ eau, stearic acid, myrica cerifera (bayberry) fruit wax, sucrose polybehenate, polyvinyl acetate, polyisobutene, paraffin, aminomethyl propanediol, isostearic acid, kaolin, panthenol, pantethine, copernicia cerifera (carnauba) wax/copernicia cerifera cera/cire de carnauba, hydroxyethylcellulose, cholesterol, hydrogenated olive oil, vp/eicosene copolymer, olea europaea (olive) fruit oil, olea europea (olive) oil unsaponifiables, sodium levulinate, sodium polyacrylate, rosmarinus officinalis (rosemary) extract, simethicone, polyester-5, pvp, silica, caprylyl glycol, hexylene glycol, nylon-6, laureth-4, nylon-66, synthetic fluorphlogopite, potassium sorbate, phenoxyethanol, [+/- mica, titanium dioxide (ci 77891), iron oxides (ci 77499), black 2 (ci 77266 nano), ferric ferrocyanide (ci 77510), iron oxides (ci 77491), iron oxides (ci 77492), yellow 5 lake (ci 19140), chromium oxide greens (ci 77288), chromium hydroxide green (ci 77289), bismuth oxychloride (ci 77163), ultramarines (ci 77007), yellow 5 (ci 19140), blue 1 lake (ci 42090), blue 1 (ci 42090)</p>
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## Fa Cream & Oil Shower Cream

Country	Photo	Ingredients
DE		<p>aqua (water, eau), sodium laureth sulfate, cocamidopropyl betaine, macadamia ternifolia seed oil, glyceryl laurate, parfum (fragrance), sodium chloride, glycol distearate, disodium laureth sulfosuccinate, laureth-2, laureth-4, propylene glycol, hydrogenated castor oil, peg-7 glyceryl cocoate, peg-55 propylene glycol oleate, peg-60 hydrogenated castor oil, sodium hydroxide, citric acid, hexyl cinnamal, citronellol, linalool, benzyl salicylate, limonene, sodium benzoate, sodium salicylate, benzyl alcohol, ci 19140 (yellow 5), ci 14700 (red 4)</p>
GR*)		<p><i>aqua (water, eau), sodium laureth sulfate, cocamidopropyl betaine, sodium chloride, macadamia ternifolia seed oil, guar hydroxypropyltrimonium chloride, parfum (fragrance), glycol distearate, disodium laureth sulfosuccinate, laureth-2, laureth-4, propylene glycol, hydrogenated castor oil, peg-7 glyceryl cocoate, peg-40 hydrogenated castor oil, peg-55 propylene glycol oleate, sodium hydroxide, citric acid, hexyl cinnamal, citronellol, benzyl salicylate, linalool, limonene, sodium benzoate, sodium salicylate, benzyl alcohol, ci 19140 (yellow 5), ci 14700 (red 4)</i></p>
HR		<p>aqua (water, eau), sodium laureth sulfate, cocamidopropyl betaine, macadamia ternifolia seed oil, glyceryl laurate, parfum (fragrance), sodium chloride, glycol distearate, disodium laureth sulfosuccinate, laureth-2, laureth-4, propylene glycol, hydrogenated castor oil, peg-7 glyceryl cocoate, peg-55 propylene glycol oleate, peg-60 hydrogenated castor oil, sodium hydroxide, citric acid, hexyl cinnamal, citronellol, linalool, benzyl salicylate, limonene, sodium benzoate, sodium salicylate, benzyl alcohol, ci 19140 (yellow 5), ci 14700 (red 4)</p>

HU		<p>aqua (water,eau), sodium laureth sulfate, cocamidopropyl betaine, macadamia ternifolia seed oil, glyceryl laurate, parfum (fragrance), sodium chloride, glycol distearate, disodium laureth sulfosuccinate, laureth-2, laureth-4, propylene glycol, hydrogenated castor oil, peg-7 glyceryl cocoate, peg-55 propylene glycol oleate, peg-60 hydrogenated castor oil, sodium hydroxide, citric acid, hexyl cinnamal, citronellol, linalool, benzyl salicylate, limonene, sodium benzoate, sodium salicylate, benzyl alcohol, ci 19140 (yellow 5), ci 14700 (red 4)</p>
LT		<p>aqua (water, eau), sodium laureth sulfate, cocamidopropyl betaine, macadamia ternifolia seed oil, glyceryl laurate, parfum (fragrance), sodium chloride, glycol distearate, disodium laureth sulfosuccinate, laureth-2, laureth-4, propylene glycol, hydrogenated castor oil, peg-7 glyceryl cocoate, peg-55 propylene glycol oleate, peg-60 hydrogenated castor oil, sodium hydroxide, citric acid, hexyl cinnamal, citronellol, linalool, benzyl salicylate, limonene, sodium benzoate, sodium salicylate, benzyl alcohol, ci 19140 (yellow 5), ci 14700 (red 4)</p>
PL		<p>aqua (water, eau), sodium laureth sulfate, cocamidopropyl betaine, macadamia ternifolia seed oil, glyceryl laurate, parfum (fragrance), sodium chloride, glycol distearate, disodium laureth sulfosuccinate, laureth-2, laureth-4, propylene glycol, hydrogenated castor oil, peg-7 glyceryl cocoate, peg-55 propylene glycol oleate, peg-60 hydrogenated castor oil, sodium hydroxide, citric acid, hexyl cinnamal, citronellol, linalool, benzyl salicylate, limonene, sodium benzoate, sodium salicylate, benzyl alcohol, ci 19140 (yellow 5), ci 14700 (red 4)</p>

RO		<p>aqua (water, eau), sodium laureth sulfate, cocamidopropyl betaine, macadamia ternifolia seed oil, glyceryl laurate, parfum (fragrance), sodium chloride, glycol distearate, disodium laureth sulfosuccinate, laureth-2, laureth-4, propylene glycol, hydrogenated castor oil, peg-7 glyceryl cocoate, peg-55 propylene glycol oleate, peg-60 hydrogenated castor oil, sodium hydroxide, citric acid, hexyl cinnamal, citronellol, linalool, benzyl salicylate, limonene, sodium benzoate, sodium salicylate, benzyl alcohol, ci 19140 (yellow 5), ci 14700 (red 4).</p>
SI		<p>aqua (water, eau), sodium laureth sulfate, cocamidopropyl betaine, macadamia ternifolia seed oil, glyceryl laurate, parfum (fragrance), sodium chloride, glycol distearate, disodium laureth sulfosuccinate, laureth-2, laureth-4, propylene glycol, hydrogenated castor oil, peg-7 glyceryl cocoate, peg-55 propylene glycol oleate, peg-60 hydrogenated castor oil, sodium hydroxide, citric acid, hexyl cinnamal, citronellol, linalool, benzyl salicylate, limonene, sodium benzoate, sodium salicylate, benzyl alcohol, ci 19140 (yellow 5), ci 14700 (red 4)</p>
SK		<p>aqua (water, eau), sodium lauerth sulfate, cocamidopropyl betaine, macadamia ternifolia seed oil, glyceryl laurate, parfum (fragrance), sodium chloride, glycol distearate, disodium laureth sulfosuccinate, laureth-2, laureth-4, propylene glycol, hydrogenated castor oil, peg-7 glyceryl cocoate, peg-55 propylene glycol oleate, peg-60 hydrogenated castor oil, sodium hydroxide, citric acid, hexyl cinnamal, citronellol, linalool, benzyl salicylate, limonene, sodium benzoate, sodium salicylate, benzyl alcohol, ci 19140 (yellow 5), ci 14700 (red 4)</p>

\*) different product application according to the brand owner (excluded from the comparative assessment)

Comment by the brandowner:

Under the sub-brand “Fa Macadamia Cream & Oil” we offer two different product applications: a) Showergel and b) Foambath. Each product application comes with an adapted product composition.

The GR ‘composition’ listed in the ‘product card’ under ‘Ingredients’ refers to the ‘Foambath’ application whereas all other EU country variants refer to the ‘Showergel’ application. To ensure comparability (same product application) the GR variant must be assessed separately from all other listed EU country variants as it contains a different product application. By doing so, the JRC data confirm a consistent quality of “Fa Macadamia Cream & Oil.

## Garnier Ambre Solaire Kids Sensitive SPF 50+

Country	Photo	Ingredients
BE		<p>aqua, homosalate, isopropyl palmitate, ethylhexyl salicylate, butyl methoxydibenzoylmethane, alcohol denat., octocrylene, glycerin, propanediol, ethylhexyl triazone, bis-ethylhexyloxyphenol methoxyphenyl triazine, triethanolamine, c12-22 alkyl acrylate/hydroxyethylacrylate copolymer, talc, oxidized starch acetate, phenylbenzimidazole sulfonic acid, oryza sativa cera/rice bran wax, tocopherol, hydroxyacetophenone, thermus thermophilus ferment, phenoxyethanol, trisodium ethylenediamine disuccinate, xanthan gum, drometrizole trisiloxane, caprylyl glycol, acrylates copolymer, acrylates/c10-30 alkyl acrylate crosspolymer, potassium sorbate.</p>
DE		<p>aqua/water, isopropyl palmitate, alcohol denat., ethylhexyl salicylate, ethylhexyl triazone, butyl methoxydibenzoylmethane, bis-ethylhexyloxyphenol methoxyphenyl triazine, glycerin, propanediol, dicaprylyl ether, oxydized starch acetate, copernicia cerifera cera/carnauba wax, c12-22 alkyl acrylate/hydroxyethylacrylate copolymer, tocopherol, hydroxyacetophenone, sodium benzoate, triethanolamine, trisodium ethylenediamine disuccinate, xanthan gum, drometrizole trisiloxane, aloe barbadensis leaf juice, caprylyl glycol, acrylates copolymer, acrylates/c10-30 alkyl acrylate crosspolymer, citric acid, potassium sorbate</p>
FR		<p>aqua/water, homosalate, ethylhexyl salicylate, butyl methoxydibenzoylmethane, octocrylene, ethylhexyl triazone, alcohol denat., propanediol, bis-ethylhexyloxyphenol methoxyphenyl triazine, dimethicone, drometrizole trisiloxane, acrylates/dimethicone copolymer, parfum/fragrance, p-anisic acid, tocopherol, lecithin, ascorbyl palmitate, hydrogenated palm glycerides citrate, phenoxyethanol, thermus thermophilus ferment, peg-8 laurate, triethanolamine, nylon-12, carbomer disodium edta, potassium sorbate, styrene/acrylates copolymer, glyceryl oleate, glycerin</p>

GR		<p>aqua/water, isopropyl palmitate, alcohol denat, ethylhexyl salicylate, ethylhexyl triazone, butyl methoxydibenzoylmethane, bis-ethylhexyloxyphenol methoxyphenyl triazine, glycerin, propanediol, dicaprylyl ether, oxidized starch acetate, copernicia cerifera cera/carnauba wax, c12-22 alkyl acrylate/hydroxyethylacrylate copolymer, tocopherol, hydroxyacetophenone, sodium benzoate, triethanolamine, trisodium ethylenediamine disuccinate, xanthan gum, drometrizole trisiloxane, aloe barbadensis leaf juice, caprylyl glycol, acrylates copolymer, acrylates/c10-30 alkyl acrylate crosspolymer, citric acid, potassium sorbate</p>
HR		<p>aqua/water, glycerin, caprylic/capric triglyceride, ethylhexyl salicylate, c12-15 alkyl benzoate, alcohol denat., bis-ethylhexyloxyphenol methoxyphenyl triazine, titanium dioxide [nano]/titanium dioxide, butyl methoxydibenzoylmethane, drometrizole trisiloxane, styrene/acrylates copolymer, dimethicone, zea mays starch/corn starch, propylene glycol, synthetic wax, diethylhexyl butamido triazone, potassium cetyl phosphate, tocopherol, hydroxypropyl methylcellulose, sodium dodecylbenzenesulfonate, sodium chloride, stearic acid, phenoxyethanol, peg-100 stearate, peg-8 laurate, triethanolamine, palmitic acid, ammonium polyacryloyldimethyl taurate, caprylyl glycol, myristic acid, disodium edta, aluminum hydroxide, glyceryl stearate.</p>
IT		<p>aqua/water, isopropyl palmitate, alcohol denat., ethylhexyl salicylate, ethylhexyl triazone, butyl methoxydibenzoylmethane, bis-ethylhexyloxyphenol methoxyphenyl triazine, glycerin propanediol, dicaprylyl ether, oxidized starch acetate, copernicia cerifera cera/carnauba wax, c12-22 alkyl acrylate/hydroxyethylacrylate copolymer, tocopherol, hydroxyacetophenone, sodium benzoate, triethanolamine, trisodium ethylenediamine disuccinate, xanthan gum, drometrizole trisiloxane, aloe barbadensis leaf juice, caprylyl glycol, acrylates copolymer, acrylates/c10-30 alkyl acrylate crosspolymer, citric acid, potassium sorbate</p>

LT		<p>aqua/water, glycerin, alcohol denat, diisopropyl sebacate, ethylhexyl salicylate, butyl methoxydibenzoylmethane, dicaprylyl carbonate, styrene/acrylates copolymer, octocrylene, drometrizole trisiloxane, bis-ethylhexylxyphenol methoxyphenyl triazine, dimethicone, polyester-5, ethylhexyl triazone, acrylates copolymer, caprylyl glycol, disodium edta, ethylenediamine/stearyl dimer dilinoleate copolymer, peg-8 laurate, pentaerythrityl tetra-di-t-butyl hydroxyhydrocinnamate, phenoxyethanol, potassium sorbate, terephthalylidene dicamphor sulfonic acid, thermus thermophilus ferment, tocopherol, triethanolamine</p>
NL		<p>aqua/water, isopropyl palmitate, alcohol denat., ethylhexyl salicylate, ethylhexyl triazone, butyl methoxydibenzoylmethane, bis ethylhexyloxyphenol methoxyphenyl triazine, glycerin, propanediol, dicaprylyl ether, oxydized starch acetate, coperniciacerifera cera/ carnauba wax, c12-22 alkyl acrylate/hydroxyethylacrylate copolymer, tocopherol, hydroxyacetophenone, sodium benzoate, triethanolamine, trisodiummethylenediamine disuccinate, xanthan gum, drometrizole trisiloxane, aloe barbadensis leaf juice, caprylyl glycol, acrylates copolymer, acrylates/c10-30 alkyl acrylate crosspolymer, citric acid, potassium sorbate</p>

Comment by the brand owner:

The quality and safety of our products are our priority. Our cosmetic products correspond to the highest quality and safety standards.

The products collected are different products from different product lines with different names, textures, consumer targets and level of sun protection (sprays vs lotions/ creams, kids vs baby products, SPF 50+ vs SP50). Therefore, they are not comparable.

- IT/GR - GARNIER Ambre Solaire Kids Sensitive advanced SPF 50+
- BE/DE/NL - GARNIER Ambre Solaire Kids Sensitive expert+ SPF 50+
- LT - GARNIER Ambre Solaire Kids Sensitive advanced 50+ Spray
- HR - GARNIER Ambre Solaire Sensitive advanced 50+ Baby in the shade -> Baby ≠ Kids
- FR - GARNIER Ambre Solaire Kids Sensitive expert+ SPF 50

Garnier Ambre Solaire Kids Sensitive expert SPF 50+ collected in BE/DE/NL/ are from the same product line. The products collected in DE and NL are the renovated version (available since 2021) of the product collected in BE. The previous product as well as the renovated one can be found on the market depending on the product turnover in the shops where they were collected.

### Garnier Ambre Solaire Kids Sensitive SPF 50+

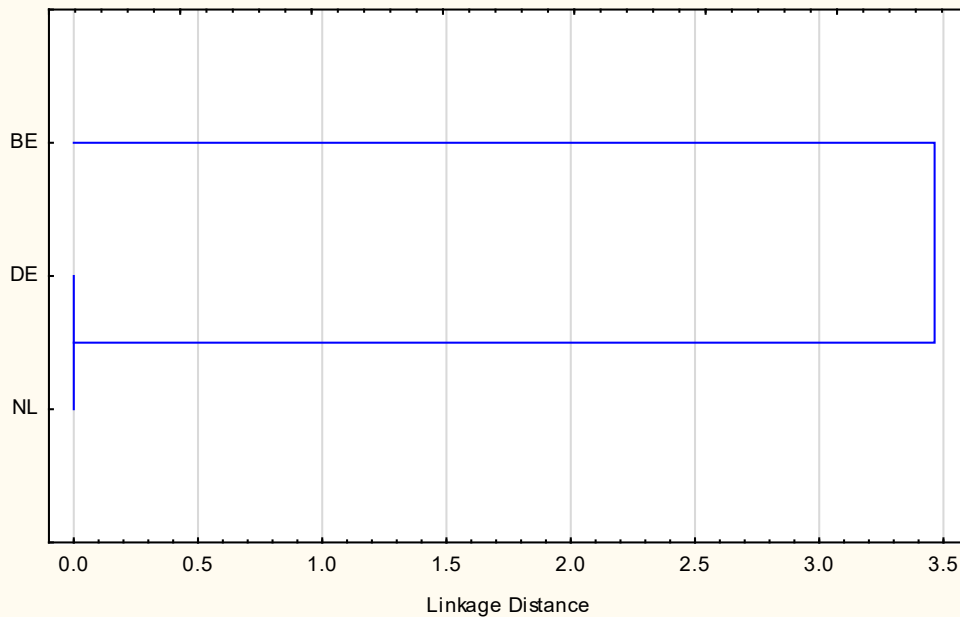


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### Garnier Ambre Solaire Kids Sensitive SPF 50+

Single Linkage

Euclidean distances






## Garnier Micellar Water

Country	Photo	Ingredients
BE		<p>aqua/water, glycerin, hexylene glycol, poloxamer 184, disodium cocoamphodiacetate, disodium edta, myrtrimonium bromide.</p>
DE		<p>aqua/water, hexylene glycol, glycerin, poloxamer 184, disodium cocoamphodiacetate, disodium edta, myrtrimonium bromide.</p>
FR		<p>aqua/water, hexylene glycol, glycerin, alcohol denat., poloxamer 184, disodium cocoamphodiacetate, disodium edta, myrtrimonium bromide</p>

<p>HR</p>		<p>aqua/water, hexylene glycol, glycerin, poloxamer 184, disodium cocoamphodiacetate, disodium edta, myrtrimonium bromide.</p>
<p>HU</p>		<p>aqua/water, hexylene glycol, glycerin, poloxamer 184, disodium cocoamphodiacetate, disodium edta, myrtrimonium bromide</p>
<p>IT</p>		<p>aqua/water, hexylene glycol, glycerin, poloxamer 184, disodium cocoamphodiacetate, disodium edta, myrtrimonium bromide</p>

<p>LT</p>		<p>aqua/water, hexylene glycol, glycerin, poloxamer 184, disodium cocoamphodiacetate, disodium edta, myrtrimonium bromide.</p>
<p>MT</p>		<p>aqua/water, hexylene glycol, glycerin, poloxamer 184, disodium cocoamphodiacetate, disodium edta, myrtrimonium bromide.</p>
<p>NL</p>		<p>aqua/water, hexylene glycol, glycerin, poloxamer 184, disodium cocoamphodiacetate, disodium edta, myrtrimonium bromide.</p>

<p>PL</p>		<p>aqua/water, hexylene glycol, glycerin, poloxamer 184, disodium cocoamphodiacetate, disodium edta, myrtrimonium bromide.</p>
<p>RO</p>		<p>aqua/water, hexylene glycol, glycerin, poloxamer 184, disodium cocoamphodiacetate, disodium edta, myrtrimonium bromide</p>
<p>SI</p>		<p>aqua/water, hexylene glycol, glycerin, poloxamer 184, disodium cocoamphodiacetate, disodium edta, myrtrimonium bromide.</p>

SK		aqua/water, hexylene glycol, glycerin, poloxamer 184, disodium cocoamphodiacetate, disodium edta, myrtrimonium bromide
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Comment by the brand owner:

The quality and safety of our products are our priority. Our cosmetic products correspond to the highest quality and safety standards.

The products collected are 3 different products from 3 different product lines within the GARNIER Micellar Water range:

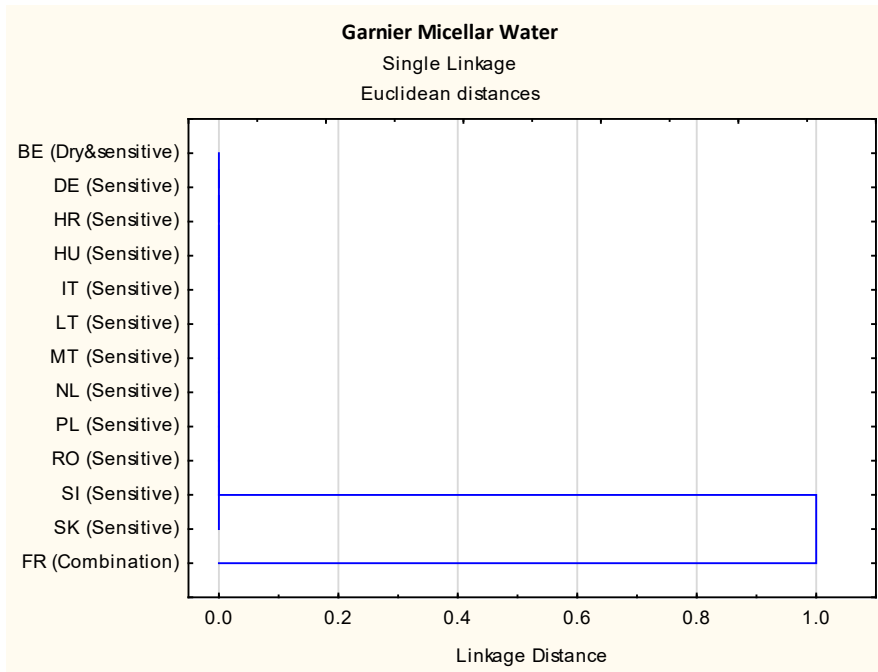
- DE/HR/HU/IT/LT/MT/NL/PL/RO/SI/SK - Garnier Micellar Water SENSITIVE Skin (light pink cap)
- BE - Garnier Micellar Water DRY & SENSITIVE Skin (dark pink cap)
- FR - Garnier Micellar Water COMBINATION SKIN (green cap)

They have different appearances (label and cap color), consumer targets and claims. Therefore, they are not comparable.

# Garnier Micellar Water





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## Garnier Pure Active 3 in 1

Country	Photo	Ingredients
GR		<p>aqua/water, kaolin, glycerin, zea mays starch/corn starch, decyl glucoside, perlite, ci 77499/iron oxides, sodium laureth sulfate, peg-7 glyceryl cocoate, peg-30 dipolyhydroxystearate, zink gluconate, trideceth-6, sodium hydroxide, pumice, charcoal powder, tetrasodium edta, citric acid, xanthan gum, polyglycerin-10, polyglyceryl-10 myristate, polyglyceryl-10 stearate, acrylates/c10-30 alkyl acrylate crosspolymer, sodium dehydroacetate, salicylic acid, phenoxyethanol, parfum/fragrance).</p>
HU		<p>aqua/water, kaolin, glycerin, zea mays starch/corn starch, ci77891/titanium dioxide, decyl glucoside, sodium laureth sulfate, peg-7 glyceryl cocoate, perlite, eucalyptus globulus leaf extract, peg-30 dipolyhydroxystearate, zinc gluconate, trideceth-6, sodium hydroxide, silica, pumice, hydrogenated castor oil, hydrogenated jojoba oil, tetrasodium edta, smithsonite extract, xanthan gum, menthol, acrylates/c10-30 alkylacrylate crosspolymer, salicylic acid, phenoxyethanol, ci 77007/ultramarines, ci 42090/blue 1, linalool, limonene, benzyl alcohol, benzyl salicilate, parfum/fragrance</p>
IT		<p>aqua/water, coco-betaine, butylene glycol, sodium laureth sulfate, perlite, disodium cocoamphodiacetate, sodium chloride, acrylates/c10-30 alkyl acrylate crosspolymer, benzophenone-4, benzyl alcohol, benzyl salicylate, camphor, capryloyl salicylic acid, ci 19140/yellow 5, ci 42090/blue 1, ci 77007/ultramarines, eucalyptus globulus leaf extract, hydrogenated castor oil, hydrogenated jojoba oil, limonene, linalool, peg-60 hydrogenated castor oil, polyquaternium-47, propylene glycol, salicylic acid, silica, sodium benzoate, sodium hydroxide, tetrasodium edta, xanthan gum, zinc gluconate, parfum/fragrance.</p>

<p>LT</p>		<p>aqua/water, kaolin, glycerin, zeamays starch/corn starch, ci 77891/titanium dioxide, decyl glucoside, sodium laureth sulfate, peg-7 glyceryl cocoate, perlite, eucalyptus globulus leaf extract, peg-30 dipolyhydroxystearate, zinc gluconate, trideceth-6, sodium hydroxide, silica, pumice, hydrogenated castor oil, hydrogenated jojoba oil, tetrasodium edta, smithsonite extract, xanthan gum, menthol, acrylates/c10-30 alkyl acrylate crosspolymer, salicylic acid, phenoxy-ethanol, ci 77007/ultramarines, ci 42090/blue 1, linalool, limonene, benzyl alcohol, benzyl salicylate, parfum/ fragrance.</p>
<p>LV</p>		<p>aqua/water, kaolin, glycerin, zeamays starch/corn starch, ci 77891/titanium dioxide, decyl glucoside, sodium laureth sulfate, peg-7 glyceryl cocoate, perlite, eucalyptus globulus leaf extract, peg-30 dipolyhydroxystearate, zinc gluconate, trideceth-6, sodium hydroxide, silica, pumice, hydrogenated castor oil, hydrogenated jojoba oil, tetrasodium edta, smithsonite extract, xanthan gum, menthol, acrylates/c10-30 alkyl acrylate crosspolymer, salicylic acid, phenoxy-ethanol, ci 77007/ultramarines, ci 42090/blue 1, linalool, limonene, benzyl alcohol, benzyl salicylate, parfum/ fragrance.</p>
<p>MT</p>		<p>aqua/water, kaolin, glycerin, zeamays starch/corn starch, ci 77891/titanium dioxide, decyl glucoside, perlite, sodium laureth sulfate, peg-7 glyceryl cocoate, eucalyptus globulus leaf extract, peg-30 dipolyhydroxystearate, zinc gluconate, trideceth-6, sodium hydroxide, silica, pumice, hydrogenated castor oil, hydrogenated jojoba oil, tetrasodium edta, smithsonite extract, xanthan gum, menthol, acrylates/c10-30 alkylacrylate crosspolymer, salicylic acid, phenoxyethanol, ci 77007/ultramarines, ci 42090/blue 1, linalool, limonene, benzyl alcohol, benzyl salicylate, parfum/fragrance.</p>



NL		<p>aqua/water, coco-betaine, butylene glycol, sodium laureth sulfate, perlite, disodium cocoamphodiacetate, sodium chloride, acrylates/c10-30 alkyl acrylate crosspolymer, benzophenone-4, benzyl alcohol, benzyl salicylate, camphor, capryloyl salicylic acid, ci 19140 /yellow 5, ci 42090/blue1, ci 77007/ultramarines, eucalyptus globulus leaf extract, hydrogenated castor oil, hydrogenated jojoba oil, limonene, linalool, peg-60 hydrogenated castor oil, polyquaternium-47, propylene glycol, salicylic acid, silica, sodium benzoate, sodium hydroxide, tetrasodium edta, xanthan gum, zinc gluconate,parfum/fragrance.</p>
SK		<p>aqua/water, kaolin, glycerin, zeo mays starch/corn starch, decyl glucoside, perlite, ci 77499/iron oxides, sodium laureth sulfate, peg-7 glyceryl cocoate, peg-30 dipolyhydroxystearate, zink gluconate, trideceth-6, sodium hydroxide, pumice, charcoal powder, tetrasodium edta, citric acid, xanthan gum, polyglycerin-10, polyglyceryl-10 myristate, polyglyceryl-10 stearate, acrylates/c10-30 alkyl acrylate crosspolymer, sodium dehydroacetate, salicylic acid, phenoxyethanol, parfum/fragrance.</p>

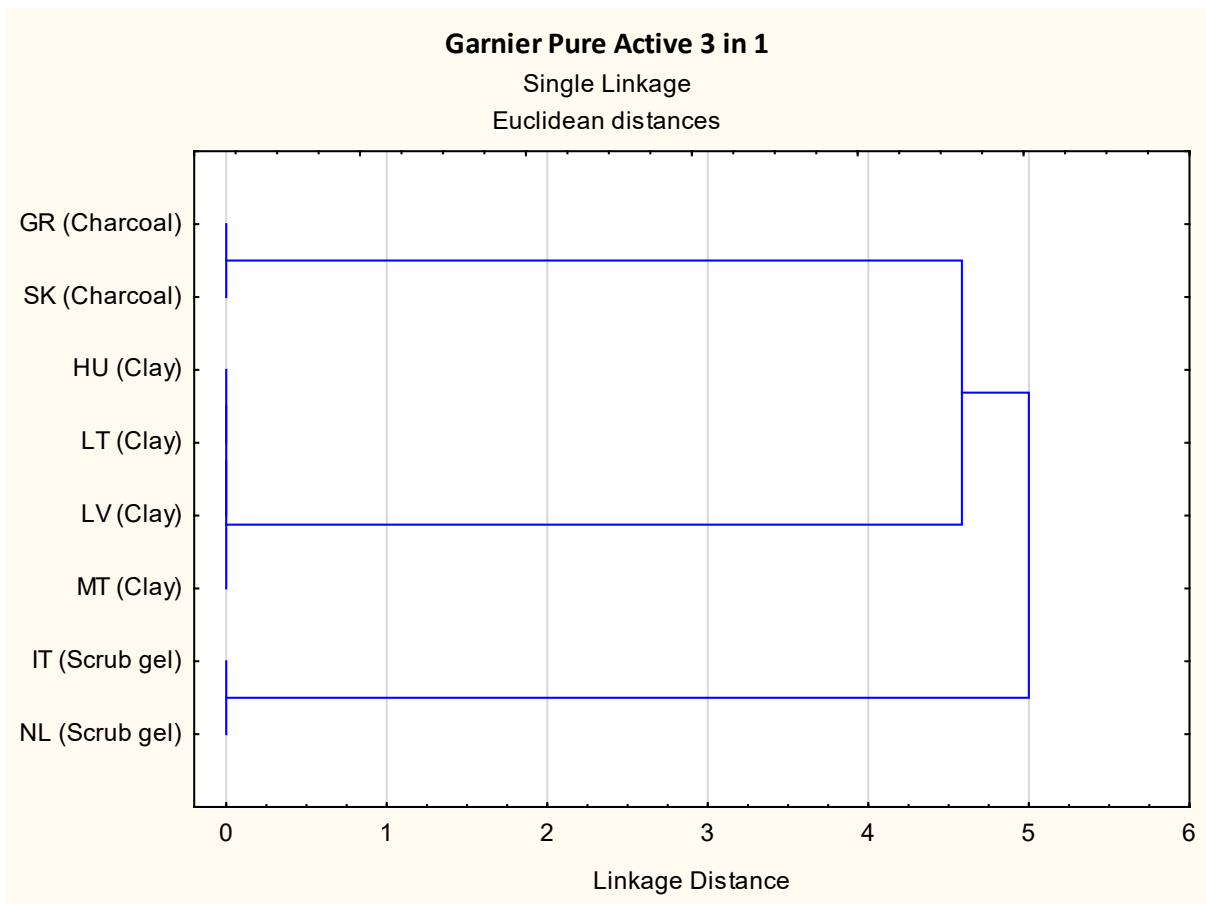
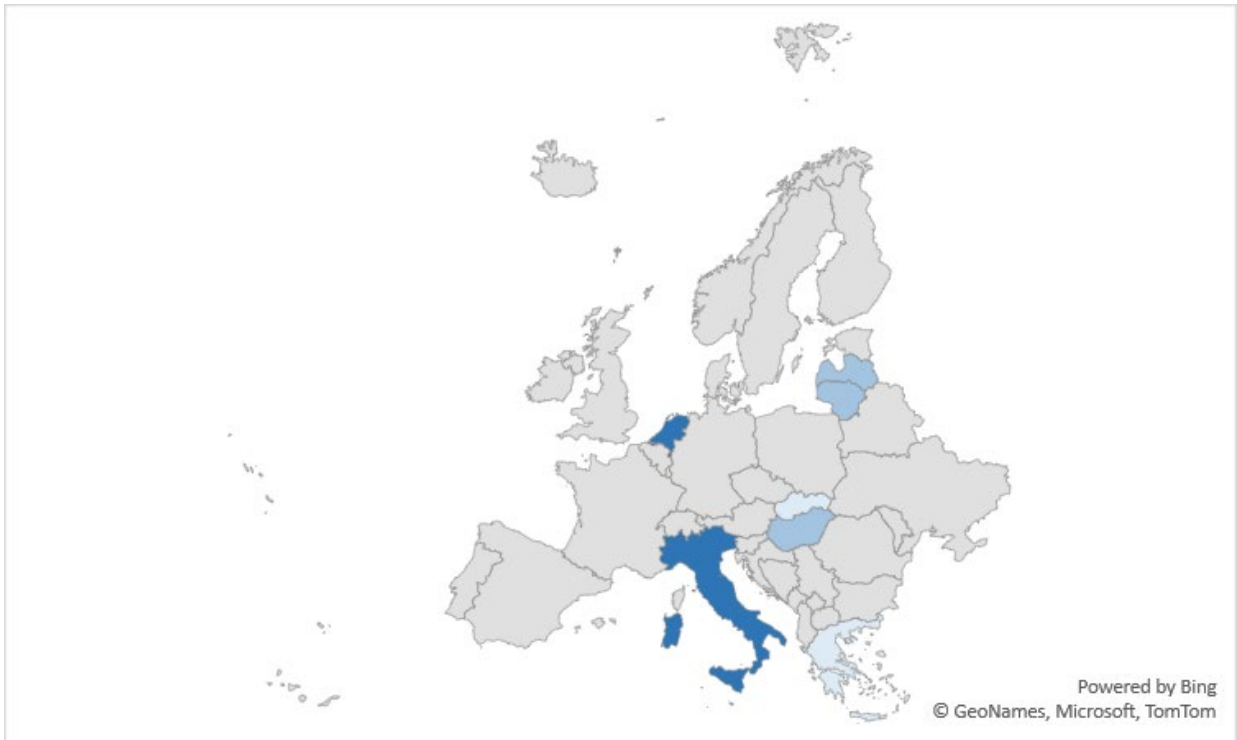
Comment by the brand owner:

The quality and safety of our products are our priority. Our cosmetic products correspond to the highest quality and safety standards.




The products collected are 3 different products from 3 different product lines within the Pure Active range:



- Garnier PURE ACTIVE CHARCOAL (GR, SK)
- Garnier PURE ACTIVE CLAY (HU/LT/LV/MT)
- Garnier PURE ACTIVE SCRUB GEL (IT/NL)




They have different names, textures, consumer targets and claims. Therefore, they are not comparable.




## Garnier SkinActive Pure Active

Country	Photo	Ingredients
AT		<p>aqua/water, kaolin, glycerin, zeamays starch/corn starch, ci 77891/titanium dioxide, decyl glucoside, sodium laureth sulfate, peg-7 glyceryl cocoate, perlite, eucalyptus globulus leaf extract, peg-30 dipolyhydroxystearate, zinc gluconate, tricadeth-6, sodium hydroxide, silica, pumice, hydrogenated castor oil, hydrogenated jojoba oil, tetrasodium edta, smithsonite extract, xanthan gum, menthol, acrylates/c10-30 alkyl acrylate crosspolymer, salicylic acid, phenoxyethanol, ci 77007/ultramarines, ci 42090 / blue, linalool, limonene, benzyl alcohol, benzyl salicylate, parfum/fragrance</p>
BE		<p>aqua/water, kaolin, glycerin, zeamays starch/corn starch, ci 77891/titanium dioxide, decyl glucoside, perlite, sodium laureth sulfate, peg-7 glyceryl cocoate, eucalyptus globulus leaf extract, peg-30 dipolyhydroxystearate, zinc gluconate, trideceth-6, sodium hydroxide, silica, pumice, hydrogenated castor oil, hydrogenated jojoba oil, tetrasodium edta, smithsonite extract, xanthan gum, menthol, acrylates/c10-30 alkyl acrylate crosspolymer, salicylic acid, phenoxyethanol, ci 77007/ultramarines, ci 42090 / blue 1, linalool, limonene, benzyl alcohol, benzyl salicylate, perfume/fragrance</p>
DE		<p>aqua / water, kaolin, glycerin, zeamays starch/ corn starch, ci 77891/titanium dioxide, decyl glucoside, sodium laureth sulfate, peg-7 glyceryl cocoate, perlite, eucalyptus globulus leaf extract, peg-30 dipolyhydroxystearate, zinc gluconate, trideceth-6, sodium hydroxyde, silica, pumice, hydrogenated castor oil, hydrogenated jojoba oil, tetrasodium edta, smithsonite extract, xanthan gum, menthol, acrylates/c10-30 alkyl acrylate crosspolymer, salicylic acid, phenoxyethanol, ci 77007/ultramarines, ci 42090/ blue 1, linalool, limonene, benzyl alcohol, benzyl salicylate, parfum/ fragrance</p>




FR		<p>aqua/water, kaolin, glycerin, zea mays starch/ corn starch, ci 77891/ titanium dioxide, decyl glucoside, sodium laureth sulfate, peg-7 glyceryl cocoate, perlite, eucalyptus globulus leaf extract, peg-30 dipolyhydroxystearate, zinc gluconate, trideceth-6, sodium hydroxyde, silica, pumice, hydrogenated castor oil, hydrogenated jojoba oil, tetrasodium edta, smithsonite extract, xanthan gum, menthol, acrylates/c10-30 alkyl acrylate crosspolymer, salicylic acid, phenoxyethanol, ci 77007/ultramarines, ci42090/ blue1, linalool, limonene, benzyl alcohol, benzyl salicylate, parfum/fragrance</p>
HR		<p>aqua/water, kaolin, glycerin, zea mays starch / corn starch, ci 77891 / titanium dioxide, decyl glucoside, sodium laureth sulfate, peg-7 glyceryl cocoate, perlite, eucalyptus globulus leaf extract, peg-30 dipolyhydroxystearate, zinc gluconate, trideceth-6, sodium hydroxide, silica, pumice, hydrogenated castor oil, hydrogenated jojoba oil, tetrasodium edta, smithsonite extract, xanthan gum, menthol, acrylates/c10-30 alkyl acrylate crosspolymer, salicylic acid, phenoxyethanol, ci 77007/ultramarines, ci 42090 / blue 1, linalool, limonene, benzyl alcohol, benzyl salicylate, parfum/fragrance</p>
HU		<p>water / aqua, kaolin, glycerin, zea mays starch / corn starch, ci77891 / titanium dioxide, decil glucoside, sodium laureth sulfate, peg-7 glyceryl cocoate, perlite, eucalyptus globulus leaf extract, peg-30 dipolyhydroxystearate, zinc gluconate, trideceth-6, sodium hydroxide, silica, pumice, hydrogenated castor oil, hydrogenated jojoba oil, tetrasodium edta, smithsonite extract, xanthan gum, menthol, acrylates/c10-30 alkylacrylate crosspolimer, salicylic acid, phenoxyethanol, ci 77007/ultramarines, ci 42090 / blue 1, linalool, limonene, benzyl alcohol, benzyl salicylate, parfum/fragrance</p>

IT		<p>aqua/water, kaolin, glycerin, zea maysstaech/corn starch, ci77891/titanium dioxide, decyl glucoside, sodium laureth sulfate, peg-7 glyceryl cocoate, perlite, eucalyptus globulus leaf extract, peg-30 dipolyhydroxystearate, zinc gluconate, trideceth-6, sodium hydroxide, silica, plumice, hydrogenated castor oil, hydrogenated jojoba oil, tetrasodium etda, smithsonite extract, xanthan gum, menthol, acrylates/c10-30 alkyl acrylate crosspolymer, salicyc acid, phenoxyethanol, ci 77007/ultramarines, ci 42090/ blue 1, linalool, limonene, benzyl alcohol, benzyl salicylate, parfum/fragrance</p>
LV		<p>aqua/water, kaolin, glycerin, zea mays starch/corn starch, ci 77891/titanium dioxide, decyl glucoside, sodium laureth sulfate, peg-7 glyceryl cocoate, perlite, eucalyptus globulus leaf extract, peg-30 dipolyhydroxystearate, zinc gluconate, trideceth-6, sodium hydroxide, silica, pumice, hydrogenated castor oil, hydrogenated jojoba oil, tetrasodium edta, smithsonite extract, xanthan gum, menthol, acrylates/c10-30 alkyl acrylate crosspolymer, salicylic acid, phenoxyethanol, ci 77007/ultramarines, ci 42090/blue 1, linalool, limonene, benzyl alcohol, benzyl salicylate, parfum/fragrance</p>
NL		<p>aqua/water, kaolin, glycerin, zea mays starch/corn starch, ci 77891/titanium dioxide, decyl glucoside, sodium laureth sulfate, peg-7 glyceryl cocoate, perlite, eucalyptus, globulus leaf extract, peg-30 dipolyhydroxystearate, zinc gluconate, trideceth-6, sodium hydroxyde, silica, pumice, hydrogenated castor oil, hydrogenated jojoba oil, tetrasodium edta, smithsonite extract, xanthan gum, menthol, acrylates/c10-30 alkyl acrylate crosspolymer, salicylic acid, phenoxyethanol, cl 77007/ultramarines, cl 42090/ blue 1, linalool, limonene, benzyl alcohol, benzyl salicylate, parfum/ fragrance</p>

<p>PL</p>		<p>aqua/water, kaolin, glycerin, zea mays starch/corn starch, ci 77891/titanium dioxide, decyl glucoside, sodium laureth sulfate, peg-7 glyceryl cocoate, perlite, eucalyptus globulus leaf extract, peg-30 dipolyhydroxystearate, zinc gluconate, trideceth-6, sodium hydroxide, silica, pumice, hydrogenated castor oil, hydrogenated jojoba oil, tetrasodium edta, smithsonite extract, xanthan gum, menthol, acrylates/c10-30 alkyl acrylate crosspolymer, salicylic acid, phenoxyethanol, ci 77007/ultramarines, ci 42090/blue 1, linalool, limonene, benzyl alcohol, benzyl salicylate, parfum/fragrance</p>
<p>RO</p>		<p>aqua/water, kaolin, glycerin, zea mays starch/corn starch, ci 77891/titanium dioxide, decyl glucoside, sodium laureth sulfate, peg-7 glyceryl cocoate, perlite, eucalyptus globulus leaf extract, peg-30 dipolyhydroxystearate, zinc gluconate, trideceth-6, sodium hydroxide, silica, pumice, hydrogenated castor oil, hydrogenated jojoba oil, tetrasodium edta, smithsonite extract, xanthan gum, menthol, acrylates/c10-30 alkyl acrylate crosspolymer, salicylic acid, phenoxyethanol, ci 77007/ultramarines, ci 42090/blue 1, linalool, limonene, benzyl alcohol, benzyl salicylate, parfum/fragrance</p>
<p>SI</p>		<p>aqua/water, kaolin, glycerin, zea mays starch/corn starch, ci 77891/titanium dioxide, decyl glucoside, sodium laureth sulfate, peg-7 glyceryl cocoate, perlite, eucalyptus globulus leaf extract, peg-30 dipolyhydroxystearate, zinc gluconate, trideceth-6, sodium hydroxide, silica, pumice, hydrogenated castor oil, hydrogenated jojoba oil, tetrasodium edta, smithsonite extract, xanthan gum, menthol, acrylates/c10-30 alkyl acrylate crosspolymer, salicylic acid, phenoxyethanol, ci 77007/ultramarines, ci 42090 / blue 1, linalool, limonene, benzyl alcohol, benzyl salicylate, parfum/fragrance</p>




SK		<p>aqua/water, kaolin, glycerin, zeamays starch/corn starch, ci 77891/titanium dioxide, decyl glucoside, sodium laureth sulfate, peg-7 glyceryl cocoate, perlite, eucalyptus globulus leaf extract, peg-30 dipolyhydroxystearate, zinc gluconate, trideceth-6, sodium hydroxide, silica, pumice, hydrogenated castor oil, hydrogenated jojoba oil, tetrasodium edta, smithsonite extract, xanthan gum, menthol, acrylates/c10-30 alkyl acrylate crosspolymer, salicylic acid, phenoxyethanol, ci 77007/ultramarines, ci 42090/blue 1, linalool, limonene, benzyl alcohol, benzyl salicylate, parfum/fragrance</p>
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## Gillette Classic Sensitive Foam


Country	Photo	Ingredients
AT		<p>aqua, triethanolamine, palmitic acid, stearic acid, isobutane, laureth-23, sodium laurylsulfate, propane, parfum, bht.</p>
BE		<p>aqua, triethanolamine, palmitic acid, stearic acid, isobutane, laureth-23, sodium lauryl sulfate, propane, parfum, bht.</p>
GR		<p>aqua, triethanolamine, palmitic acid, stearic acid, isobutane, laureth-23, sodium lauryl sulfate, propane, parfum, bht</p>



<p>HR</p>		<p>aqua, triethanolamine, palmitic acid, stearic acid, isobutane, laureth-23, sodium lauryl sulfate, parfum, propane</p>
<p>HU</p>		<p>aqua, triethanolamine, stearic acid, palmitic acid, isobutane, laureth-23, sodium lauryl sulfate, parfum, propane</p>
<p>IT</p>		<p>aqua, triethanolamine, palmitic acid, stearic acid, isobutane, laureth-23, sodium lauryl sulfate, propane, parfum, bht</p>

<p>LT</p>		<p>aqua, triethanolamine, palmic acid, stearic acid, isobutane, laureth-23, sodium lauryl sulfate, propane, parfum, bht, limonene</p>
<p>MT</p>		<p>aqua, triethanolamine, palmitic acid, stearic acid, isobutane, laureth-23, sodium lauryl sulfate, propane, perfume, bht.</p>
<p>NL</p>		<p>aqua, triethanolamine, palmitic acid, stearic acid, isobutane, laureth-23, sodium lauryl sulfate, propane, parfum, bht.</p>

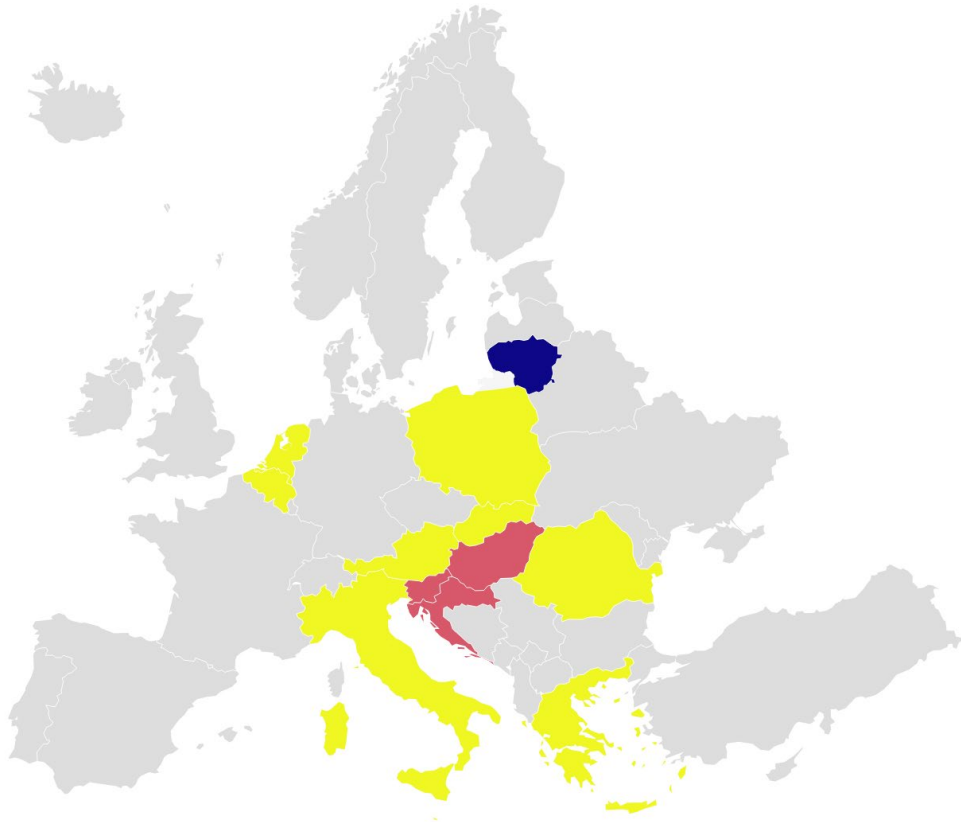
<p>PL</p>		<p>aqua, triethanolamine, palmitic acid, stearic acid, isobutane, laureth-23, sodium lauryl sulfate, propane, parfum, bht</p>
<p>RO</p>		<p>aqua, triethanolamine, palmitic acid, stearic acid, isobutane, laureth-23, sodium lauryl sulfate, propane, parfum, bht</p>
<p>SI</p>		<p>aqua, triethanolamine, palmitic acid, stearic acid, isobutane, laureth-23, sodium lauryl sulfate, parfum, propane</p>

SK		aqua, triethanolamine, palmitic acid, stearic acid, isobutane, laureth-23, sodium lauryl sulfate, propane, parfum, bht
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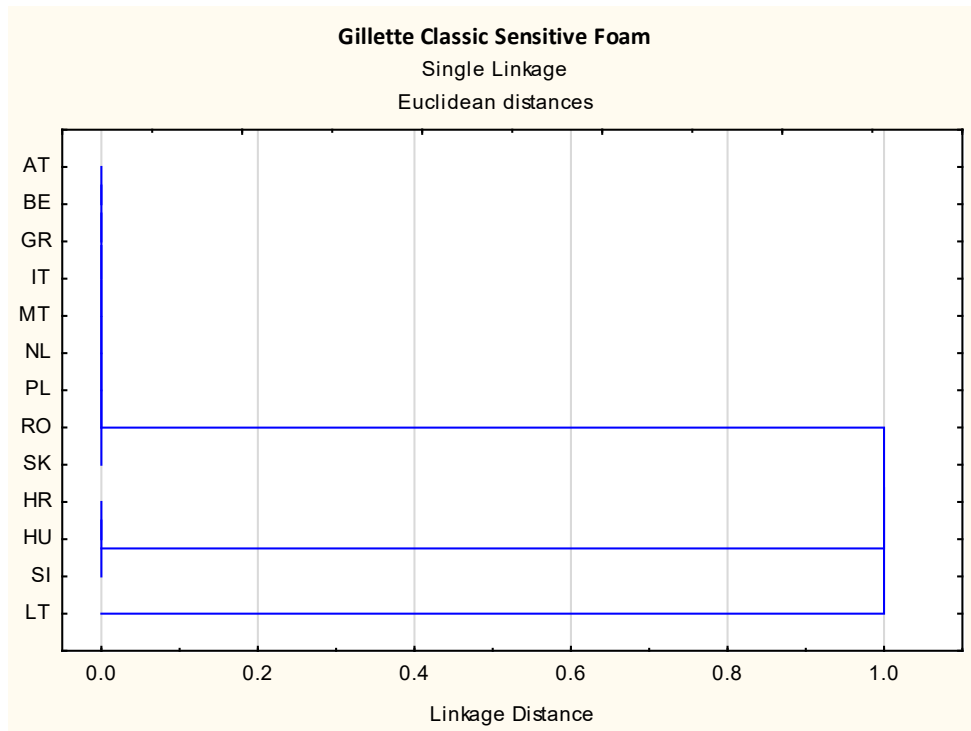
Comment by the brand owner:

The Gillette brand is rolling out a restage, introducing new formulations and packaging across the products in its shaving gel and foam portfolio. This restage is affecting all GILLETTE shaving foams and gels (herein referred to as “restage initiative“). Before the restage identical products had the same formulation and after the restage identical product have the same formulation, as can be seen below. Changes include (1) the (now) horizontal positioning of the GILLETTE logo on the “Classic” product variants (gel and foam) and (2) the absence of butylated hydroxytoluene (bht). This roll-out is expected to be completed by January 2023.




# Gillette Classic Sensitive Foam



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## Gillette Shave Gel

Country	Photo	Ingredients
AT		<p>aqua, palmitic acid, triethanolamine, Isopentane, glyceryl oleate, stearic acid, isobutane, sorbitol, hydroxyethylcellulose, parfum, peg-90m, myristic acid, linalool, lauric acid, propylene glycol, silica, ci 45350, ci 42090.</p>
BE		<p>aqua, palmitic acid, triethanolamine, isopentane, glyceryl oleate, stearic acid, sorbitol, isobutane, parfum, hydroxyethylcellulose, peg-90m, silica, lecithin, tocopherol, ascorbyl palmitate, hydrogenated palm glycerides citrate, ci 45350, ci 42090</p>
DE		<p>aqua, palmitic acid, triethanolamine, isopentane, glyceryl oleate, stearic acid, isobutane, sorbitol, hydroxyethylcellulose, parfum, peg-90m, myristic acid, linalool, lauric acid, propylene glycol, silica, ci 45350, ci 42090.</p>

FR		<p>aqua, palmitic acid, triethanolamine, isopentane, glyceryl oleate, stearic acid, sorbitol, isobutane, parfum, hydroxyethylcellulose, peg-90m, silica, lecithin, tocopherol, ascorbyl palmitate, hydrogenated palm glycerides citrate, ci 45350, ci 42090</p>
GR*)		<p><i>aqua, palmitic acid, triethanolamine, isopentane, stearic acid, glyceryl oleate, isobutane, sorbitol, parfum, hydroxyethylcellulose, peg-90m, menthol, limonene, bht, peg-23m, myristic acid, lauric acid, aloe barbadensis leaf juice, silica, lecithin, tocopherol, ascorbyl palmitate, hydrogenate palmglycerides citrate, ci 42090.</i></p>
HU		<p>aqua, palmitic acid, triethanolamine, isopentane, glyceryl oleate, stearic acid, isobutane, sorbitol, hydroxyethylcellulose, parfum, peg-90m, myristic acid, linalool, lauric acid, propylene glycol, silica, ci 45350, ci 42090.</p>

IT*)		<p><i>aqua, palmitic acid, triethanolamine, isopentane, glyceryl oleate, stearic acid, isobutane, sorbitol, parfum, hydroxethylcellulose, glycerin, peg-45m, menthol, limonene, hexyl cinnamal, benzyl salicylate, linalool, aloe barbadensis leaf juice powder, silica, tocopherol, lecithin, ascorbyl palmitate, hydrogenated palm glycerides citrate, ci 42053, ci 42090.</i></p>
LT*)		<p><i>aqua, palmitic acid, triethanolamine, isopentane, glyceryl oleate, stearic acid, isobutane, sorbitol, parfum, hydroxethylcellulose, glycerin, peg-45m, menthol, limonene, hexyl cinnamal, benzyl salicylate, linalool, aloe barbadensis leaf juice powder, silica, tocopherol, lecithin, ascorbyl palmitate, hydrogenated palm glycerides citrate, ci 42053, ci 42090</i></p>
NL		<p><i>aqua, palmitic acid, triethanolamine, isopentane, glyceryl oleate, stearic acid, isobutane, sorbitol, hydroxyethylcellulose, parfum, peg-90m, myristic acid, linalool, lauric acid, propylene glycol, silica, ci 45350, ci 42090.</i></p>



RO*)		<p><i>aqua, palmitic acid, triethanolamine, isopentane, stearic acid, glyceryl oleate, isobutane, sorbitol, parfum, hydroxyethylcellulose, peg-90m, menthol, limonen, bht, peg-23m, myristic acid, lauric acid, aloe barbadensis leaf juice, silica, lecithin, tocopherol, ascorbyl palmitate, hydrogenated palm glycerides citrate, ci 42090.</i></p>
SK**)		<p><i>aqua, palmitic acid, triethanolamine, isopentane, glyceryl oleate, stearic acid, isobutane, sorbitol, hydroxyethylcellulose, glycerin, parfum, peg-90m, menthol, bht, myristic acid, lauric acid, silica, lecithin, tocopherol, ascorbyl palmitate, hydrogenated palm glycerides citrate, ci 42053, ci 42090</i></p>

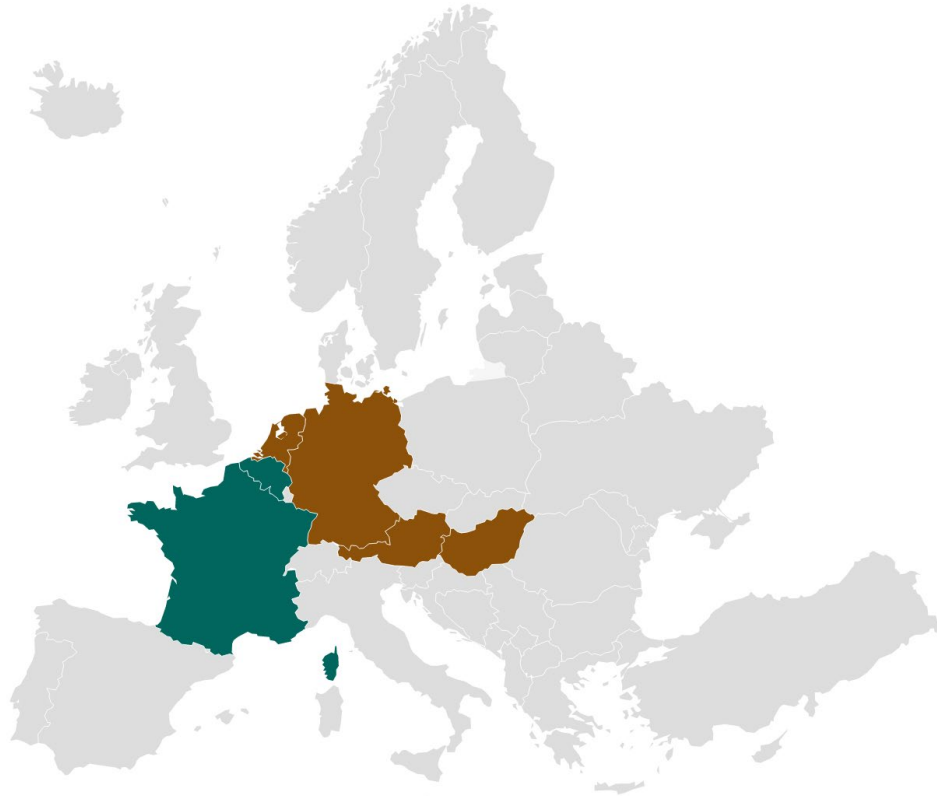
\*) different product variant according to the brand owner (excluded from the comparative assessment)

\*\*\*) different product variant according to the brand owner (excluded from the comparative assessment)

Comment by the brand owner:

The Gillette brand is rolling out a restage, introducing new formulations and packaging across the products in its shaving gel and foam portfolio. This restage is affecting all GILLETTE shaving foams and gels (herein referred to as “restage initiative“). Before the restage identical products had the same formulation and after the restage identical product have the same formulation, as can be seen below. Changes include (1) the (now) horizontal positioning of the GILLETTE logo on the “Classic” product variants (gel and foam) and (2) the absence of butylated hydroxytoluene (bht). This roll-out is expected to be completed by January 2023.

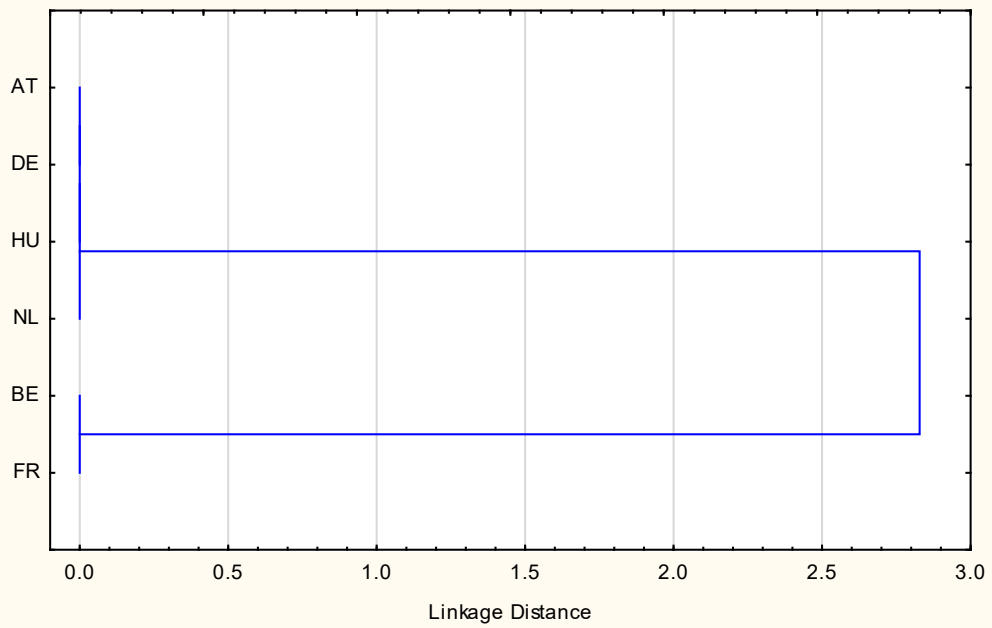
# Gillette Classic Sensitive - Gel



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## Gillette Classic Sensitive - Gel

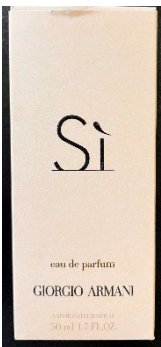
Single Linkage  
Euclidean distances



## Giorgio Armani Sì

Country	Photo	Ingredients
FR*)		<p><i>alcohol, parfum/fragrance, aqua/water, benzyl salicylate, benzyl alcohol, butyl methoxydibenzoylmethane, alpha-isomethyl ionone, linalool, limonene, hydroxycitronellal, hexyl cinnamal, geraniol, cinnamyl alcohol, citronellol, eugenol, coumarin, tris(tetramethylhydroxypiperidinol) citrate, citral, benzyl cinnamate, benzyl benzoate, farnesol, ci 14700/red4, ci 60730/ext. violet 2, ci 15510/orange 4</i></p>
IT		<p>alcohol, parfum/fragrance, aqua/water, benzyl salicylate, benzyl alcohol, ethylhexyl methoxycinnamate, linalool, limonene, butyl methoxydibenzoylmethane, ethylhexyl salicylate, hydroxycitronellal, hexyl cinnamal, geraniol, cinnamyl alcohol, bht, alpha-isomethyl ionone, citronellol, eugenol, citral, benzyl benzoate, farnesol, coumarin, ci 14700/red 4, ci 19140/yellow 5, ci15510/orange 4</p>
LT		<p>alcohol, parfum/fragrance, aqua/water, benzyl salicylate, benzyl alcohol, ethylhexyl methoxycinnamate, linalool, limonene, butyl methoxydibenzoylmethane, ethylhexyl salicylate, hydroxycitronellal, hexyl cinnamal, geraniol, cinnamyl alcohol, bht, alpha-isomethyl ionone, citronellol, eugenol, citral, benzyl benzoate, farnesol, coumarin, ci 14700/red 4, ci 19140/yellow 5, ci 15510/orange 4</p>

<p>MT</p>		<p>alcohol, parfum/fragrance, aqua/water, benzyl salicylate, benzyl alcohol, ethylhexyl methoxycinnamate, linalool, limonene, butyl methoxydibenzoylmethane, ethylhexyl salicylate, hydroxycitronellal, hexyl cinnamal, geraniol, cinnamyl alcohol, bht, alpha-isomethyl ionone, citronellol, eugenol, citral, benzyl benzoate, farnesol, coumarin, ci 14700/red 4, ci 19140/yellow 5, ci 15510/orange 4</p>
<p>PL</p>		<p>alcohol, parfum/fragrance, aqua/water, benzyl salicylate, benzyl alcohol, ethylhexyl methoxycinnamate, linalool, limonene, butyl methoxydibenzoylmethane, ethylhexyl salicylate, hydroxycitronellal, hexyl cinnamal, geraniol, cinnamyl alcohol, bht, alpha-isomethyl ionone, citronellol, eugenol, citral, benzyl benzoate, farnesol, coumarin, ci 14700/red 4, ci 19140/yellow 5, ci 15510/orange 4</p>
<p>RO</p>		<p>alcohol, parfum/fragrance, aqua/water, benzyl salicylate, benzyl alcohol, ethylhexyl methoxycinnamate, linalool, limonene, butyl methoxydibenzoylmethane, ethylhexyl salicylate, hydroxycitronellal, hexyl cinnamal, geraniol, cinnamyl alcohol, bht, alpha-isomethyl ionone, citronellol, eugenol, citral, benzyl benzoate, farnesol, coumarin, ci 14700/red 4, ci 19140/yellow 5, ci 15510/orange 4</p>

SK		<p>alcohol, parfum/fragrance, aqua/water, benzyl salicylate, benzyl alcohol, ethylhexyl methoxycinnamate, linalool, limonene, butyl methoxydibenzoylmethane, ethylhexyl salicylate, hydroxycitronellal, hexyl cinnamal, geraniol, cinnamyl alcohol, bht, alpha-isomethyl ionone, citronellol, eugenol, citral, benzyl benzoate, farnesol, coumarin, ci 14700 /red 4, ci 19140 /yellow 5, ci 15510/orange 4</p>
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\*) different product variant according to the brand owner (excluded from the comparative assessment)

Comment by the brand owner:

The quality and safety of our products are our priority. Our cosmetic products correspond to the highest quality and safety standards.

The product collected in FR is the SI INTENSE Eau de parfum, while the products collected in IT/ LT/MT/PL/RO are the SI Eau de parfum. SI and SI INTENSE are two different product lines within the GIORGIO ARMANI SI range. They have different names, different packaging appearance (color), different compositions and provide different consumer experiences. Therefore, they are not comparable.

## Head & Shoulders Classic Shampoo

Country	Photo	Ingredients
AT		<p>aqua, sodium laureth sulfate, sodium lauryl sulfate, sodium chloride, sodium xylenesulfonate, cocamidopropyl betaine, glycol distearate, sodium citrate, parfum, dimethiconol, piroctone olamine, sodium benzoate, dimethicone, citric acid, guar hydroxypropyltrimonium chloride, tea-dodecylbenzenesulfonate, hexyl cinnamal, linalool, tetrasodium edta, sodium hydroxide, trideceth-10, sodium salicylate, triethylene glycol, propylene glycol, ci 42090, ci 17200</p>
BE*)		<p><i>aqua, sodium laureth sulfate, sodium lauryl sulfate, sodium chloride, sodium xylenesulfonate, cocamidopropyl betaine, glycol distearate, sodium citrate, parfum, piroctone olamine, dimethiconol, sodium benzoate, dimethicone, citric acid, guar hydroxypropyltrimonium chloride, tea-dodecylbenzenesulfonate, hexyl cinnamal, linalool, tetrasodium edta, sodium hydroxide, trideceth-10, sodium salicylate, polyquaternium-76, triethylene glycol, propylene glycol, benzyl alcohol, ci 42090, ci 17200</i></p>
DE		<p>aqua, sodium laureth sulfate, sodium lauryl sulfate, sodium chloride, sodium xylenesulfonate, cocamidopropyl betaine, glycol distearate, sodium citrate, parfum, piroctone olamine, sodium benzoate, dimethiconol, citric acid, guar hydroxypropyltrimonium chloride, dimethicone, hexyl cinnamal, linalool, tetrasodium edta, sodium hydroxide, tea-dodecylbenzenesulfonate, trideceth-10, sodium salicylate, polyquaternium-76, triethylene glycol, propylene glycol, benzyl alcohol, ci 42090, ci 17200</p>


FR		<p>aqua, sodium laureth sulfate, sodium lauryl sulfate, sodium chloride, sodium xylenesulfonate, cocamidopropyl betaine, glycol distearate, sodium citrate, parfum, piroctone olamine, sodium benzoate, dimethiconol, citric acid, guar hydroxypropyltrimonium chloride, dimethicone, hexyl cinnamal, linalool, tetrasodium edta, sodium hydroxide, tea-dodecylbenzenesulfonate, trideceth-10, sodium salicylate, polyquaternium-76, triethylene glycol, propylene glycol, benzyl alcohol, ci 42090, ci 17200</p>
GR		<p>aqua, sodium laureth sulfate, sodium lauryl sulfate, sodium chloride, sodium xylenesulfonate, cocamidopropyl betaine, glycol distearate, sodium citrate, parfum, piroctone olamine, sodium benzoate, dimethiconol, citric acid, guar hydroxypropyltrimonium chloride, dimethicone, hexyl cinnamal, linalool, tetrasodium edta, sodium hydroxide, tea-dodecylbenzenesulfonate, trideceth-10, sodium salicylate, polyquaternium-76, triethylene glycol, propylene glycol, benzyl alcohol, ci 42090, ci 17200</p>
HR		<p>aqua, sodium laureth sulfate, sodium lauryl sulfate, sodium chloride, sodium xylenesulfonate, cocamidopropyl betaine, glycol distearate, sodium citrate, parfum, piroctone olamine, sodium benzoate, dimethiconol, citric acid, guar hydroxypropyltrimonium chloride, dimethicone, hexyl cinnamal, linalool, tetrasodium edta, sodium hydroxide, tea-dodecylbenzenesulfonate, trideceth-10, sodium salicylate, polyquaternium-76, triethylene glycol, propylene glycol, benzyl alcohol, ci 42090, ci 17200</p>

HU		<p>aqua, sodium laureth sulfate, sodium lauryl sulfate, sodium chloride, sodium xylenesulfonate, cocamidopropyl betaine, glycol distearate, sodium citrate, parfum, piroctone olamine, sodium benzoate, dimethiconol, citric acid, guar hydroxypropyltrimonium chloride, dimethicone, hexyl cinnamal, linalool, tetrasodium edta, sodium hydroxide, tea-dodecylbenzenesulfonate, trideceth-10, sodium salicylate, polyquaternium-76, triethylene glycol, propylene glycol, benzyl alcohol, ci 42090, ci 17200</p>
IT		<p>aqua, sodium laureth sulfate, sodium lauryl sulfate, sodium chloride, sodium xylenesulfonate, cocamidopropyl betaine, glycol distearate, sodium citrate, parfum, piroctone olamine, sodium benzoate, dimethiconol, citric acid, guar hydroxypropyltrimonium chloride, dimethicone, hexyl cinnamal, linalool, tetrasodium edta, sodium hydroxide, tea-dodecylbenzenesulfonate, trideceth-10, sodium salicylate, polyquaternium-76, triethylene glycol, propylene glycol, benzyl alcohol, ci 42090, ci 17200</p>
LT		<p>aqua, sodium laureth sulfate, sodium lauryl sulfate, sodium chloride, sodium xylenesulfonate, cocamidopropyl betaine, glycol distearate, sodium citrate, parfum, piroctone olamine, sodium benzoate, dimethiconol, citric acid, guar hydroxypropyltrimonium chloride, dimethicone, hexyl cinnamal, linalool, tetrasodium edta, sodium hydroxide, tea-dodecylbenzenesulfonate, trideceth-10, sodium salicylate, polyquaternium-76, triethylene glycol, propylene glycol, benzyl alcohol, ci 42090, ci 17200</p>



LV		<p>aqua, sodium laureth sulfate, sodium lauryl sulfate, sodium chloride, sodium xylenesulfonate, cocamidopropyl betaine, glycol distearate, sodium citrate, parfum, piroctone olamine, sodium benzoate, dimethiconol, citric acid, guar hydroxypropyltrimonium chloride, dimethicone, hexyl cinnamal, linalool, tetrasodium edta, sodium hydroxide, tea-dodecylbenzenesulfonate, trideceth-10, sodium salicylate, polyquaternium-76, triethylene glycol, propylene glycol, benzyl alcohol, ci 42090, ci 17200.</p>
MT		<p>aqua, sodium laureth sulfate, sodium lauryl sulfate, sodium chloride, sodium xylenesulfonate, cocaamidopropyl betaine, glycol distearate, sodium citrate, parfum, piroctone olamine, sodium benzoate, dimethiconol, citric acid, guar hydroxypropyltrimonium chloride, dimethicone, hexyl cinnamal, linalool, tetrasodium edta, sodium hydroxide, tea-dodecylbenzenesulfanate, trideceth-10, sodium salicylate, polyquaternium-76, triethylene glycol, propylene glycol, benzyl alcohol, ci42090, ci17200</p>
NL		<p>aqua, sodium laureth sulfate, sodium lauryl sulfate, sodium chloride, sodium xylenesulfonate, cocamidopropyl betaine, glycol distearate, sodium citrate, parfum, piroctone olamine, sodium benzoate, dimethiconol, citric acid, guar hydroxypropyltrimonium chloride, dimethicone, hexyl cinnamal, linalool, tetrasodium edta, sodium hydroxide, tea-dodecylbenzenesulfonate, trideceth-10, sodium salicylate, polyquaternium-76, triethylene glycol, propylene glycol, benzyl alcohol, ci 42090, ci 17200</p>

<p>PL</p>		<p>aqua, sodium laureth sulfate, sodium lauryl sulfate, sodium chloride, sodium xylenesulfonate, cocamidopropyl betaine, glycol distearate, sodium citrate, parfum, piroctone olamine, sodium benzoate, dimethiconol, citrid acid, guar hydroxypropyltrimonium chloride, dimethicone, hexyl cinnamal, linalool, tetrasodium edta, sodium hydroxide, tea-dodecylbenzenesulfonate, trideceth-10, sodium salicylate, polyquaternium-76, triethylene glycol, propylene glycol, benzyl alcohol, ci 42090, ci 17200</p>
<p>RO</p>		<p>aqua, sodium laureth sulfate, sodium lauryl sulfate, sodium chloride, sodium xylenesulfonate, cocamidopropyl betaine, glycol distearate, sodium citrate, parfum, piroctone olamine, sodium benzoate, dimethiconol, citric acid, guar hydroxypropyltrimonium chloride, dimethicone, hexyl cinnamal, linalool, tetrasodium edta, sodium hydroxide, tea-dodecylbenzenesulfonate, trideceth-10, sodium salicylate, polyquaternium-76, triethylene glycol, propylene glycol, benzyl alcohol, ci 42090, ci 17200</p>
<p>SI</p>		<p>aqua, sodium laureth sulfate, sodium lauryl sulfate, sodium chloride, sodium xylenesulfonate, cocamidopropyl betaine, glycol distearate, sodium citrate, parfum, piroctone olamine, sodium benzoate, dimethiconol, citric acid, guar hydroxypropyltrimonium chloride, dimethicone, hexyl cinnamal, linalool, tetrasodium edta, sodium hydroxide, tea-dodecylbenzenesulfonate, trideceth-10, sodium salicylate, polyquaternium-76, triethylene glycol, propylene glycol, benzyl alcohol, ci 42090, ci 17200</p>

SK		<p>aqua, sodium laureth sulfate, sodium lauryl sulfate, sodium chloride, sodium xylenesulfonate, cocamidopropyl betaine, glycol distearate, sodium citrate, parfum, piroctone olamine, sodium benzoate, dimethiconol, citric acid, guar hydroxypropyltrimonium chloride, dimethicone, hexyl cinnamal, linalool, tetrasodium edta, sodium hydroxide, tea-dodecylbenzenesulfonate, trideceth-10, sodium salicylate, polyquaternium-76, triethylene glycol, propylene glycol, benzyl alcohol, ci 42090, ci 17200</p>
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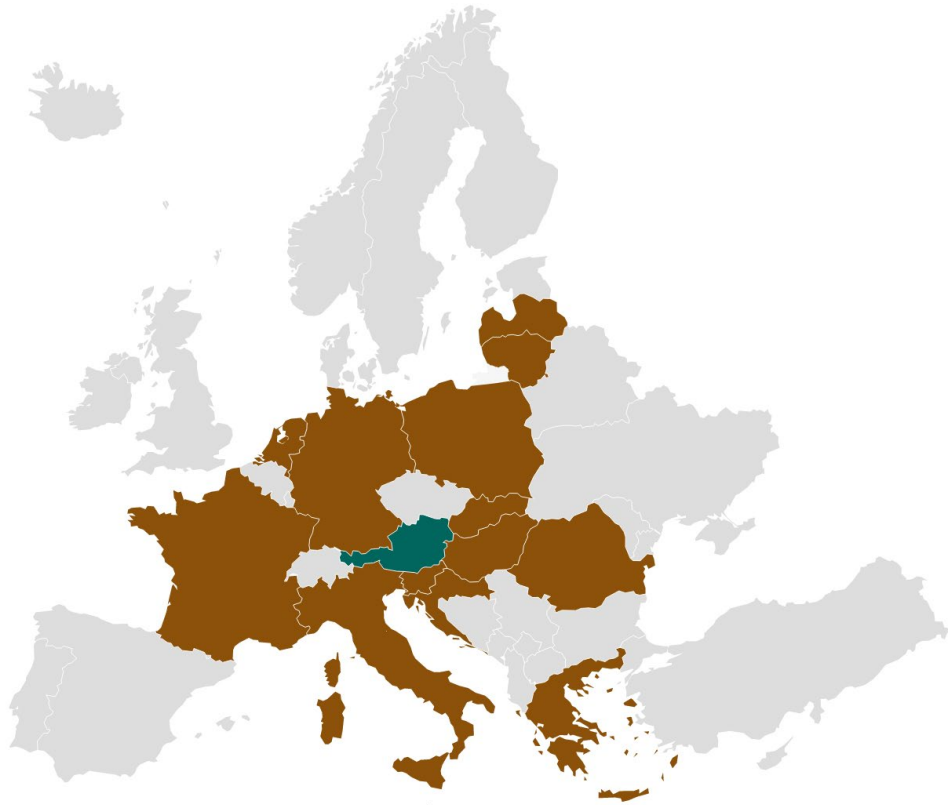
\*) different product variant according to the brand owner (excluded from the comparative assessment)

Comment from the brand owner:

The new formulation of our Head & Shoulders Classic Shampoo we started selling in the EU as of February 2021. The Head & Shoulders Classic Shampoo sampled in AT is the previous formulation. and no longer sold in AT or any other EU country. The formulation now sold by P&G to customers in AT is the same as in the rest of EU countries where we sell this product.

The BE product variant is a Head & Shoulders Classic 2-in-1 Shampoo (shampooing and conditioning), i.e., a different product variant, which is clearly specified on the product label. Because this is a 2-in-1 variant, the formula of this product is different from the formula of the products shown for the Head & Shoulders Classic Shampoo.

# Head & Shoulders Classic

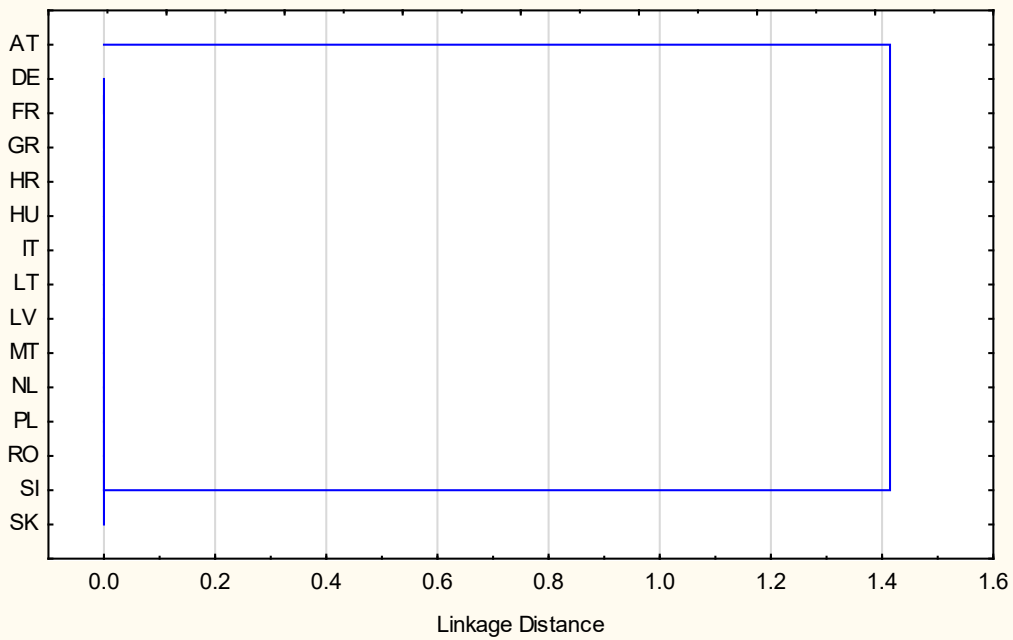


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## Head & Shoulders Classic

Single Linkage

Euclidean distances



## Head & Shoulders Deep Cleanse


Country	Photo	Ingredients
BE		<p>aqua, sodium laureth sulfate, sodium xylenesulfonate, cocamide mea, cocamidopropyl betaine, sodium chloride, sodium citrate, perfume, piroctone olamine, citric acid, glycerin, sodium salicylate, sodium benzoate, polyquaternium-10, guar hydroxypropyltrimonium chloride, sodium hydroxide, hexyl cinnamal, linalool, limonene, maris sal, ci 42090, ci 17200, ci 19140</p>
FR		<p>aqua, sodium laureth sulfate, sodium xylenesulfonate, cocamide mea, cocamidopropyl betaine, sodium chloride, sodium citrate, parfum, piroctone olamine, citric acid, glycerin, sodium salicylate, sodium benzoate, polyquaternium-10, guar hydroxypropyltrimonium chloride, sodiumhydroxide, hexyl cinnamal, linalool, limonene, maris sal, ci 42090, ci 17200, ci 19140</p>
GR		<p>aqua, sodium laureth sulfate, sodium xylenesulfonate, cocamide me, cocamidopropyl betaine, sodium chloride, sodium citrate, parfum, piroctone olamine, citric acid, glycerin, sodium salilate, sodium benzoate, polyquaternium-10, guar hydroxypropyltrimonium chloride, sodium hydroxide, hexyl cinnamal, linalool, limonene, maris sal, ci 42090, ci 17200, ci 19140</p>

HR		<p>aqua, sodium laureth sulfate, sodium xylenesulfonate, cocamide mea, cocamidopropyl betaine, sodium chloride, sodium citrate, parfum, piroctone olamine, citric acid, glycerin, sodium salicylate, sodium benzoate, polyquaternium-10, guar hydroxypropyltrimonium chloride, sodium hydroxide, hexyl cinnamal, linalool, limonene, maris sal, ci 42090, ci 17200, ci 19140</p>
HU		<p>aqua, sodium laureth sulfate, sodium xylenesulfonate, cocamide mea, cocamidopropyl betaine, sodium chloride, sodium citrate, parfum, piroctone olamine, citric acid, glycerin, sodium salicylate, sodium benzoate, polyquaternium-10, guar hydroxypropyltrimonium chloride, sodium hydroxide, hexyl cinnamal, linalool, limonene, maris sal, ci 42090, ci 17200, ci 19140</p>
IT*)		<p><i>water, sodium laureth sulfate, sodium xylenesulfonate, cocamide mea, cocamidopropyl betaine, sodium chloride, sodium citrate, parfum, piroctone olamine, citric acid, glycerin, sodium salicylate, sodium benzoate, polyquaternium-10, guar, hydroxypropyltrimonium chloride, sodium hydroxide, limonene, hexyl cinnamal, hydroxycitronellal, linalool, propylene glycol, citronellol, citrus limon fruit extract, ci 42090.</i></p>

LV*)		<p>aqua, sodium laureth sulfate, sodium xylenesulfonate, cocamide mea, cocamidopropyl betaine, sodium chloride, sodium citrate, piroctone olamine, parfum, citric acid, menthol, glycerin, sodium salicylate, sodium benzoate, polyquaternium-10, guar hydroxypropyltrimonium chloride, sodium hydroxide, hexyl cinnamal, mentha piperita oil, mentha arvensis leaf oil, linalool, hydroxycitronellal, geraniol, citronellol, ci 42090, ci 19140, ci 17200.</p>
MT		<p>aqua, sodium laureth sulfate, sodium xylenesulfonate, cocamide mea, cocamidopropyl betaine, sodium chloride, sodium citrate, parfum, piroctone olamine, citric acid, glycerin, sodium salicylate, sodium benzoate, polyquaternium-10, guar hydroxypropyltrimonium chloride, sodium hydroxide, hexyl cinnamal, linalool, limonene, maris sal, ci 42090, ci 17200, ci 19140.</p>
NL		<p>aqua, sodium laureth sulfate, sodium xylenesulfonate, cocamide mea, cocamidopropyl betaine, sodium chloride, sodium citrate, parfum, piroctone olamine, citric acid, glycerin, sodium salicylate, sodium benzoate, polyquaternium-10, guar hydroxypropyltrimonium chloride, sodium hydroxide, hexyl cinnamal, linalool, limonene, maris sal, ci 42090, ci 17200, ci 19140.</p>

<p>PL</p>		<p>aqua, sodium laureth sulfate, sodium xylenesulfonate, cocamide mea, cocamidopropyl betaine, sodium chloride, sodium citrate, parfum, piroctone olamine, citric acid, glycerin, sodium salicylate, sodium benzoate, polyquaternium-10, guar hydroxypropyltrimonium chloride, sodium hydroxide, hexyl cinnamal, linalool, limonene, maris sal, ci 42090, ci 17200, ci 19140</p>
<p>RO</p>		<p>aqua, sodium laureth sulfate, sodium xylenesulfonate, cocamide mea, cocamidopropyl betaine, sodium chloride, sodium citrate, parfum, piroctone olamine, citric acid, glycerin, sodium salicylate, sodium benzoate, polyquaternium-10, guar hydroxypropyltrimonium chloride, sodium hydroxide, hexyl cinnamal, linalool, limonene, maris sal, ci 42090, ci 17200, ci 19140.</p>
<p>SI</p>		<p>aqua, sodium laureth sulfate, sodium xylenesulfonate, cocamide mea, cocamidopropyl betaine, sodium chloride, sodium citrate, parfum, piroctone olamine, citric acid, glycerin, sodium salicylate, sodium benzoate, polyquaternium-10, guar hydroxypropyltrimonium chloride, sodium hydroxide, hexyl cinnamal, linalool, limonene, maris sal, ci 42090, ci 17200, ci 19140</p>



SK		<p>aqua, sodium laureth sulfate, sodium xylenesulfonate, cocamide mea, cocamidopropyl betaine, sodium chloride, sodium citrate, parfum, piroctone olamine, citric acid, glycerin, sodium salicylate, sodium benzoate, polyquaternium-10, guar hydroxypropyltrimonium chloride, sodium hydroxide, hexyl cinnamal, linalool, limonene, maris sal, ci 42090, ci 17200, ci 19140</p>
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\*) different product variant according to the brand owner (excluded from the comparative assessment)




Comment from the brand owner:

The Head & Shoulders Deep Clean Detox shampoo variant, with blue color scheme, is translated into different languages (e.g., Deep Cleanse, Pure Intense Pulizia Profonda etc.). The formula of this product variant is the same across all EU countries where we sell it.

The variant with menthol/ green colour scheme is for itchy scalp. The formulation of this variant is different from the Detox/blue product . The formula of variant with menthol/ green colour scheme is the same across all EU countries where we sell it.


The variant with lemon ingredient and is for greasy hair. The formulation of this variant is different from the “detox/blue and itchy scalp /green“ variants. The formula of the lemon/yellow color product variant is the same across all EU countries where we sell it.

## Head & Shoulders Supreme Repair Conditioner

Country	Photo	Ingredients
AT*)		<p><i>aqua, stearyl alcohol, behentrimonium chloride, cetyl alcohol, isopropyl alcohol, bis-aminopropyl dimethicone, parfum, phenoxyethanol, benzyl alcohol, sodiumbenzoate, piroctone olamine, citric acid, hexyl cinnamal, polysorbate 20, linalool, hydroxycitronellal, argania spinosa kernel oil</i></p>
BE		<p>aqua, stearyl alcohol, behentrimonium chloride, cetyl alcohol, isopropyl alcohol, bis-aminopropyl dimethicone, perfume, phenoxyethanol, benzyl alcohol, sodium benzoate, piroctone olamine, citric acid, hexyl cinnamal, polysorbate 20, linalool, hydroxycitronellal, argania spinosa kernel oil, persea gratissima oil</p>
GR		<p>aqua, stearyl alcohol, behentrimonium chloride, cetyl alcohol, isopropyl alcohol, bis-aminopropyl dimethicone, parfum, phenoxyethanol, benzyl alcohol, sodium benzoate, piroctone olamine, citric acid, hexyl cinnamal, polysorbate 20, linalool, hydroxycitronellal, argania spinosa kernel oil, persea gratissima oil.</p>

IT*)		<p>aqua, stearyl alcohol, behentrimonium chloride, cetyl alcohol, isopropyl alcohol, parfum, bis-aminopropyl dimethicone, phenoxyethanol, benzyl alcohol, piroctone olamine, sodium benzoate, citric acid, linalool, polysorbate 20, argania spinosa kernel oil, cocos nucifera oil</p>
LV		<p>aqua, stearyl alcohol, behentrimonium chloride, cetyl alcohol, isopropyl alcohol, bis-aminopropyl dimethicone, parfum, phenoxyethanol, benzyl alcohol, sodium benzoate, piroctone clamine, citric acid, hexyl cinnamal, polysorbate 20, linalool, hydroxycitronellal, argania spinosa kernel oil, persea gratissima oil.</p>
MT		<p>aqua, stearyl alcohol, behentrimonium chloride, cetyl alcohol, isopropyl alcohol, bis-aminopropyl dimethicone, parfum, phenoxyethanol, benzyl alcohol, sodium benzoate, piroctone olamine, citric acid, hexyl cinnamal, polysorbate 20, linalool, hydroxycitronellal, argania spinosa kernel oil, persea gratissima oil</p>

<p>PL</p>		<p>aqua, stearyl alcohol, behentrimonium chloride, cetyl alcohol, isopropyl alcohol, bis-aminopropyl dimethicone, parfum, phenoxyethanol, benzyl alcohol, sodium benzoate, piroctone olamine, citric acid, hexyl cinnamal, polysorbate 20, linalool, hydroxycitronellal, argania spinosa kernel oil, persea gratissima oil</p>
<p>RO</p>		<p>aqua, stearyl alcohol, behentrimonium chloride, cetyl alcohol, isopropyl alcohol, bis-aminopropyl dimethicone, parfum, phenoxyethanol, benzyl alcohol, sodium benzoate, piroctone olamine, citric acid, hexyl cinnamal, polysorbate 20, linalool, hydroxycitronellal, argania spinosa kernel oil, persea gratissima oil.</p>
<p>SI*)</p>		<p><i>aqua, stearyl alcohol, behentrimonium chloride, cetyl alcohol, isopropyl alcohol, bis-aminopropyl dimethicone, parfum, phenoxyethanol, benzyl alcohol, sodium benzoate, piroctone olamine, citric acid, hexyl cinnamal, polysorbate 20, linalool, hydroxycitronellal, argania spinosa kernel oil</i></p>

SK		<p>aqua, stearyl alcohol, behentrimonium chloride, cetyl alcohol, isopropyl alcohol, bis-aminopropyl dimethicone, parfum, phenoxyethanol, benzyl alcohol, sodium benzoate, piroctone olamine, citric acid, hexyl cinnamal, polysorbate 20, linalool, hydroxycitronellal, argania spinosa kernel oil, persea gratissima oil.</p>
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\*) different product variant according to the brand owner (excluded from the comparative assessment)

Comment from the brand owner:

The Head & Shoulders Supreme Repair conditioner variants are identified by its variant name/descriptor and different colors (red, purple and golden/brown). The formulation of the individual variants are the same across the EU but distinct from the formulas of the other Head & Shoulders Supreme conditioner variants.

## L'Oreal Age Specialist 35+

Country	Photo	Ingredients
GR*)		<p>aqua/water, dimethicone, glycerin, paraffinum liquidum/mineral oil, nylon-66, myristyl myristate, dipropylene glycol, stearic acid, palmitic acid, peg-100 stearate, glyceryl stearate, lithium magnesium sodium silicate [nano]/lithium magnesium sodium silicate, boswellia serrata gum, vaccinium myrtillus fruit extract, atelocollagen, manganese gluconate, pentaerythrityl tetraisostearate, sodium chondroitin sulfate, triethanolamine, tocopheryl acetate, cetyl alcohol, stearyl alcohol, ammonium polyacryloyldimethyl taurate, butylene glycol, caprylyl glycol, ci 77891/titanium dioxide, myristic acid, peg-20 stearate, propylene glycol, silica dimethyl silylate [nano]/silica dimethyl silylate, soluble collagen, sorbitol, trisodium edta, alpha-isomethyl ionone, benzyl alcohol, benzyl salicylate, citronellol, hexyl cinnamal, linalool, hexylene glycol, phenoxyethanol, potassium sorbate, parfum/fragrance. (f.i.l. b236010/1)</p>
HR		<p>aqua/water, glycerin, cyclohexasiloxane, hydroxyethylpiperazine ethane sulfonic acid, hydrogenated polyisobutene, octyldodecanol, ammonium polyacryloyldimethyl taurate, dimethicone, myristyl myristate, adenosine, atelocollagen, capryloyl glycine, ethylhexylglycerin, hydrolyzed opuntia ficus-indica flower extract, hydroxyacetophenone, pentaerythrityl tetraisostearate, sodium chondroitin sulfate, sodium hydroxide, acacia decurrens flower cera/ acacia decurrens flower wax, helianthus annuus seed cera/sunflower seed wax, jojoba esters, polyglycerin-3, acrylonitrile/methyl methacrylate/vinylidene chloride copolymer, butylene glycol, caprylyl glycol, glyceryl stearate se, isobutane, myristic acid, palmitic acid, potassium cetyl phosphate, silica dimethyl silylate[nano]/silica dimethyl silylate, stearic acid, xanthan gum, alpha-isomethyl ionone, citronellol, geraniol, limonene, linalool, hexylene glycol, phenoxyethanol, tocopherol, parfum/fragrance (f.i.l b227933/1).</p>
HU		<p>aqua/water, glycerin, cyclohexasiloxane, hydroxyethylpiperazine ethane sulfonic acid, hydrogenated polyisobutene, octyldodecanol, ammonium polyacryloyldimethyl taurate, dimethicone, myristyl myristate, adenosine, atelocollagen, capryloyl glycine, ethylhexylglycerin, hydrolyzed opuntia ficus-indica flower extract, hydroxyacetophenone, pentaerythrityl tetraisostearate, sodium chondroitin sulfate, sodium hydroxide, acacia decurrens flower cera/acacia decurrens flower wax, helianthus annuus seed cera/sunflower seed wax, jojoba esters, polyglycerin-3, acrylonitrile/methyl methacrylate/vinylidene chloride copolymer, butylene glycol, caprylyl glycol, glyceryl stearate se, isobutane, myristic acid, palmitic acid, potassium cetyl phosphate, silica dimethyl silylate[nano]/silica dimethyl silylate, stearic acid, xanthan gum, alpha-isomethyl ionone, citronellol, geraniol, limonene, linalool, hexylene glycol, phenoxyethanol, tocopherol, parfum/fragrance (f.i.l b227933/1)</p>

IT*)		<p>aqua/water, dimethicone, glycerin, paraffinum liquidum/ mineral oil, nylon-66, myristyl myristate, dipropylene glycol, stearic acid, palmitic acid, peg-100 stearate, glyceryl stearate, lithium magnesium sodium silicate (nano)/lithium magnesiumsodium silicate, boswella serrata gum, vaccinum myrtillus fruit extract, atelocollagen, manganese glucaonate, pentaerythrithyl tetraisostearate, sodium chondroitin sulfate, triethanolamine, tocopheryl acetate, cetyl alcohol, stearyl alcohol, ammonium polyacryloyldimethyl taurate, butylen glycol, caprylyl glycol, ci 77891/ titanium dioxide, myristic acid, peg_20 stearate, propylene glycol, silica dimethyl silylate [nano]/silica dimethyl sylate, soluble collagen, sorbitol, trisodium etda, alpha-isomethyl ionone, benzyl alcohol, benzyl salicylate, citronellol, hexyl cinnamal, linalool, hexylene glycol, phenoxyethanol, potassium sorbate, parfum/fragrance (f.i.l. b236010/1).</p>
LT		<p>aqua/water, glycerin, cyclohexasiloxane, hydroxyethylpiperazine ethane sulfonic acid, hydrogenated polyisobutene, octyldodecanol, ammonium polyacryloyldimethyl taurate, dimethicone, myristyl myristate, adenosine, atelocollagen, capryloyl glycine, ethylhexylglycerin, hydrolyzed opuntia ficus-indica flower extract, hydroxyacetophenone, pentaerythrithyl tetraisostearate, sodium chondroitin sulfate, sodium hydroxide, acacia decurrns flower cera/acacia decurrens flower wax, helianthus annuus seed cera/sunflowers seed wax, jojoba esters, polyglycerin-3, acrylonitrile/methyl methacrylate/vinylidene chloride copolymer, butylene glycol, caprylyl glycol, glyceryl stearate se, isobutane, myristic acid, palmitic acid, potassium cetyl phosphate, silica dimethyl silylate [nano]/silica dimethyl silylate, stearic acid, xanthan gum, alpha-isomethyl ionone, citronellol, geraniol, limonene, linalool, hexylene glycol, phenoxyethanol, tocopherol, parfum/fragrance (f.i.l. b227933/1).</p>
LV		<p>aqua/water, glycerin, cyclohexasiloxane, hydroxyethylpiperzine ethane sulfonic acid, hydrogenated polysobutene, octyldodecanol, ammonium polyacryloyldimethyl taurate, dimethicone, myristyl myristate, adenosine, atelocollagen, capryloyl glycine, ethylhexylglycerin, hydrolyzed opuntia ficus-indica flower extract, hydroxyacetophenone, pentaerythrithyl tetraisostearate, sodium chondroitin sulfate, sodium hydroxide, acacia decurrens flower cera/ acacia decurrens flower wax, helianthus annuss seed cera/sunflower seed wax, jojoba esters, polyglycerin-3, acrylonitrile/methyl methacrylate/vinylidene chloride copolymer, butylene glycol, caprylyl glycol, glyceryl stearate se, isobutane, myristic acid, palmitic acid, potassium cetyl phosphate, silica dimethyl silylate [nano]/silica dimethyl silylate, stearic acid, xanthan gum, alpha-isomethyl ionone, citronellol, gerniol, limonene, linalool, hexylene glycol, phenoxyethanol, tocopherol, parfum/frangrance (f.i.l. b227933/1).</p>

RO		<p>aqua/water, glycern, hydroxyethylpiperazine ethane sulfonic acid, hydrogenated polyisobutene, dimethicone, octyldodecanol, zea mays starch/corn starch, ammonium polyacryloyldimethyl taurate, jojoba esters, myristyl myristate, adenosine, atelocollagen, capryloyl glycine, hydroxyacetophenone, pentaerythrityl tetrasostearate, sodium chondroitin sulfate, sodium hydroxide, acacia decurrens flower cera/acacia decurrens flower wax, camellia oleifera seed oil, helianthus annuus seed cera/sunflower seed wax, polyglycerin-3, boron nitride, silica silylate, butylene glycol, caprylyl glycol, glyceryl stearate se, myristic acid, oxidized starch acetate, palmitic acid, potassium cetyl phosphate, propylene glycol, silica dimethyl silylate [nano]/silica dimethyl silylate, soluble collagen, stearic acid, tocopherol, trisodium edta, xanthan gum, alpha-isomethyl ionone, benzyl alcohol, citronellol, geraniol, limonene, linalool, hexylene glycol, phenoxyethanol, potassium sorbate, parfum/fragrance (f.i.l z286433/1).</p>
SK		<p>aqua/water, glycerin, cyclohexasiloxane, hydroxyethylpiperzine ethane sulfonic acid, hydrogenated polysobutene, octyldodecanol, ammonium polyacryloyldimethyl taurate, dimethicone, myristyl myristate, adenosine, atelocollagen, capryloyl glycine, ethylhexylglycerin, hydrolyzed opuntia ficus-indica flower extract, hydroxyacetophenone, pentaerythrityl tetraisostearate, sodium chondroitin sulfate, sodium hydroxide, acacia decurrens flower cera/ acacia decurrens flower wax, helianthus annuus seed cera/sunflower seed wax, jojoba esters, plyglycerin-3, acrylonitrile/methyl methacrylate/vinylidene chloride copolymer, butylene glycol, caprylyl glycol, glyceryl stearate se, isobutane, myristic acid, palmitic acid, potassium cetyl phosphate, silica dimethyl silylate, stearic acid, xanthan gum, alpha-isomethyl ionone, citronellol, gerniol, limonene, linalool, hexylene glycol, phenoxyethanol, tocopherol, parfum/fragrance (f.i.l b227933/1).</p>

\*) different product variant according to the brand owner (excluded from the comparative assessment)

Comment by the brand owner:

The quality and safety of our products are our priority. Our cosmetic products correspond to the highest quality and safety standards.

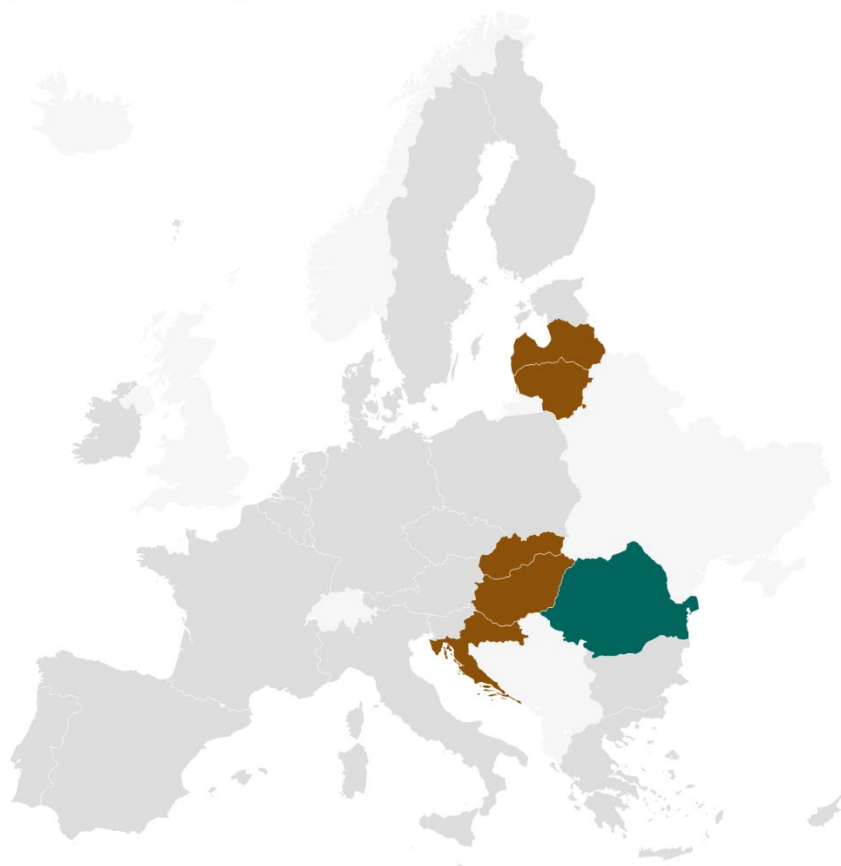
The products collected in GR and IT are L'OREAL PARIS WRINKLE EXPERT 35+. The products collected in HR/HU/SK/LT/LV/RO are L'OREAL PARIS AGE SPECIALIST 35+.

L'OREAL PARIS WRINKLE EXPERT 35+ and L'OREAL PARIS AGE SPECIALIST 35+ are two different product lines. They have different names, different packaging appearance (color), different composition.

L'OREAL PARIS AGE SPECIALIST 35+ collected in RO is the renovated version (available since 2021) of the products collected in HR/HU/SK/LT/LV. Both versions (previous and renovated) can be found on the market depending on the product turnover in the shops where they were collected.



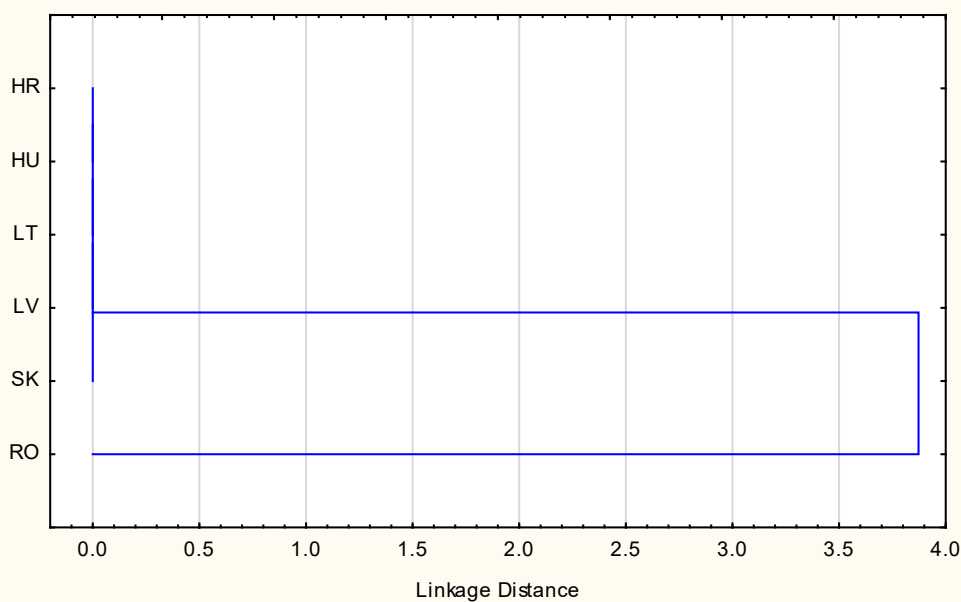
### L'Oreal Age Specialist 35+





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### L'Oreal Age Specialist 35+



Single Linkage  
Euclidean distances





## L'Oreal Excellence 7.0 Ash Blond



Country	Photo	Ingredients
AT		<p>coloration creme: aqua/water, cetearyl alcohol, proplene glycol, deceth-3, laureth-12, ammonium hydroxide, oleth-30, hexadimethrine chloride, lauric acid, glycol distearate, polyquaternium-22, ethanolamine, silica dimethyl silylate (nano)/silica dimethyl silylate, ci77891/titanium dioxide, 2,4-diaminophenoxyethanol hcl, m-aminophenol, ascorbid acid, sodium metabisulfite, thioglycerin, toluene-2,5-diamine, dimethicone, proline, carbomer, threonine, resorcinol, edta, parfum / fragrance (f.i.l. c227585/1)</p> <p>developer creme: aqua/water, hydrogen peroxide, cetearyl alcohol, sodium salicylate, trideceth-2 carboxamide mea, phosphoric acid, ceteareth-25, tetrasodium etidronate, tetrasodium pyrophosphate, glycerin, (f.i.l c202318/2).</p> <p>color care shampoo: aqua/water, sodium laureth sulfate, cocamidopropyl betaine, dimethicone, sodium chloride, parfum/fragrance, ci77891/titanium dioxide, guar, hydroxypropyltrimonium chloride, mica, coco-betaine, sodium benzoate, sodium hydroxide, phenoxyethanol, steareth-6, acetic acid, peg-100 stearate, trideceth-10, trideceth-3, salicylic acid, fumaric acid, linalool, benzyl alcohol, amodimethicone, isoeugenol, carbomer, citric acid, hexylene glycol, hexyl cinnamal, glycerin, glycol distearate (f.i.l. c235641/1).</p> <p>care conditioner: aqua/water, amodimethicone, stearyl alcohol, hydroxypropyl starch phosphate, isopropyl myristate, behentrimonium chloride, cetyl alcohol, hydroxypropyltrimonium hydrolyzed wheat protein, phenoxyethanol, acetic acid, peg-150 distearate, trideceth-5, trideceth-6, trideceth-10, panthenol, linalool, benzyl alcohol, isopropyl alcohol, isoeugenol, 2-oleamido-1,3-octadecanediol, caprylyl glycol, cetrimonium chloride, hexyl cinnamal, glycerin, pafum/fragrance (f.i.l. c223464/1).</p>
CY		<p>caring colouring cream: aqua/water, cetearyl alcohol, propylene glycol, deceth-3, laureth-12, ammonium hydroxide, oleth-30, hexadimethrine chloride, lauric acid, glycol distearate, polyquaternium-22, ethanolamine, silica dimethyl silylate [nano]/silica dimethyl silylate, ci 77891/titanium dioxide, 2,4-diaminophenoxyethanol hci, m-aminophenol, ascorbic acid, sodium metabisulfite, dimethicone proline, p-phenylenediamine, carbomer, threonine, resorcinol, edta, parfum/fragrance. (f.ll c226897/1). 1152439</p> <p>developer: aqua/water, hydrogen peroxide, cetearyl alcohol, sodium salicylate, trideceth-2 carboxamide mea, phosphoric acid, ceteareth-25, tetrasodium etidronate, tetrasodium pyrophosphate, glycerin, (f.l.l c202318/2). 1217017</p> <p>gentle ph shampoo: aqua/water, sodium laureth sulfate, cocamidopropyl betaine, dimethicone, sodium chloride, parfum/fragrance, ci 77891/titanium dioxide, guar hydroxypropyltrimonium chloride, mica, coco-betaine, sodium benzoate, sodium hydroxide, phenoxyethanol, steareth-6, acetic acid, peg-100 stearate, trideceth-10, trideceth-3, salicylic acid, fumaric acid, linalool, benzyl alcohol, amodimethicone, isoeugenol, carbomer, citric acid, hexylene glycol, hexyl cinnamal, glycerin, glycol distearate (f.l.l c235641/1). 1177657</p> <p>nourishing mask: aqua/water, amodimethicone, stearyl alcohol, hydroxypropyl starch phosphate, isopropyl myristate, behentrimonium chloride, cetyl alcohol, hydroxypropyltrimonium hydrolyzed wheat protein, phenoxyethanol, acetic acid, peg-150 distearate, trideceth-5, trideceth-6, trideceth-10, panthenol, linalool, benzyl alcohol, isopropyl alcohol,</p>

		<p>isoeugenol, 2-oleamido-1,3-octadecanediol, caprylyl glycol, cetrimonium chloride, hexyl cinnamal, glycerin, parfum/fragrance (f.i.l c223464/1)</p>
<p>DE</p>		<p>colorations-creme: aqua / water, cetearyl alcohol, propylene glycol, deceth-3, laureth-12, ammonium hydroxide, oleth-30, hexadimethrine chloride, lauric acid, glycol distearate, polyquaternium-22, ethanolamine, silica dimethyl silylate [nano] / silica dimethyl silylate, ci 77891 / titanium dioxide, 2,4-diaminophenoxyethanol hci, m-aminophenol, ascorbic acid, sodium metabisulfite, thioglycerin, toluene-2,5-diamine, dimethicone, proline, p-phenylenediamine, carbomer, threonine, resorcinol, edta, parfum / fragrance. (f.i.l c227585/1).1152439</p> <p>entwickler-creme: aqua / water, hydrogen peroxide, cetearyl alcohol, sodium salicylate, trideceth-2 carboxamide mea, phosphoric acid, cetareth-25, tetrasodium etidronate, tetrasodium pyrophosphate, glycerin. (f-.i.l. c202318/2).1217017 b</p> <p>farbpflege-shampoo : aqua / water, sodium laureth sulfate, cocamidopropyl betaine, dimethicone, sodium chloride, parfum / fragrance, ci 77891 / titanium dioxide, guar hydroxypropyltrimonium chloride, mica, coco-betaine, sodium benzoate, sodium hydroxide, phenoxyethanol, steareth-6, acetic acid, peg-100 stearate, trideceth-10, trideceth-3, salicylic acid, fumaric acid, linalool, benzyl alcohol, amodimethicone, isoeugenol, carbomer, citric acid, hexylene glycol, hexyl cinnamal, glycerin, glycol distearate. (f.i.l c235641/1).1177657</p> <p>pflege-balsam:aqua / water, amodimethicone, stearyl alcohol, hydroxypropyl starch phosphate, isopropyl myristate, behentrimonium chloride, cetyl alcohol, hydroxypropyltrimonium hydrolyzed wheat protein, phenoxyethanol, acetic acid, peg-150 distearate, trideceth-5, trideceth-6, trideceth-10, panthenol, linalool, benzyl alcohol, isopropyl alcohol, isoeugenol, 2-oleamido-1,3-octadecanediol, caprylyl glycol, cetrimonium chloride, hexyl cinnamal, glycerin, parfum / fragrance. (f.i.l. c223464/1).</p>

FR		<p>colouring cream: aqua / water, cetearyl alcohol, propylene glycol, deceth-3, laureth-12, ammonium hydroxide, oleth-30, hexadimethrine chloride, lauric acid, glycol distearate, polyquaternium-22, ethanolamine, silica dimethyl silylate [nano] / silica dimethyl silylate, ci 77891 / titanium dioxide, 2,4-diaminophenoxyethanol hci, m-aminophenol, ascorbic acid, sodium metabisulfite, dimethicone, proline, p-phenylenediamine carbomer, threonine, resorcinol, edta, parfum / fragrance. (f.i.l c226897/1). 1152439 –</p> <p>révélateur crème :aqua / water, hydrogen peroxide, cetearyl alcohol, sodium salicylate, trideceth-2 carboxamide mea, phosphoric acid, cetearth-25, tetrasodium etidronate, tetrasodium pyrophosphate, glycerin. (f-.i.l. c202318/2).1217017 b</p> <p>shampooing soin au ph doux :aqua / water, sodium laureth sulfate, cocamidopropyl betaine, dimethicone, sodium chloride, parfum / fragrance, ci 77891 / titanium dioxide, guar hydroxypropyltrimonium chloride, mica, coco-betaine, sodium benzoate, sodium hydroxide, phenoxyethanol, steareth-6, acetic acid, peg-100 stearate, trideceth-10, trideceth-3, salicylic acid, fumaric acid, linalool, benzyl alcohol, amodimethicone, isoeugenol, carbomer, citric acid, hexylene glycol, hexyl cinnamal, glycerin, glycol distearate. (f.i.l c235641/1).1177657</p> <p>masque nutritif: aqua / water, amodimethicone, stearyl alcohol, hydroxypropyl starch phosphate, isopropyl myristate, behentrimonium chloride, cetyl alcohol, hydroxypropyltrimonium hydrolyzed wheat protein, phenoxyethanol, acetic acid, peg-150 distearate, trideceth-5, trideceth-6, trideceth-10, panthenol, linalool, benzyl alcohol, isopropyl alcohol, isoeugenol, 2-oleamido-1,3-octadecanediol, caprylyl glycol s cetrimicium chloride, hexyl cinnamal, glycerin, parfum / fragrance. (f:i.l. c223464/1).</p>
HR		<p>colouring cream: aqua / water, cetearyl alcohol, propylene glycol, deceth-3, laureth-12 , ammonium hydroxide, oleth-30, hexadimethrine chloride, lauric acid, glycoldistearate, polyquaternium-22, ethanolamine, silica dimethyl silylate [nano] / silica dimethylsilylate, ci 77891 / titanium dioxide, 2,4-diaminophenoxyethanol hcl, m-aminophenol, ascorbic acid, sodium metabisulfite, dimethicone, proline, p-phenylenediamine, carbomer, threonine, resorcinol, edta, parfum / fragrance</p> <p>developer: aqua / water, hydrogen peroxide, cetearyl alcohol, sodium salicylate, trideceth-2carboxamide mea, phosphoric acid, cetearth-25, tetrasodium etidronate, tetrasodium pyrophosphate, glycerin</p> <p>gentle ph shampoo: aqua / water, sodium laureth sulfate, cocamidopropyl betaine, dimethicone, sodium chloride, parfum / fragrance, ci 77891 / titanium dioxide, guarhydroxypropyltrimonium chloride, mica, coco-betaine, sodium benzoate, sodium hydroxide, phenoxyethanol, steareth-6, acetic acid, peg-100 stearate, trideceth-10, trideceth-3, salicylic acid, fumaric acid, linalool, benzyl alcohol, amodimethicone, isoeugenol, carbomer, citric acid, hexylene glycol, hexyl cinnamal, glycerin, glycol distearate</p> <p>nourishing mask: aqua / water, amodimethicone, stearyl alcohol, hydroxypropyl starch phosphate, isopropyl myristate, behentrimonium chloride, cetyl alcohol, hydroxypropyltrimonium hydrolyzed,wheat protein, phenoxyethanol, acetic acid, peg-150 distearate, trideceth-5, trideceth-6, trideceth-10, panthenol, linalool, benzyl alcohol, isopropyl alcohol, isoeugenol, 2-oleamido-1,3-octadecanediol, caprylyl glycol, cetrimoniumchloride, hexyl cinnamal, glycerin, parfum / fragrance.</p>

<p>HU</p>		<p>coloration creme: aqua/water, cetearyl alcohol, proplene glycol, deceth-3, laureth-12, ammonium hydroxide, oleth-30, hexadimethrine chloride, lauric acid, glycol distearate, polyquaternium-22, ethanolamine, silica dimethyl silylate (nano)/silica dimethyl silylate, ci77891/titanium dioxide, 2,4-diaminophenoxyethanol hcl, m-aminophenol, ascorbid acid, sodium metabisulfite, thioglycerin, toluene-2,5-diamine, dimethicone, proline, carbomer, threonine, resorcinol, edta, parfum / fragrance (f.i.l. c227585/1)</p> <p>developer creme: aqua/water, hydrogen peroxide, cetearyl alcohol, sodium salicylate, trideceth-2 carboxamide mea, phosphoric acid, cetareth-25, tetrasodium etidronate, tetrasodium pyrophosphate, glycerin, (f.i.l. c202318/2).</p> <p>color care shampoo: aqua/water, sodium laureth sulfate, cocamidopropyl betaine, dimethicone, sodium chloride, parfum/fragrance, ci77891/titanium dioxide, guar, hydroxypropyltrimonium chloride, mica, coco-betaine, sodium benzoate, sodium hydroxide, phenoxyethanol, steareth-6, acetic acid, peg-100 stearate, trideceth-10, trideceth-3, salicylic acid, fumaric acid, linalool, benzyl alochol, amodimethicone, isoeugenol, carbomer, citric acid, hexylene glycol, hexyl cinnamal, glycerin, glycol distearate (f.i.l. c235641/1).</p> <p>care conditioner: aqua/water, amodimethicone, stearyl alcohol hydroxypropyl starch phosphate, isopropyl myristate, behentrimonium chloride, cetyl alcohol, hydroxypropyltrimonium hydrolyzed wheat protein, phenoxyethanol, acetic acid, peg-150 distearate, trideceth-5, trideceth-6, trideceth-10, panthenol, linalool, benzyl alcohol, isopropyl alcohol, isoeugenol, 2-oleamido-1,3-octadecanediol, caprylyl glycol, cetrimonium chloride, hexyl cinnamal, glycerin, pafum/fragrance (f.i.l. c223464/1).</p>
<p>IT</p>		<p>colour cream: water, cetearyl alcohol, propylene glycol, deceth-3, laureth-12, ammonium hydroxide, oleth-30, hexadimethrine chloride, lauric acid, glycol distearate, polyquaternium 22, ethanolamine, silica dimethyl silylate (nano), silica dimethyl silylate, ci 77891/titanium dioxide, 2,4-diaminophenoxyethanol hci, m-aminophenol, ascorbic acidm sodium metabisulfite, dimethicone, proline, p-phenylenediamine, carbomer, threonine, resorcinol, etda, parfum/ fragrance (f.i.l. c226897/1);</p> <p>detector: water, hydrogen peroxide, cetearyl alcohol, sodium salicylate, trideceth-2 carboxamide mea, phosphoric acid, cetareth-25, tetrasodium etidronate, tetrasodium pyrophosphate, glycerin (f.i.l. c202318/2);</p> <p>shampoo: water, sodium laureth sulfate, cocamidopropyl betaine, dimethicone, sodium chloride, parfum/fragrance, ci77891/titanium dioxide, guar htdoxypropyltrimonium chloride, mica, coco-betaine, sodium benzoate, sodium hydroxide, phenoxyethanol steareth-6, acetic acid, peg-100 stearate, trideceth-10, trideceth-3. salicylic acid, fumaric acid, linalool, benzyl alcohol, amodimethicone, isoeugenol, carbomer, citric acid, hexylene glycol, hexyl cinnamal, glycerin, glycool distearate (f.i.l. c235641/1);</p> <p>nourishing mask:water, amodimethicone, stearyl alcohol, hydrxypropyl starch phosphate, isopropyl myristate, behentrimonium chloride, cetyl alcohol, hydrxypropyltrimonium hydrolyzed wheat protein, phenoxyethanol, acetic acid, peg-150 distearate, trideceth-5, trideceth-6, trideceth-10, panthenol, linalool, benzyl alcohol, isopropyl alcohol, isoeugenol, 2-oleamido-1,3octadecanediol, caprylyl glycol, cetrimonium chloride, hexyl cinnamal, glycerin, parfum/fragrance (f.i.l. c223464/1).</p>

<p>MT</p>		<p>colouring cream: aqua / water, cetearyl alcohol, propylene glycol, deceth-3, laureth-12, ammonium hydroxide, oleth-30, hexadimethrine chloride, lauric acid, glycol distearate, polyquaternium-22, ethanolamine, silica dimethyl silylate(nano)/silica dimethylsilylate, ci 77891/titanium dioxide, 2,4 diaminophenoxyethanol hci, m-aminophenol, ascorbic acid, sodium metabisulphite, dimethicone, proline, p-phenylenediamine, carbomer, threonine, resorcinol, edta, perfume/fragrance (f.i.l c226897/1)</p> <p>detector: aqua/water, hydrogen peroxide, cetearyl alcohol, sodium salicylate, trideceth-2 carboxamide mea, phosphoric acid, cetareth-25, tetrasodium etidronate, tetrasodiumpyrophosphate, glycerin,(f.i.l c202318/2)</p> <p>sweet ph shampoo: aqua / water, sodium laureth sulfate, cocamidopropyl bethaine, dimethicone,s odium chloride, perfume/fragrance, ci 77891/titanium dioxide, guar hydrooxypropyltrimonium chloride, mica, coco-betaine, sodium benzoate, sodium hydroxide, phenoxyethanol, steareth-6, acetic acid, peg-100 stearate, trideceth-10, trideceth-3, salicylic acid, fumaric acid, linalool, benzyl alcohol, amodimethicone, isoeugenol, carbomer, citric acid, hexylene glycol, hexylcinnamal, glycerin, glycol distearate,(f.i.l c235641/1)</p> <p>nourishing mask: aqua/water, amodimethicone, stearyl alcohol, hydroxypropyl starch phosphate, isopropyl myristate, behentrimonium chloride, cetyl alcohol, hydroxypropyltrimonium hydrolized wheat protein, phenoxyethanol, acetic acid, peg-150 distearate, trideceth-5, trideceth-6, trideceth-10, panthenol, linalool, benzyl alcohol, isopropyl alcohol, isoeugenol, 2-octadecanediol, caprylyl glycol, cetrimonium chloride, hexyl cannamal, glycerin, perfume/fragrance, (f.i.l c223464/1).</p>
<p>PL</p>		<p>colouring cream: aqua/water, cetearyl alcohol, propylene glycol, deceth-3, laureth-12, ammonium hydroxide, oleth-30, hexadimethrine chloride, lauric acid, glycol distearate, polyquaternium-22, ethanolamine, silica dimethyl silylate (nano)/silica dimethyl silylate, ci 77891/titanium dioxide, 2,4-diaminophenoxyethanol hcl, m-aminophenol, ascorbic acid, sodium metabisulfite, dimethicone, proline, p- phenylenediamine, carbomer, threonine, resorcinol, edta, parfum/fragrance.(f.i.l. c226897/1).1152439</p> <p>developer: aqua/water, hydrogen peroxide, cetearyl alcohol, sodium salicylate, trideceth-2 carboxamide mea, phosphoric acid, cetareth-25, tetrasodium etidronate, tetrasodium pyrophosphate, glycerin. (f.i.l c202318/2).1217017</p> <p>gentle ph shampoo: aqua/water, sodium laureth sulfate, cocamidopropyl betaine, dimethicone, sodium chloride, parfum/fragrance, ci 77891/titanium dioxide, guar hydroxypropyltrimonium chloride, mica, coco-betaine, sodium benzoate, sodium hydroxide, phenoxyethanol, steareth-6, acetic acid, peg-100 stearate, trideceth-10, trideceth-3, salicylic acid, fumaric acid, linalool, benzyl alcohol, amodimethicone, isoeugenol, carbomer, citric acid, hexylene glycol, hexyl cinnamal, glycerin, glycol distearate. (f.i.l. c235641/1).1177657</p> <p>nourishing mask: aqua/water, amodimethicone, stearyl alcohol, hydroxypropyl starch phosphate, isopropyl myristate, behentrimonium chloride, cetyl alcohol, hydroxypropyltrimonium hydrolyzed wheat protein, phenoxyethanol, acetic acid, peg-150 distearate, trideceth-5, trideceth-6, trideceth-10, panthenol, linalool, benzyl alcohol, isopropyl alcohol, isoeugenol, 2-oleamido-1,3-octadecanediol, caprylyl glycol, cetrimonium chloride, hexyl cinnamal, glycerin, parfum/fragrance (f.i.l. c223464/1).</p>

RO		<p>coloring cream: aqua/water, cetearyl alcohol, propylene glycol, deceth-3, laureth-12, ammonium hydroxide, oleth-30, hexadimethrine chloride, lauric acid, glycol distearate, polyquaternium-22, ethanolamine, silica dimethyl silylate [nano] / silica dimethyl silylate, ci 77891 / titanium dioxide 2,4-diaminophenoxyethanol hcl, m-aminophenol, ascorbic acid, sodium metabisulfite, dimethicone, proline, p-phenylenediamine, carbomer, threonine, resorcinol, edta, parfum /fragrance (fil c226897/1)</p> <p>revelating cream: aqua/water, hydrogen peroxide, cetearyl alcohol, sodium salicylate, trideceth-2 carboxamide mea, phosphoric acid, cetearth-25, tetrasodium etidronate, tetrasodium pyrophosphate, glycerin. (fil c202318/2).1217017</p> <p>delicate shampoo with neutral ph: aqua/water, sodium laureth sulfate, cocamidopropyl betaine, dimethicone, sodium chloride, parfum / fragrance, ci 77891 / titanium dioxide, guar hydroxypropyltrimonium chloride, mica, coco-betaine, sodium benzoate, sodium hydroxide, phenoxyethanol, steareth-6, acetic acid, peg-100 stearate, trideceth-10, trideceth-3, salicylic acid, fumaric acid, linalool, benzyl alcohol, amodimethicone, isoeugenol, carbomer, citric acid, hexylene glycol, hexyl cinnamal, glycerin, glycol distearate (fil c235641/1).1177657</p> <p>feeding mask: aqua/water, amodimethicone, stearyl alcohol, hydroxypropyl starch phosphate, isopropyl myristate, behentrimonium chloride, cetyl alcohol, hydroxypropyltrimonium hydrolyzed wheat protein, phenoxyethanol, acetic acid, peg-150 distearate, trideceth-5, trideceth-6, trideceth-10, panthenol, linalool, benzyl alcohol, isopropyl alcohol, isoeugenol, 2-oleamido-1,3-octadecanediol, caprylyl glycol, cetrimonum chloride, hexyl cinnamal, glycerin, parfum / fragrance (fil c 223464/1).</p>
SI		<p>coloring cream: aqua/water, cetearyl alcohol, propylene glycol, deceth-3, laureth-12, ammonium hydroxide, oleth-30, hexadimethrine chloride, lauric acid, glycol distearate, polyquaternium-22, ethanolamine, silica dimethyl silylate [nano] / silica dimethyl silylate, ci 77891 / titanium dioxide 2,4-diaminophenoxyethanol hcl, m-aminophenol, ascorbic acid, sodium metabisulfite, dimethicone, proline, p-phenylenediamine, carbomer, threonine, resorcinol, edta, parfum /fragrance (fil c226897/1)</p> <p>revelating cream: aqua/water, hydrogen peroxide, cetearyl alcohol, sodium salicylate, trideceth-2 carboxamide mea, phosphoric acid, cetearth-25, tetrasodium etidronate, tetrasodium pyrophosphate, glycerin. (fil c202318/2).1217017</p> <p>delicate shampoo with neutral ph: aqua/water, sodium laureth sulfate, cocamidopropyl betaine, dimethicone, sodium chloride, parfum / fragrance, ci 77891 / titanium dioxide, guar hydroxypropyltrimonium chloride, mica, coco-betaine, sodium benzoate, sodium hydroxide, phenoxyethanol, steareth-6, acetic acid, peg-100 stearate, trideceth-10, trideceth-3, salicylic acid, fumaric acid, linalool, benzyl alcohol, amodimethicone, isoeugenol, carbomer, citric acid, hexylene glycol, hexyl cinnamal, glycerin, glycol distearate (fil c235641/1).1177657</p> <p>feeding mask: aqua/water, amodimethicone, stearyl alcohol, hydroxypropyl starch phosphate, isopropyl myristate, behentrimonium chloride, cetyl alcohol, hydroxypropyltrimonium hydrolyzed wheat protein, phenoxyethanol, acetic acid, peg-150 distearate, trideceth-5, trideceth-6, trideceth-10, panthenol, linalool, benzyl alcohol, isopropyl alcohol, isoeugenol, 2-oleamido-1,3-octadecanediol, caprylyl glycol, cetrimonum chloride, hexyl cinnamal, glycerin, parfum / fragrance (fil c 223464/1).</p>

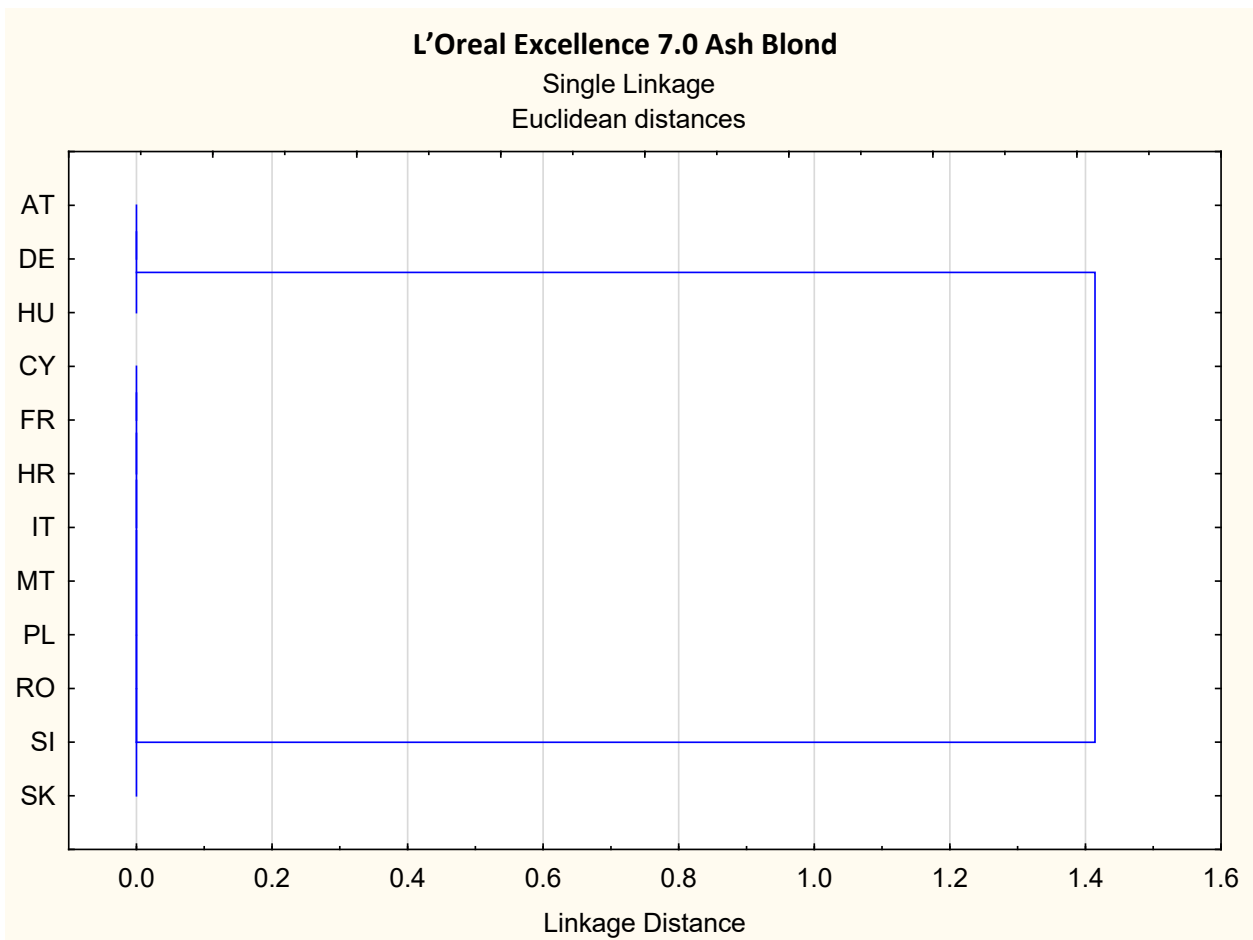
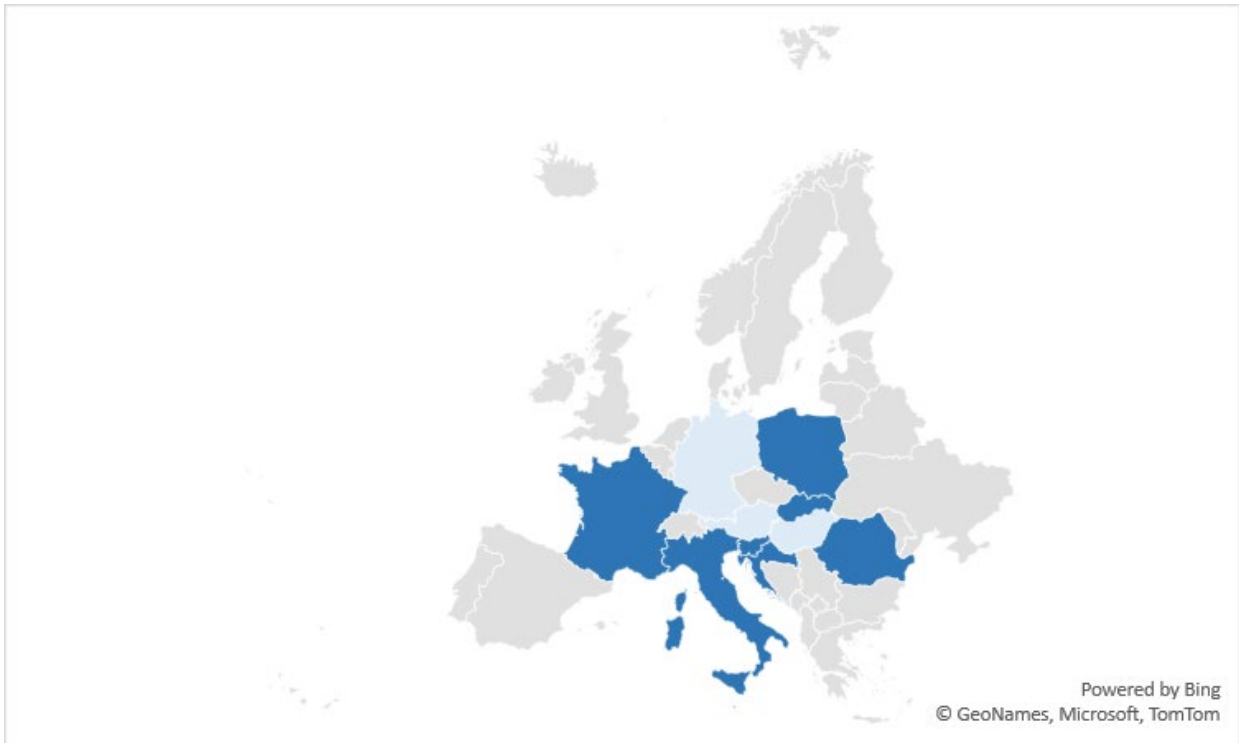
<p>SK</p>		<p>coloring cream: aqua/water, cetearyl alcohol, propylene glycol, deceth-3, laureth-12, ammonium hydroxide, oleth-30, hexadimethrine chloride, lauric acid, glycol distearate, polyquaternium-22, ethanolamine, silica dimethyl silylate [nano] / silica dimethyl silylate, ci 77891 / titanium dioxide 2,4-diaminophenoxyethanol hcl, m-aminophenol, ascorbic acid, sodium metabisulfite, dimethicone, proline, p-phenylenediamine, carbomer, threonine, resorcinol, edta, parfum / fragrance (fil c226897/1)</p> <p>revelating cream: aqua/water, hydrogen peroxide, cetearyl alcohol, sodium salicylate, trideceth-2 carboxamide mea, phosphoric acid, cetearth-25, tetrasodium etidronate, tetrasodium pyrophosphate, glycerin. (fil c202318/2).1217017</p> <p>delicate shampoo with neutral ph: aqua/water, sodium laureth sulfate, cocamidopropyl betaine, dimethicone, sodium chloride, parfum / fragrance, ci 77891 / titanium dioxide, guar hydroxypropyltrimonium chloride, mica, coco-betaine, sodium benzoate, sodium hydroxide, phenoxyethanol, steareth-6, acetic acid, peg-100 stearate, trideceth-10, trideceth-3, salicylic acid, fumaric acid, linalool, benzyl alcohol, amodimethicone, isoeugenol, carbomer, citric acid, hexylene glycol, hexyl cinnamal, glycerin, glycol distearate (fil c235641/1).1177657</p> <p>feeding mask: aqua/water, amodimethicone, stearyl alcohol, hydroxypropyl starch phosphate, isopropyl myristate, behentrimonium chloride, cetyl alcohol, hydroxypropyltrimonium hydrolyzed wheat protein, phenoxyethanol, acetic acid, peg-150 distearate, trideceth-5, trideceth-6, trideceth-10, panthenol, linalool, benzyl alcohol, isopropyl alcohol, isoeugenol, 2-oleamido-1,3-octadecanediol, caprylyl glycol, cetrimonum chloride, hexyl cinnamal, glycerin, parfum / fragrance (fil c 223464/1).</p>
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Comment by the brand owner:




The quality and safety of our products are our priority. Our cosmetic products correspond to the highest quality and safety standards.


The products collected in AT/DE/HU have a different composition than those collected in CY/FR/HR/IT/MT/PL/RO/SI/SK. There are 2 versions for this product, one with p-phenylenediamine and one with toluene-2,5-diamine. Depending on market specificities, one version or the other could be marketed.





## Lancôme Définicils Mascara

Country	Photo	Ingredients
GR		<p>aqua/water/ eau, paraffin, ci 77499/iron oxides, cera alba/ beeswax/cire dabeille, acacia senegal gum, stearic acid, copernicia cerifera cera/carnauba wax/cire de carnauba, palmitic acid, triethanolamine, simethicone, sodium polymethacrylate, myristic acid, aminomethyl propanediol, hydroxyethylcellulose, panthenol, polyquaternium-10, bht, imidazolidinyl urea, methylparaben, propylparaben</p>
IT		<p>aqua/water/eau, paraffin, ci 77499/iron oxides, cera alba/beeswax/cire dabeille, acacia senegal gum, stearic acid, copernicia cerifera cera/carnauba wax/cire de carnauba, palmitic acid, triethanolamine, simethicone, sodium polymethacrylate, myristic acid, aminomethyl propanediol, hydroxyethylcellulose, panthenol, polyquaternium-10, bht, imidazolidinyl urea, methylparaben, propylparaben</p>
LT		<p>aqua/water/eau, paraffin, ci 77499/iron oxides, cera alba/beeswax, acacia senegal/ acacia senegal gum, stearic acid, copernicia cerifera cera/carnauba wax, palmitic acid, triethanolamine, simethicone, sodium polymethacrylate, myristic acid, aminomethyl propanediol, hydroxyethylcellulose, panthenol, polyquaternium-10, bht, imidazolidinyl urea, methylparaben, propylparaben</p>




PL		<p>aqua/water/eau, paraffin, cera alba/beeswax, acacia senegal/ acacia senegal gum, stearic acid, copernica cerifera cera/carnauba wax, palmitic acid, triethanolamine, simethicone, sodium polymethacrylate, myristic acid, aminomethyl propanediol, hydroxyethylcellulose, panthenol, polyquaternium-10, bht, imidazolidinyl urea, methylparaben, propylparaben, [+/- may contain ci77007/ultramarines, ci 77499/iron oxides]</p>
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Comment by the brand owner:


The quality and safety of our products are our priority. Our cosmetic products correspond to the highest quality and safety standards.

Products collected in PL/GR/IT/LT have the same composition. The product collected in PL shows the old way of expressing the ingredient's list, with the colorants listed in the "may contain" part. The products collected in GR/IT/LT correspond to a renovated label where the list of ingredients does not mention the 'may contain', but the ingredients list of a specific shade (in this case, the black shade). The version with the renovated label is available since December 2020. The previous product as well as the renovated one can be found on the market depending on the product turnover in the shops where they were collected.

## Lancôme La Vie Est Belle

Country	Photo	Ingredients
BE		<p>alcohol, perfume/fragrance, aqua/water/eau, linalool, benzyl salicylate, limonene, methyl anthranilate, tris(tetramethylhydroxypiperidinol) citrate, ethylhexyl methoxycinnamate, butyl methoxydibenzoylmethane, bht, ci 14700/red 4, ci 17200/red 33, geraniol, alpha-isomethyl ionone, coumarin, farnesol, citral, citronellol, benzyl alcohol, benzyl benzoate.</p>
FR		<p>alcohol, parfum/fragrance, aqua/water/eau, linalool, benzyl salicylate, limonene, methyl anthranilate, tris(tetramethylhydroxypiperidinol) citrate, ethylhexyl methoxycinnamate, butyl methoxydibenzoylmethane, bht, ci 14700/red 4, ci 17200/red 33, geraniol, alpha-isomethyl ionone, coumarin, farnesol, citral, citronellol, benzyl alcohol, benzyl benzoate.</p>
IT		<p>alcohol, parfum/fragrance, aqua/water, linalool, benzyl salicylate, limonene, methyl anthranilate, tris (tetramethylhydroxypiperidinol) citrate, ethylhexyl methoxycinnamate, butyl methoxydibenzoylmethane, bht, ci14700/red 4, ci 17200/red 33, geraniol, alpha-isomethyl ionone, coumarin, farnesol, citral, citronellol, benzyl alcohol, benzyl benzoate.</p>

<p>MT</p>		<p>alcohol, perfume/fragrance, aqua/water, linalool, benzyl salicylate, limonene, methyl anthranilate, tris(tetramethylhydroxypiperidinol) citrate, ethylhexyl methoxycinnamate, butyl methoxydibenzoylmethane, ci 14700/red 4, ci 17200/red 33, ci 47005/yellow 10, geraniol, alpha-isomethyl ionone, coumarin, farnesol, citral, citronellol, benzyl alcohol, benzyl benzoate.</p>
<p>PL</p>		<p>alcohol, parfum/fragrance, aqua/water/eau, linalool, benzyl salicylate, limonene, methyl anthranilate, tris(tetramethylhydroxypiperidinol) citrate, ethylhexyl methoxycinnamate, butyl methoxydibenzoylmethane, bht, ci 14700/red4, ci 17200/ red33, geraniol, alpha-isomethyl ionone, coumarin, farnesol, citral, citronellol, benzyl alcohol, benzyl benzoate</p>
<p>RO</p>		<p>alcohol, parfum/fragrance, aqua/water/eau, linalool, benzyl salicylate, limonene, methyl anthranilate, tris(tetramethylhydroxypiperidinol) citrate, ethylhexyl methoxycinnamate, butyl methoxydibenzoylmethane, bht, ci 14700/red 4, ci 17200/red 33, geraniol, alpha-isomethyl ionone, coumarin, farnesol, citral, citronellol, benzyl alcohol, benzyl benzoate</p>

SK*)		<p><i>alcohol, parfum/fragrance, aqua/water, linalool, methyl anthranilate, tris(tetramethylhydroxypiperidinol) citrate, ethylhexyl salicylate, butyl methoxydibenzoylmethane, ci 14700/red 4, ci 15510/orange 4, geraniol, alpha-isomethyl ionone, coumarin, limonene, hydroxycitronellal, citral, citronellol, benzyl alcohol, benzyl benzoate, benzyl salicylate.</i></p>
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\*) different product variant according to the brand owner (excluded from the comparative assessment)

Comment from the brand owner:

The quality and safety of our products are our priority. Our cosmetic products correspond to the highest quality and safety standards.

The product collected in SK is the LANCÔME LA VIE EST BELLE EN ROSE Eau de toilette. The products collected in BE/FR/IT/MT/PL/RO are the LANCÔME LA VIE EST BELLE Eau de parfum.

LANCÔME LA VIE EST BELLE EN ROSE Eau de toilette and LANCÔME LA VIE EST BELLE Eau de parfum are two different product lines within the LANCÔME LA VIE EST BELLE range. They have different names, different packaging appearance (color), different composition and provide different consumer experiences. Therefore, they are not comparable.

LANCÔME LA VIE EST BELLE Eau de parfum collected in MT is the renovated version (available since April 2022) of the products collected in BE/FR/IT/PL/RO. Both versions (previous and renovated) can be found on the market depending on the product turnover in the shops where they were collected.

### Lancôme La Vie Est Belle

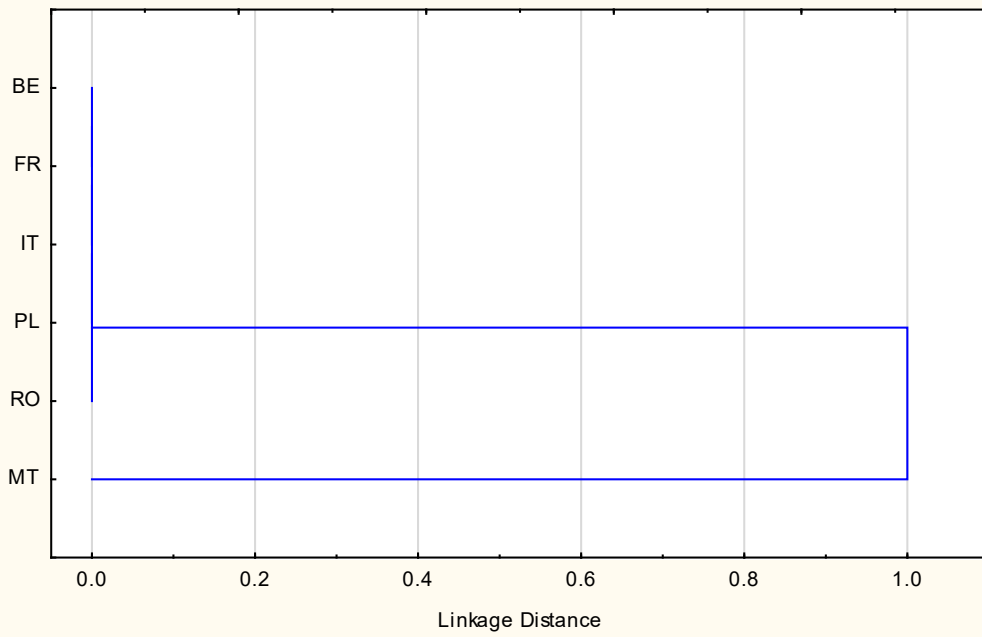


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### Lancôme La Vie Est Belle

Single Linkage




Euclidean distances






## Listerine Cool Mint




Country	Photo	Ingredients
AT		<p>aqua, alcohol, sorbitol, poloxamer 407, benzoic acid, sodium saccharin, eucalyptol, methyl salicylate, thymol, sodium benzoate, menthol, aroma, cl 42053</p>
BE		<p>aqua, propylene glycol, sorbitol, poloxamer 407, sodium lauryl sulfate, eucalyptol, benzoic acid, sodium benzoate, methyl salicylate, thymol, sodium saccharin, sodium fluoride, menthol, sucralose, aroma, cl 42053</p>
DE		<p>aqua, alcohol, sorbitol, poloxamer 407, benzoic acid, sodium saccharin, eucalyptol, methyl salicylate, thymol, sodium benzoate, menthol, aroma, ci 42053</p>




FR		<p>aqua, alcohol, sorbitol, poloxamer 407, benzoic acid, sodium saccharin, eucalyptol, methyl salicylate, thymol, sodium benzoate, menthol, aroma, ci 42053.</p>
GR		<p>aqua, propylene glycol, sorbitol, poloxamer 407, sodium lauryl sulfate, eucalyptol, benzoic acid, sodium benzoate, methyl salicylate, thymol, sodium saccharin, sodium fluoride, menthol, sucralose, aroma, cl 42053</p>
HR		<p>aqua, alcohol, sorbitol, poloxamer 407, benzoic acid, sodium saccharin, eucalyptol, aroma, methyl salicylate, thymol, menthol, sodium benzoate, ci 42053</p>

<p>HU</p>		<p>aqua, alcohol, sorbitol, poloxamer 407, benzoic acid, sodium saccharin, eucalyptol, methyl salicylate, thymol, sodium benzoate, menthol, aroma, ci 42053.</p>
<p>IT</p>		<p>aqua, alcohol, sorbitol, poloxamer 407, benzoic acid, sodium saccharin, eucalyptol, methyl salicylate, thymol, sodium benzoate, menthol, aroma, ci42053</p>
<p>LT</p>		<p>aqua, propylene glycol, sorbitol, poloxamer 407, sodium lauryl sulfate, eucalyptol, benzoic acid, sodium benzoate, methyl salicylate, thymol, sodium saccharin, sodium fluoride, menthol, sucralose, aroma, ci 42053</p>

LV		<p>aqua, alcohol, sorbitol, poloxamer 407, benzoic acid, sodium saccharin, eucalyptol, aroma, methyl salicylate, thymol, menthol, sodium benzoate, ci 42053.</p>
MT		<p>aqua, alcohol, sorbitol, poloxamer 407, benzoic acid, sodium saccharin, eucalyptol, aroma, methyl salicylate, thymol, menthol, sodium benzoate, ci 42053.</p>
NL		<p>aqua, alcohol, sorbitol, poloxamer 407, benzoic acid, sodium saccharin, eucalyptol, methyl salicylate, thymol, sodium benzoate, menthol, aroma, ci 42053</p>

<p>PL</p>		<p>aqua, alcohol, sorbitol, poloxamer 417, benzoic acid, sodium saccharin, eucalyptol, methyl salicylate, thymol, sodium benzoate, menthol, aroma, ci 42053</p>
<p>RO</p>		<p>aqua, alcohol, sorbitol, poloxamer 407, benzoic acid, sodium saccharin, eucalyptol, aroma, methyl salicylate, thymol, menthol, sodium benzoate, ci 42053.</p>
<p>SI</p>		<p>aqua, alcohol, sorbitol, poloxamer 407, benzoic acid, sodium saccharin, eucalyptol, aroma, methyl salicylate, thymol, menthol, sodium benzoate, ci 42053</p>

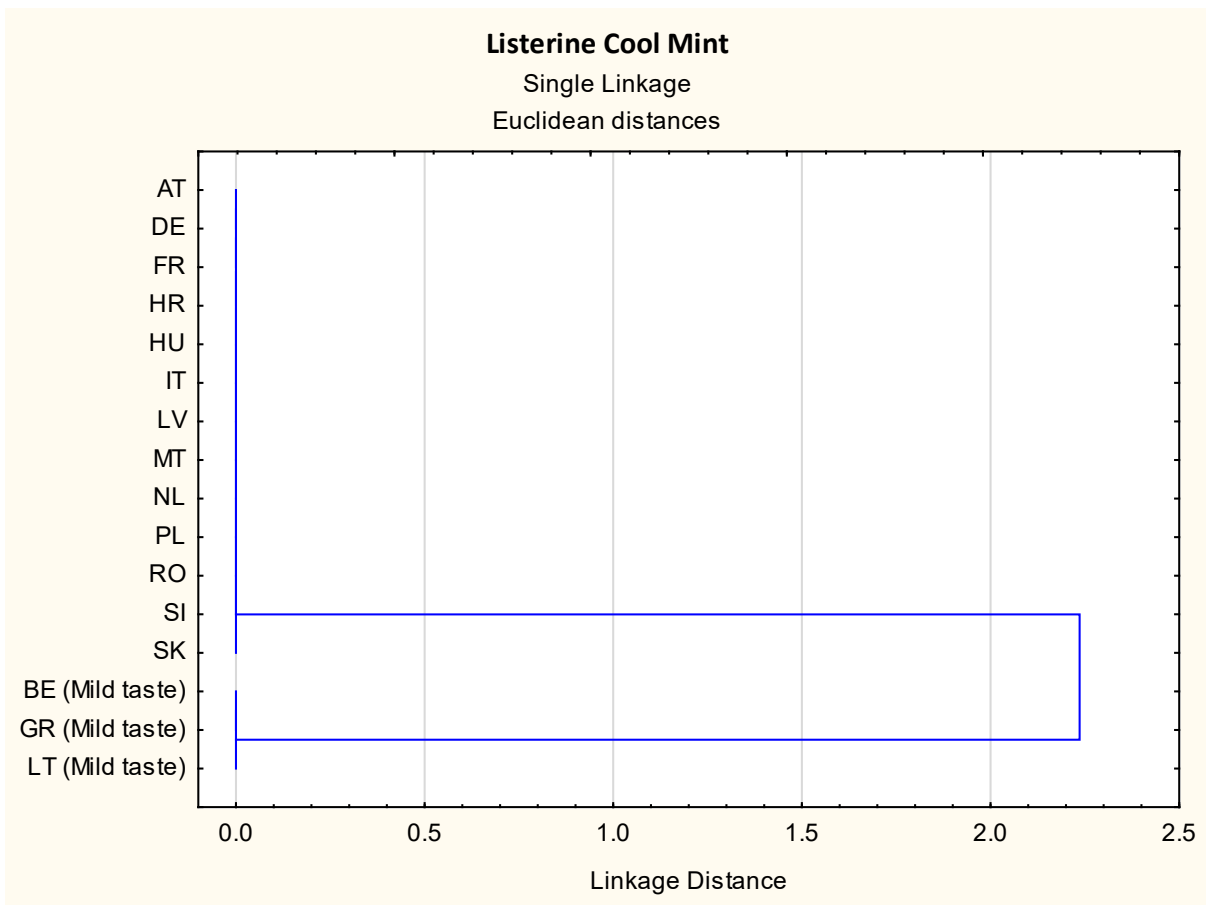
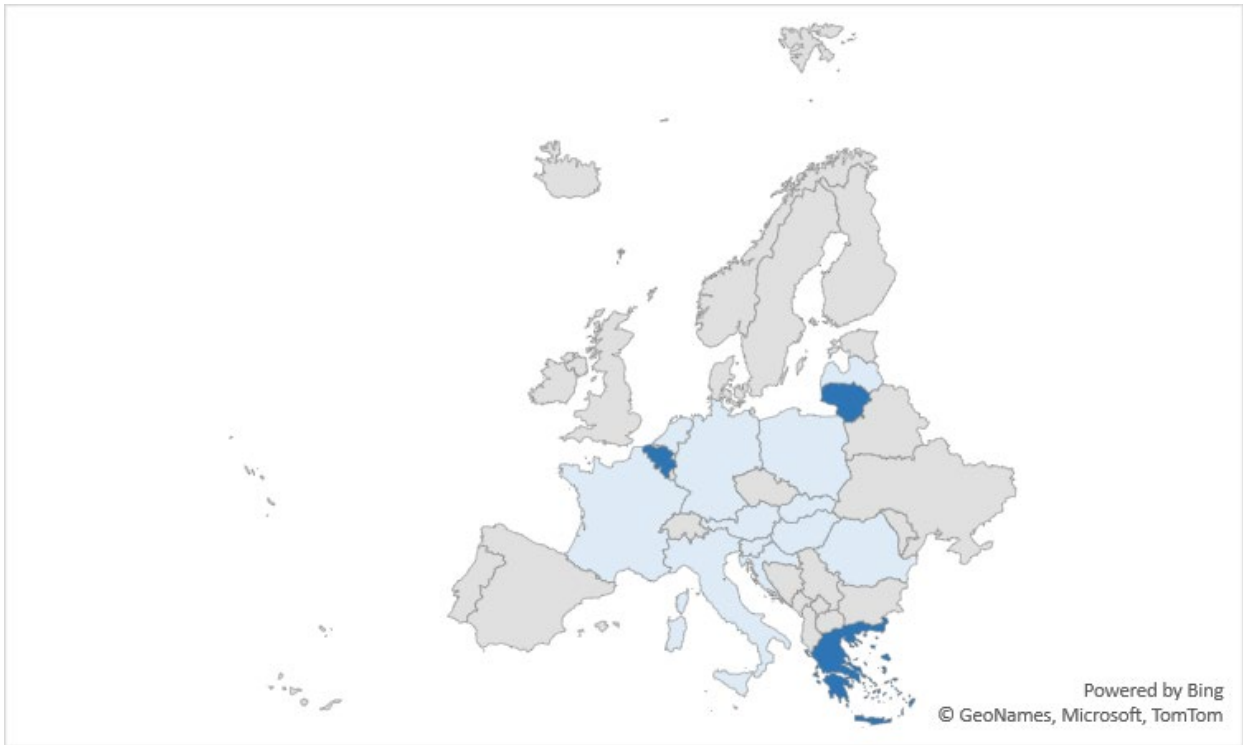
SK		<p>aqua, alcohol, sorbitol, poloxamer 417, benzoic acid, sodium saccharin, eucalyptol, methyl salicylate, thymol, sodium benzoate, menthol, aroma, ci 42053</p>
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Comment by the brand owner:


At Johnson & Johnson Consumer Health, the safety and quality of our products is our top priority. We ensure the same quality, safety and stewardship standards in every market where our products are sold and comply with all applicable regulations.




All Listerine® products marketed in EU are manufactured at the same manufacturing plant in Italy. The individual formulas and raw materials used for Listerine® products are consistent across the region.

Listerine® Cool Mint has two variants: one with alcohol and the other alcohol-free. Both of these variants are sold across most countries of EU. During 2022, the formulations of these variants have been updated, therefore in some cases the older version of the formula can be found alongside the most recent one.



## L'Oréal Elvital/Elseve Full Resist

Country	Photo	Ingredients
AT		<p>aqua/water, cetearyl alcohol, behentrimonium chloride, cetyl esters, lactic acid, phenoxyethanol, arginine, trideceth-6, chlorhexidine digluconate, limonene, panthenol, amodimethicone, isopropyl alcohol, 2-oleamido-1,3-octadecanediol, biotin, potasium hydroxide, cetrimonium chloride, parfum/fragrance.</p>
BE		<p>aqua/water, cetearyl alcohol, behentrimonium chloride, cetyl esters, lactic acid, phenoxyethanol, arginine, trideceth-6, chlorhexidine digluconate, limonene, panthenol, amodimethicone, isopropyl alcohol, 2-oleamido-1,3-octadecanediol, biotin, potassium hydroxide, cetrimonium chloride, perfume/fragrance.</p>
DE		<p>aqua/water, cetearyl alcohol, behentrimonium chloride, cetyl esters, lactic acid, phenoxyethanol, arginine, trideceth-6, chlorhexidine digluconate, limonene, panthenol, amodimethicone, isopropyl alcohol, 2-oleamido-1,3-octadecanediol, biotin, potassium hydroxide, cetrimonium chloride, parfum / fragrance</p>

EE		<p>aqua / water, cetearyl alcohol, behentrimonium chloride, cetyl esters, lactic acid, phenoxyethanol, arginine, trideceth-6, chlorhexidine digluconate, limonene, panthenol, amodimethicone, isopropyl alcohol, 2-oleamido-1,3-octadecanediol, biotin, potassium hydroxide, cetrimonium chloride, parfum /fragrance</p>
FR		<p>aqua / water, cetearyl alcohol, behentrimonium chloride, cetyl esters, lactic acid, phenoxyethanol, arginine, trideceth-6, chlorhexidine digluconate, limonene, panthenol, amodimethicone, isopropyl alcohol, 2-oleamido-1,3-octadecanediol, biotin, potassium hydroxide, cetrimonium chloride, parfum /fragrance</p>
HR		<p>aqua / water, cetearyl alcohol, behentrimonium chloride, cetyl esters, lactic acid, phenoxyethanol, arginine, trideceth-6, chlorhexidine digluconate, limonene, panthenol, amodimethicone, isopropyl alcohol, 2-oleamido-1,3-octadecanediol, biotin, potassium hydroxide, cetrimonium chloride, parfum/fragrance</p>









<p>HU</p>		<p>aqua/water,cetearylalcohol,behentrimonium chloride, cetyl esters, lactic acid, phenoxyethanol, arginine, trideceth-6, chlorhexidine digluconate, limonene, panthenol, amodimethicone, isoprpyl alcohol, 2-oleamido-1,3-octadecanediol, biotin,potassium hydroxide,cetrimonium chloride, parfum/fragrance</p>
<p>IT</p>		<p>aqua/water, cetearyl alcohol, behentrimonium chloride, cetyl esters, lactic acid, phenoxyethanol, arginine, trideceth-6, chlorexidine dicoglutnate, limonene, panthenol, amodimethicone, isopropyl alcohol, 2-oleamido-1,3- octadecanediol, biotin, potassium hydroxide, cetrimonium chloride, parfum/fragrance.</p>
<p>LT</p>		<p>aqua/water, cetearyl alcohol, behentrimonium chloride, cetyl esters, lactic acid, phenoxyethanol, arginine, trideceth-6, chlorexidine dicoglutnate, limonene, panthenol, amodimethicone, isopropyl alcohol, 2-oleamido-1,3- octadecanediol, biotin, potassium hydroxide, cetrimonium chloride, parfum/fragrance</p>




LV		<p>aqua/water, cetearyl alcohol, behentrimonium chloride, cetyl esters, lactic acid, phenoxyethanol, arginine, trideceth-6, chlorhexidine digluconate, limonene, panthenol, amodimethicone, isopropyl alcohol, 2-oleamido-1,3-octadecanediol, biotin, potassium hydroxide, cetrimonium chloride, parfum/fragrance.</p>
MT		<p>aqua/water, cetearyl alcohol, behentrimonium chloride, cetyl esters, lactic acid, phenoxyethanol, arginine, trideceth-6, chlorhexidine digluconate, limonene, panthenol, amodimethicone, isopropyl alcohol, 2-oleamido-1,3-octadecanediol, biotin, potassium hydroxide, cetrimonium chloride, parfum/fragrance</p>
PL		<p>aqua/water, cetearyl alcohol, behentrimonium chloride, cetyl esters, lactic acid, phenoxyethanol, arginine, trideceth-6, chlorhexidine digluconate, limonene, panthenol, amodimethicone, isopropyl alcohol, 2-oleamido-1,3-octadecanediol, biotin, potassium hydroxide, cetrimonium chloride, parfum/fragrance</p>

RO		<p>aqua/water, cetearyl alcohol, behentrimonium chloride, cetyl esters, lactic acid, phenoxyethanol, arginine, trideceth-6, chlorhexidine digluconate, limonene, panthenol, amodimethicone, isopropyl alcohol, 2-oleamido-1,3-octadecanediol, biotin, potassium hydroxide, cetrimonium chloride, parfum/fragrance.</p>
SI		<p>aqua/water, cetearyl alcohol, behentrimonium chloride, cetyl esters, lactic acid, phenoxyethanol, arginine, trideceth-6, chlorhexidine digluconate, limonene, panthenol, amodimethicone, isopropyl alcohol, 2-oleamido-1,3-octadecanediol, biotin, potassium hydroxide, cetrimonium chloride, parfum/fragrance</p>
SK		<p>aqua/water, cetearyl alcohol, behentrimonium chloride, cetyl esters, lactic acid, phenoxyethanol, arginine, trideceth-6, chlorhexidine digluconate, limonene, panthenol, amodimethicone, isopropyl alcohol, 2-oleamido-1,3-octadecanediol, biotin, potassium hydroxide, cetrimonium chloride, parfum/fragrance</p>

## L'Oreal - Volume Million Lashes (black)

Country	Photo	Ingredients
BE		<p>aqua/water, paraffin, potassium cetyl phosphate, cera alba/beeswax, copernicia cerifera cera/carnauba wax, acacia senegal gum, glycerin, cetyl alcohol, hydroxyethylcellulose, phenoxyethanol, peg/ppg-17/18 dimethicone, steareth-20, phenethyl alcohol, sodium polymethacrylate, propylene glycol, hydrogenated jojoba oil, hydrogenated palm oil, parfum/fragrance, disodium edta, polyquaternium-10, soluble collagen, panthenol, trisodium edta, sodium acetate, sodium chloride, potassium sorbate, camellia oleifera seed oil, bht, isopropyl alcohol, cycnoches cooperi flower/leaf extract – orchid flower/leaf extract, tocopherol, (+/- may contain: ci 77491, ci 77492, ci 77499 / iron oxides). (f.il. b222718/1).</p>
EE		<p style="text-align: center;"><i>Ingredient list not provided</i></p>
GR		<p>aqua/water, paraffin, potassium cetyl phosphate, cera alba/beeswax, copernicia cerifera care/carnauba wax, acacia senegal gum, glycerin, cetyl alcohol, hydroxyethylcellulose, phenoxyethanol, peg/ppg-17/18 dimethcome, steareth-20, phenethyl alcohol, sodium polymethacrylate, propylene glycol, hydrogenated jojoba oil, hydrogenated palm oil, pentaeryrhrityl tetraisostearate, polyquaternium-10, disodium edta, soluble collagen, panthenol, silica dimethyl silylate (nano)/silica dimethyl silylate, trisodium edta, silica, butylene glycol, potassium sorbate, sodium chondroitin sulfate, caprylyl glycol, bht, atelocollagen, hexylene glycol</p>

<p>HU</p>		<p>aqua/water, paraffin, potassium cetyl phosphate, cera alba/beeswax, copernicia cerifera cera/carnauba wax, acacia senegal gum, glycerin, cetyl alcohol, hydroxyethylcellulose, phenoxyethanol, peg/ppg-17/18 dimethicone, steareth-20, phenylethyl alcohol, sodium polymethacrylate, propylene glycol, hydrogenated jojoba oil, hydrogenated palm oil, pentaerythrityl tetraisostearate, polyquaternium-10, disodium edta, soluble collagen, panthenol, silica dimethyl silylate [nano]/silica dimethyl silylate, trisodium edta, silica, butylene glycol, potassium sorbate, sodium chondroitin sulfate, caprylyl glycol, bht, atelocollagen, hexylene glycol</p>
<p>IT*)</p>		<p><i>aqua/water, behenyl behenate, glyceryl stearate, cetearyl alcohol, propanediol, pullulan, stearic acid, glycerin, alcohol denat., palmitic acid, sodium hydroxide, sodium dehydroacetate, caprylyl glycol, myristic acid, may contain: ci 77499/ iron oxides</i></p>
<p>LT</p>		<p>aqua/water, paraffin, potassium cetyl phosphate, cera alba/beeswax, copernicia cerifera cera/carnauba wax, acacia senegal gum, glycerin, cetyl alcohol, hydroxyethylcellulose, phenoxyethanol, peg/ppg-17/18 dimethicone, steareth-20, phenylethyl alcohol, sodium polymethacrylate, propylene glycol, hydrogenated jojoba oil, hydrogenated palm oil, pentaerythrityl tetraisostearate, polyquaternium-10, disodium edta, soluble collagen, panthenol, silica dimethyl silylate [nano]/silica dimethyl silylate, trisodium edta, silica, butylene glycol, potassium sorbate, sodium chondroitin sulfate, caprylyl glycol, bht, atelocollagen, hexylene glycol</p>

<p>MT</p>		<p><i>Ingredient list not provided</i></p>
<p>NL</p>		<p>aqua/water, paraffin, potassium cetyl phosphate, ceraalba/beeswax, copernicia cerifera cera / carnauba wax, acacia senegal gum, glycerin, cetyl alcohol, hydroxyethylcellulose, phenoxyethanol, peg/ppg-17/18 dimethicone, steareth-20, phenethyl alcohol, sodium polymethacrylate, propylene glycol, hydrogenated jojoba oil, hydrogenated palm oil, parfum / fragrance, disodium edta, polyquaternium-10, soluble collagen, panthenol, trisodium edta, sodium acetate, sodium chloride, potassium sorbate, camellia oleifera seed oil, bht, isopropyl alcohol, cynoches cooperi flower/leaf extract - orchid flower/leaf extract, tocopherol i+/- may contain: ci 77491, ci 77492, ci 77499 / iron oxides]. (f.il. b222718/1).</p>
<p>PL</p>		<p>aqua/water, paraffin, potassium cetyl phosphate, cera alba/beesvax, copernicia cerifera cera/carnauba wax, acacia senegal gum, glycerin, cetyl alcohol, hydroxyethylcellulose, phenoxyethanol, peg/ppg-17/18 dimethicone, steareth-20, phenethyl alcohol, sodium polymethacrylate, propylene glycol, hydrogenated jojoba oil, hydrogenated pal oil, pentaerythrityl tetraisostearate, polyquaternium-10, disodium-edta, soluble collagen, panthenol, silica dimethyl silylate [nano]/silica dimethyl silylate, trisodium edta, silica, butylene glycol, potassium sorbate, sodium chondroitin sulfate, caprylyl glycol, bht, atelocollagen, hexylene glycol, [+/-may contain: ci77491, ci77492, ci77499/iron oxides, mica, ci75470/carmine, ci77288/chromium oxide greens, ci77289/chromium hydroxide green ci77007/ultramarines, ci77891/titanium dioxide, ci77510/ferric ferrocyanide]</p>

RO		<p>aqua/water, paraffin, potassium cetyl phosphate, cera alba/beeswax, copernicia cerifera cera/ carnauba wax, acacia senegal gum, glycerin, cetyl alcohol, hydroxyethylcellulose, phenoxyethanol peg/ppg-17/18 dimethicone, steareth-20, phenethyl alcohol, sodium polymethacrylate, propylene glycol, hydrogenated jojoba oil, hydrogenated palm oil, pentaerythrityl tetraisostearate, polyquaternium-10, disodium edta, soluble collagen, panthenol, silica dimethyl silylate [nano]/silica dimethyl silylate, trisodium edta, silica, butylene glycol, potassium sorbate, sodium chondroitin sulfate, caprylyl glycol, bht, atelocollagen, hexylene glycol [+/- may contain: ci77491, ci 77492, ci 77499 / iron oxides, mica, ci 75470 / carmine, ci 77288/chromum oxide greens, ci 77289 / chromum hydroxide green, ci 77510 / ferric ferrocyanide].</p>
SK		<p><i>Ingredient list not provided</i></p>

\*) different product variant according to the brand owner (excluded from the comparative assessment)

Comment from the brand owner:

The quality and safety of our products are our priority. Our cosmetic products correspond to the highest quality and safety standards.

The product collected in IT is the L'OREAL PARIS VOLUME MILLION LASHES BALM NOIR. The products collected in BE/NL/RO/PL/LT/HU/GR are L'OREAL PARIS VOLUME MILLION LASHES.

L'OREAL PARIS VOLUME MILLION LASHES BALM NOIR and L'OREAL VOLUME MILLION LASHES are two different product lines within the L'OREAL VOLUME MILLION LASHES range. They have different names, different packaging appearance (color), different composition and provide different consumer experience. Therefore, they are not comparable.

L'OREAL PARIS VOLUME MILLION LASHES collected in BE/NL is the renovated version of the products collected in RO/PL/LT/HU/GR. Both versions (previous and renovated) can be found on the market depending on the product turnover in the shops where they were collected.

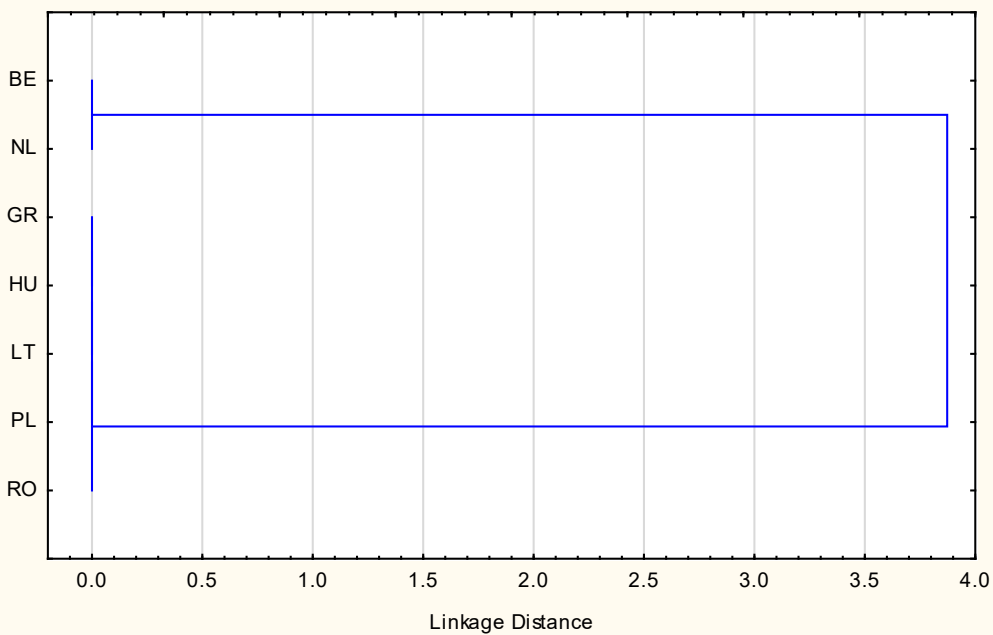
### L'Oreal - Volume Million Lashes



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### L'Oreal - Volume Million Lashes


Single Linkage  
Euclidean distances





## L'Oreal Elseve/Elvive Extrordinary Oil Arnia shampoo

Country	Photo	Ingredients
FR		<p>aqua/water, sodium laureth sulfate, coco-betaine, glycerin, glycol distearate, sodium chloride, ci 19140/yellow 5, ci 14700/red4, cocos nucifera oil/coconut oil, sodium benzoate, sodium hydroxide, hydroxycitronellal, ppg-5-ceteth-20, polyquaternium-10, salicylic acid, benzyl salicylate, benzyl alcohol, caprylic/capric triglyceride, alpha-isomethyl ionone, carbomer, citric acid, phyllanthus emblica fruit extract, parfum/fragrance.</p>
IT		<p>aqua/water, sodium laureth sulfate, coco-betaine, glycerin, glycol distearate, sodium chloride, ci 19140/yellow 5, ci 14700/red4, cocos nucifera oil/coconut oil, sodium benzoate, sodium hydroxide, hydroxycitronellal, ppg-5-ceteth-20, polyquaternium-10, salicylic acid, benzyl salicylate, benzyl alcohol, caprylic/capric triglyceride, alpha-isomethyl ionone, carbomer, citric acid, phyllanthus emblica fruit extract, parfum/fragrance.</p>
MT		<p>aqua/water, sodium laureth sulfate, coco-betaine, glycerin, glycol distearate, sodium chloride, ci 19140/yellow 5, ci 14700/red4, cocos nucifera oil/coconut oil, sodium benzoate, sodium hydroxide, hydroxycitronellal, ppg-5-ceteth-20, polyquaternium-10, salicylic acid, benzyl salicylate, benzyl alcohol, caprylic/capric triglyceride, alpha-isomethyl ionone, carbomer, citric acid, phyllanthus emblica fruit extract, parfum/fragrance.</p>

NL		<p>aqua/water, sodium laureth sulfate, coco-betaine, glycerin, glycol distearate, sodium chloride, ci 19140/yellow 5, ci 14700/red4, cocos nucifera oil/coconut oil, sodium benzoate, sodium hydroxide, hydroxycitronellal, ppg-5-ceteth-20, polyquaternium-10, salicylic acid, benzyl salicylate, benzyl alcohol, caprylic/capric triglyceride, alpha-isomethyl ionone, carbomer, citric acid, phyllanthus emblica fruit extract, parfum/fragrance.</p>
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## L'Oréal Elvive/Elvital/Elseve Colour Shampoo


Country	Photo	Ingredients
AT		<p>aqua, sodium laureth sulfate, dimethicone, coco-betaine, sodium chloride, glycol distearate, guar hydroxypropyltrimonium chloride, cocamide mipa, cocos nucifera oil/coconut oil, sodium benzoate, sodium hydroxide, paeonia officinalis flower extract, ethylhexyl salicylate, salicylic acid, fumaric acid, benzyl alcohol, benzyl salicylate, linalool, alpha-isomethyl ionone, carbomer, geraniol, citric acid, citronellol, potassium sorbate, hexylene glycol, hexyl cinnamal, glycerin, parfum/fragrance (f.i.l. c259250/1).</p>
BE		<p>aqua/ water, sodium laureth sulfate, dimethicone, coco-betaine, sodium chloride, glycol distearate, guar hydroxypropyltrimonium chloride, cocamide mipa, cocos nucifera oil/coconut oil, sodium benzoate, sodium hydroxide, paeonia officinalis flower extract, ethylhexyl salicylate, salicylic acid, fumaric acid, benzyl alcohol, benzyl salicylate, linalool, alpha-isomethyl ionone, carbomer, geraniol, citric acid, citronellol, potassium sorbate, hexylene glycol, hexyl cinnamal, glycerin, perfume/ fragrance. (f.i.l c259250/1).</p>
DE		<p>aqua/ water, sodium laureth sulfate, dimethicone, coco-betaine, sodium chloride, glycol distearate, guar hydroxypropyltrimonium chloride, cocamide mipa, cocos nucifera oil/coconut oil, sodium benzoate, sodium hydroxide, paeonia officinalis flower extract, ethylhexyl salicylate, salicylic acid, fumaric acid, benzyl alcohol, benzyl salicylate, linalool, alpha-isomethyl ionone, carbomer, geraniol, citric acid, citronellol, potassium sorbate, hexylene glycol, hexyl cinnamal, glycerin, perfume/ fragrance. (f.i.l c259250/1).</p>

FR		<p>aqua/water, sodium laureth sulfate, dimethicone, coco-betaine, sodium chloride, glycol distearate, guar hydroxypropyltrimonium chloride, cocamide mipa, cocos nucifera oil/coconut oil, sodium benzoate, sodium hydroxide, paeonia officinalis flower extract, ethylhexyl salicylate, salicylic acid, fumaric acid, benzyl alcohol, benzy salicylate, linalool, alpha-isomethyl ionone, carbomer, geraniol, citric acid, citronellol, potassium sorbate, hexylene glycol, hexyl cinnamal, glycerin, parfum/fragrance. (f.i.l c259250/1).</p>
GR		<p>aqua/water, sodium laureth sulfate, dimethicone, coco-betaine, sodium chloride, glycol distearate, guar hydroxypropyltrimonium chloride, cocamide mipa, cocos nucifera oil/coconut oil, sodium benzoate, sodium hydroxide, paeonia officinalis flower extract, ethylhexyl salicylate, salicylic acid, fumaric acid, benzyl alcohol, benzy salicylate, linalool, alpha-isomethyl ionone, carbomer, geraniol, citric acid, citronellol, potassium sorbate, hexylene glycol, hexyl cinnamal, glycerin, parfum/fragrance. (f.i.l c259250/1).</p>
HR		<p>aqua/water, sodium laureth sulfate, dimethicone, coco-betaine, sodium chloride, glycol distearate, guar hydroxypropyltrimonium chloride, cocamide mipa, cocos nucifera oil /coconut oil, sodium benzoate, sodium hydroxide, paeonia officinalis flower extract, ethylhexyl salicylate, salicylic acid, fumaric acid, benzyl alcohol, benzyl salicylate, linalool, alpha-isomethyl ionone, carbomer, geraniol, citric acid, citronellol, potassium sorbate, hexylene glycol, hexyl cinnamal, glycerin, parfum/fragrance. (f.i.l c259250/1).</p>

<p>HU</p>		<p>water/aqua, sodium laureth sulfate, dimethicone, coco-betaine, sodium chloride, glycol distearate, guarhydroxypropyltrimonium chloride, cocamide mipa, cocos nucifera oil/coconut oil, sodium benzoate, sodium hydroxide, paeonia officinalis flower extract, ethylhexyl salicylate, salicylic acid, fumaric acid, benzyl alcohol, benzyl salicylate, linalool, alpha-isomethyl ionone, carbomer, geraniol, citric acid, citronellol, potassium sorbate, hexylene glycol, hexyl cinnamal, glycerin, parfum/fragrance. (f.i.l c259250/1)</p>
<p>IT</p>		<p>aqua/water, sodium laureth sulfate, dimethicone, coco-betaine, sodium chloride, glycol distearate, guarhydroxypropyltrimonium chloride, cocamide mipa, cocos nucifera oil/coconut oil, sodium benzoate, sodium hydroxide, paleonia officinalis flower extract, ethylhexyl salicylate, salicylic acid, fumaric acid, benzyl alcohol, benzyl salicylate, linalool, alpha-isometyl ionone, carbomer, geraniol, citric acid, citronellol, potassium sorbate, hexylene glycol, hexyl cinnamal, glycerin, parfum/fragrance (f.i.l. c259250/1).</p>
<p>LT</p>		<p>aqua/water, sodium laureth sulfate, dimethicone, coco- betaine, sodium chloride, glycol distearate, guarhydroxypropyltrimonium chloride, cocamide mipa, cocos nucifera oil/coconut oil, sodium benzoate, sodium hydroxide, paleonia officinalis flower extract, ethylhexyl salicylate, salicylic acid, fumaric acid, benzyl alcohol, benzyl salicylate, linalool, alpha-isometyl ionone, carbomer, geraniol, citric acid, citronellol, potassium sorbate, hexylene glycol, hexyl cinnamal, glycerin, parfum/fragrance (f.i.l. c259250/1).</p>

LV		<p>aqua/water, sodium laureth sulfate, dimethicone, coco-betaine, sodium chloride, glycol distearate, guar hydroxypropyltrimonium chloride, cocamide mipa, cocos nucifera oil/coconut oil, sodium benzoate, sodium hydroxide, paleonia officinalis flower extract, ethylhexyl salicylate, salicylic acid, fumaric acid, benzyl alcohol, benzyl salicylate, linalool, alpha-isometyl ionone, carbomer, geraniol, citric acid, citronellol, potassium sorbate, hexylene glycol, hexyl cinnamal, glycerin, parfum/fragrance (f.i.l. c259250/1).</p>
MT*)		<p>aqua/water, sodium laureth sulfate, dimethicone, coco-betaine, sodium chloride, glycol distearate, guar hydroxypropyltrimonium chloride, cocamide mipa, cocos nucifera oil/coconut oil, sodium benzoate, sodium hydroxide, paleonia officinalis flower extract, ethylhexyl salicylate, salicylic acid, fumaric acid, benzyl alcohol, benzyl salicylate, linalool, alpha-isometyl ionone, carbomer, geraniol, citric acid, citronellol, potassium sorbate, hexylene glycol, hexyl cinnamal, glycerin, parfum/fragrance. (f.i.l. c259454/2).</p>
NL		<p>aqua/water, sodium laureth sulfate, dimethicone, coco-betaine, sodium chloride, glycol distearate, guar hydroxypropyltrimonium chloride, cocamide mipa, cocos nucifera oil/coconut oil, sodium benzoate, sodium hydroxide, paleonia officinalis flower extract, ethylhexyl salicylate, salicylic acid, fumaric acid, benzyl alcohol, benzyl salicylate, linalool, alpha-isometyl ionone, carbomer, geraniol, citric acid, citronellol, potassium sorbate, hexylene glycol, hexyl cinnamal, glycerin, parfum/fragrance (f.i.l. c259250/1).</p>

<p>PL</p>		<p>aqua/water, sodium laureth sulfate, dimethicone, coco-betaine, sodium chloride, glycol distearate, guar hydroxypropyltrimonium chloride, cocamide mipa, cocos nucifera oil/coconut oil, sodium benzoate, sodium hydroxide, paeonia officinalis flower extract, ethylhexyl salicylate, salicylic acid, fumaric acid, benzyl alcohol, benzyl salicylate, linalool, alpha-isomethyl ionone, carbomer, geraniol, citric acid, citronellol, potassium sorbate, hexylene glycol, hexyl cinnamal, glycerin, parfum/fragrance. (f.i.l. c259250/1).</p>
<p>RO</p>		<p>aqua/water, sodium laureth sulfate, dimethicone, coco-betaine, sodium chloride, glycol distearate, guar hydroxypropyltrimonium chloride, cocamide mipa, cocos nucifera oil/coconut oil, sodium benzoate, sodium hydroxide, paeonia officinalis flower extract, ethylhexyl salicylate, salicylic acid, fumaric acid, benzyl alcohol, benzyl salicylate, linalool, alpha-isomethyl ionone, carbomer, geraniol, citric acid, citronellol, potassium sorbate, hexylene glycol, hexyl cinnamal, glycerin, parfum /fragrance (f.i.l c259250/1).</p>
<p>SI</p>		<p>aqua/water, sodium laureth sulfate, dimethicone, coco-betaine, sodium chloride, glycol distearate, guar hydroxypropyltrimonium chloride, cocamide mipa, cocos nucifera oil/coconut oil, sodium benzoate, sodium hydroxide, paeonia officinalis flower extract, ethylhexyl salicylate, salicylic acid, fumaric acid, benzyl alcohol, benzyl salicylate, linalool, alpha-isomethyl ionone, carbomer, geraniol, citric acid, citronellol, potassium sorbate, hexylene glycol, hexyl cinnamal, glycerin, parfum/fragrance. (f.i.l c259250/1).</p>

SK		<p>aqua/water, sodium laureth sulfate, dimethicone, coco-betaine, sodium chloride, glycol distearate, guar hydroxypropyltrimonium chloride, cocamide mipa, cocos nucifera oil/coconut oil, sodium benzoate, sodium hydroxide, paeonia officinalis flower extract, ethylhexyl salicylate, salicylic acid, fumaric acid, benzyl alcohol, benzyl salicylate, linalool, alpha-isomethyl ionone, carbomer, geraniol, citric acid, citronellol, potassium sorbate, hexylene glycol, hexyl cinnamal, glycerin, parfum/fragrance. (f.i.l c259250/1).</p>
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\*) 2 in 1 product (same ingredient list)



## L'Oreal Paris Lipstick

Country	Photo	Ingredients
EE		ingredient list not provided
GR		<p>dimethicone, hydrogenated polyisobutene, polyethylene, trimethyl pentaphenyl trisiloxane, octyldodecyl neopentanoate, sucrose acetate isobutyrate, stearyl heptanoate, trimethylsiloxysilicate, stearyl caprylate, argania spinosa kernel oil, alumina, paraffin, pentaerythrityl tetra-di-t-butyl hydroxyhydrocinnamate, dimethicone/vinyltrimethylsiloxysilicate crosspolymer, cera microcristallina</p>
LT		<p>lanolin oil, oleyl erucate, hydrogenated castrol oil dimer dilinoleate, acetylated lanolin, sesamum indicum seed oil/sesame seed oil, pertolatum, cera microcristallina/microcrystalline wax, cera alba/beswax, paraffin, synthetic wax, argania spinosa kernel oil, alumina, disteardimonium hectorite, vinyl dimethicone/methicone silsesquioxane crosspolymer, synthetic fluorphlogopite, pentaerythrityl tetra-di-t-butyl hydroxyhydrocinnamate, pentaerythrityl...</p>

MT		ingredient list not provided
PL		<p>lanolin oil, oleyl erucate, hydrogenated castrol oil dimer dilinoleate, acetylated lanolin, sesamum indicum seed oil/sesame seed oil, pertolatum, cera microcristallina/microcrystalline wax, cera alba/beswax, paraffin, synthetic wax, argania spinosa kernel oil, alumina, disteardimonium hectorite, vinyl dimethicone/methicone silsesquioxane crosspolymer, synthetic fluorphlogopite, pentaerythrityl tetra-di-t-butyl hydroxyhydrocinnamate, pentaerythrityl...</p>

Remark: incomplete ingredient information

Comment by the brand owner:




The quality and safety of our products are our priority. Our cosmetic products correspond to the highest quality and safety standards.




L'OREAL PARIS COLOR RICHE NUDE COLLECTION collected in GR and L'OREAL PARIS COLOR RICHE collected in LT/PL are two different product lines within the L'OREAL PARIS COLOR RICHE range. They have different names, different packaging appearance (color), different composition and provide different consumer experience. Therefore, they are not comparable.

It is not possible to comment on the products found in MT and EE as they are missing the ingredient lists.

## L'Oreal Paris Infaillible Concealer

Country	Photo	Ingredients
FR		no ingredient list provided
GR		<p>aqua/water, undecane, glycerin, dimethicone, polyglyceryl-4 isostearate, synthetic fluorphlogopite, pentylene glycol, butylene glycol, tridecane, cetyl peg/ppg-10/1dimethicone, hexyl laurate, isononyl isononanoate, magnesiun sulfate, polyhydroxystearic acid, octyldodecanol, disteardimonium hectorite, disodium stearyl glutamate, silica silylate, cellulose gum, ethylhexylglycerin, phenoxyethanol, parfum/fragrance, trihydroxystearin, aluminium hydroxide, acetylated glycol stearate, hexyl cinnamal, benzyl salicylate, silica, linalool, alpha-isomethyl ionone, benzyl alcohol, tocopherol, citronellol, helianthus annuus seed oil/sunflower seed oil, pentaerthrityl tetra-di-t-butyl hydroxyhydrocinnamate [+/- may contain ci 77891 / titanium dioxide, ci 77491, ci 77492, ci 77499 / iron oxides, ci 77007 / ultramarines]</p>
IT		<p>aqua/water, undecane, glycerin, dimethicone, polyglyceryl-4 isostearate, synthetic fluorphlogopite, pentylene glycol, butylene glycol, tridecane, cetyl peg/ppg-10/1dimethicone, hexyl laurate, isononyl isononanoate, magnesiun sulfate, polyhydroxystearic acid, octyldodecanol, disteardimonium hectorite, disodium stearyl glutamate, silica silylate, cellulose gum, ethylhexylglycerin, phenoxyethanol, parfum/fragrance, trihydroxystearin, aluminium hydroxide, acetylated glycol stearate, hexyl cinnamal, benzyl salicylate, silica, linalool, alpha-isomethyl ionone, benzyl alcohol, tocopherol, citronellol, helianthus annuus seed oil/sunflower seed oil, pentaerthrityl tetra-di-t-butyl hydroxyhydrocinnamate [+/- may contain ci 77891 / titanium dioxide, ci 77491, ci 77492, ci 77499 / iron oxides, ci 77007 / ultramarines]</p>

<p>LT</p>		<p>aqua/water, undecane, glycerin, dimethicone, polyglyceryl-4 isostearate, synthetic fluorphlogopite, pentylene glycol, butylene glycol, tridecane, cetyl peg/ppg-10/1 dimethicone, hexyl laurate, magnesium sulfate, polyhydroxystearic acid, octyldodecanol, disteardimonium hectorite, disodium stearyl glutamate, cellulose gum, ethylhexylglycerin, silica silylate, acrylonitrile/methyl methacrylate/vinylidene chloride copolymer, parfum/fragrance, trihydroxystearin, aluminum hydroxide, acetylated glycol stearate, isobutane, hexyl cinamal, benzyl salicylate, linanol, alpha-isomethyl ionone, benzyl alcohol, tocopherol, citronellol, heliathus annuus seed-oil/sunflower seed oil, pentarythrityl tetra-di-t-butyl hydroxyhydrocinnamate, (+/- may contain: ci 77891/titanum dioxide, ci 77491, ci 77492, ci 77499/iron oxides, ci 77510/ferric ammonium ferrocyanide)</p>
<p>MT</p>		<p>no ingredient list provided</p>
<p>NL</p>		<p>no ingredient list provided</p>

PL		<p>aqua/water, undecane, glycerin, dimethicone, polyglyceryl-4 isostearate, synthetic fluorphlogopite, pentylene glycol, butylene glycol, tridecane, cetyl peg/ppg-10/1 dimethicone, hexyl laurate, magnesium sulfate, polyhydroxystearic acid, octyldodecanol, disteardimonium hectorite, disodium stearyl glutamate, cellulose gum, ethylhexylglycerin, silica silylate, acrylonitrile/methyl methacrylate/vinylidene chloride copolymer, parfum/fragrance, trihydroxystearin, aluminum hydroxide, acetylated glycol stearate, isobutane, hexyl cinamal, benzyl salicylate, linanool, alpha-isomethyl ionone, benzyl alcohol, tocopherol, citronellol, heliathus annuus seed-oil/sunflower seed oil, pentarythrityl tetra-di-t-butyl hydroxyhydrocinnamate, (+/- may contain: ci 77891/titanum dioxide, ci 77491, ci 77492, ci 77499/iron oxides, ci 77510/ferric ammonium ferrocyanide)</p>
RO		<p>aqua/water, undecane, glycerin, dimethicone, polyglyceryl-4 isostearate, synthetic fluorphlogopite, pentylene glycol, butylene glycol, tridecane, cetyl peg/ppg-10/1 dimethicone, hexyl laurate, isononyl isononanoate, magnesium sulfate, polyhydroxystearic acid, octyldodecanol, disteardimonium hectorite, disodium stearyl glutamate, silica silylate, cellulose gum, ethylhexylglycerin, phenoxyethanol, parfum/ fragrance, trihydroxystearin, aluminum hydroxide, acetylated glycol stearate, hexyl cinamal, benzyl salicylate, silica, linanool, alpha-isomethyl ionone, benzyl alcohol, tocopherol, citronellol, heliathus annuus seed-oil/ sunflower seed oil, pentarythrityl tetra-di-t-butyl hydroxyhydrocinnamate, (+/- may contain: ci 77891/ titanium dioxide, ci 77491, ci 77492, ci 77499/iron oxides, ci 77007/ultramarines)</p>
SK		<p>aqua/water, undecane, glycerin, dimethicone, polyglyceryl-4 isostearate, synthetic fluorphlogopite, pentylene glycol, butylene glycol, tridecane, cetyl peg/ppg-10/1 dimethicone, hexyl laurate, magnesium sulfate, polyhydroxystearic acid, octyldodecanol, disteardimonium hectorite, disodium stearyl glutamate, cellulose gum, ethylhexylglycerin, silica silylate, acrylonitrile/methyl methacrylate/vinylidene chloride copolymer, parfum/fragrance, trihydroxystearin, aluminum hydroxide, acetylated glycol stearate, isobutane, hexyl cinamal, benzyl salicylate, linanool, alpha-isomethyl ionone, benzyl alcohol, tocopherol, citronellol, heliathus annuus seed-oil/ sunflower seed oil, pentarythrityl tetra-di-t-butyl hydroxyhydrocinnamate, (+/- may contain: ci 77891/titanum dioxide, ci 77491, ci 77492, ci 77499/iron oxides, ci 77510/ferric ammonium ferrocyanide)</p>

Comment by the brand owner:

L'OREAL PARIS INFAILLIBLE CONCEALER collected in GR/IT/RO is the renovated version (available since November 2021) of the products collected in LT/PL/SK. Both versions can be found on the market depending on the product turnover in the shops where they were collected.

# L'Oreal Paris Infaillible Concealer

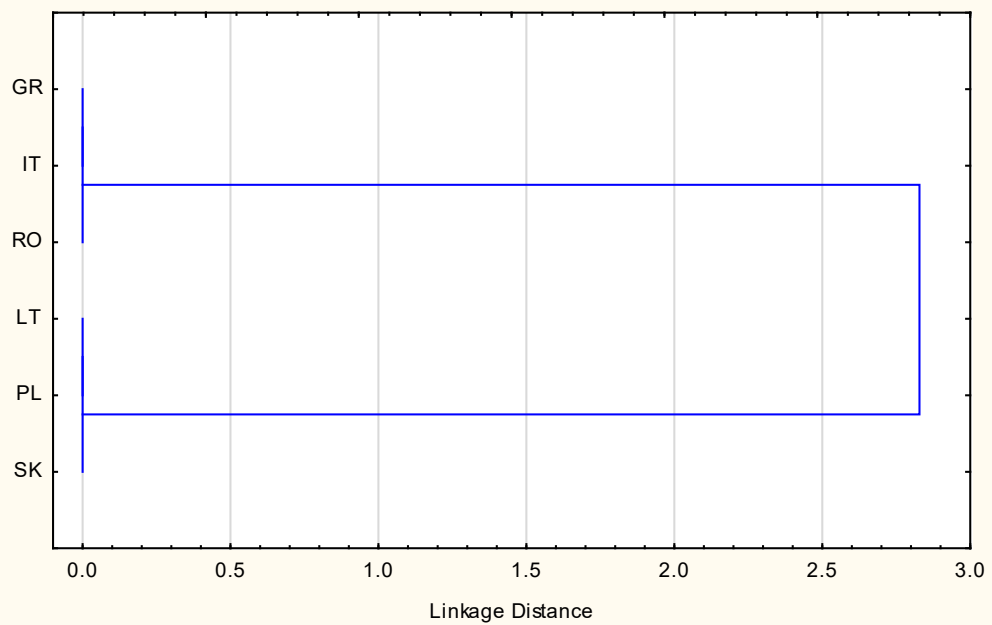


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## L'Oreal Paris Infaillible Concealer




Single Linkage

Euclidean distances




## Max Factor 2000 Calorie mascara black

Country	Photo	Ingredients
BE		<p>aqua/water/eau, ammonium acrylates copolymer, glyceryl stearate, disteardimonium hectorite, stearic acid, propylene glycol, copernicia cerifera cera/copernicia cerifera (carnauba) wax, triethanolamine, synthetic wax, acrylates copolymer, lecithin, propylene carbonate, oleic acid, polyethylene, alcohol denat., benzyl alcohol, ascorbyl palmitate, tocopherol, panthenol, phenoxyethanol, methylparaben, ethylparaben, water (and) simethicone, propylparaben, trisodium edta, xanthan gum, tocopheryl acetate, [may contain +/-: iron oxides (cl 77491, cl 77492, cl 77499)]</p>
EE		<p>are not marked on the package.</p>
GR		<p>the ingredients are not included in the package!</p>

<p>HU</p>		<p>aqua/water/eau, acrylates copolymer, glyceryl stearate, disteardimonium hectorite, propylene glycol, stearic acid, copernicia cerifera cera/copernicia cerifera (carnauba) wax/cire de carnauba, triethanolamine, lecithin, propylene carbonate, synthetic wax, oleic acid, alcohol denat., benzyl alcohol, polyethylene, ascorbyl palmitate, panthenol, phenoxyethanol, tocopherol, methylparaben, ethylparaben, sodium laureth sulfate, propylparaben, glycine soja (soybean) oil, trisodium edta, xanthan gum, simethicone, potassium sorbate, ammonium hydroxide, tetrasodium edta, methylcellulose, benzoic acid, sorbic acid, sulfuric acid, [may contain/peut contenir/+-:Iron oxides (ci 77491, ci 77492, ci 77499), ultramarines (ci 77007)].</p>
<p>LT</p>		<p>there are no information about ingredients on the "max factor 2000 calorie mascara black" package</p>
<p>MT</p>		<p>n/a as per photos</p>

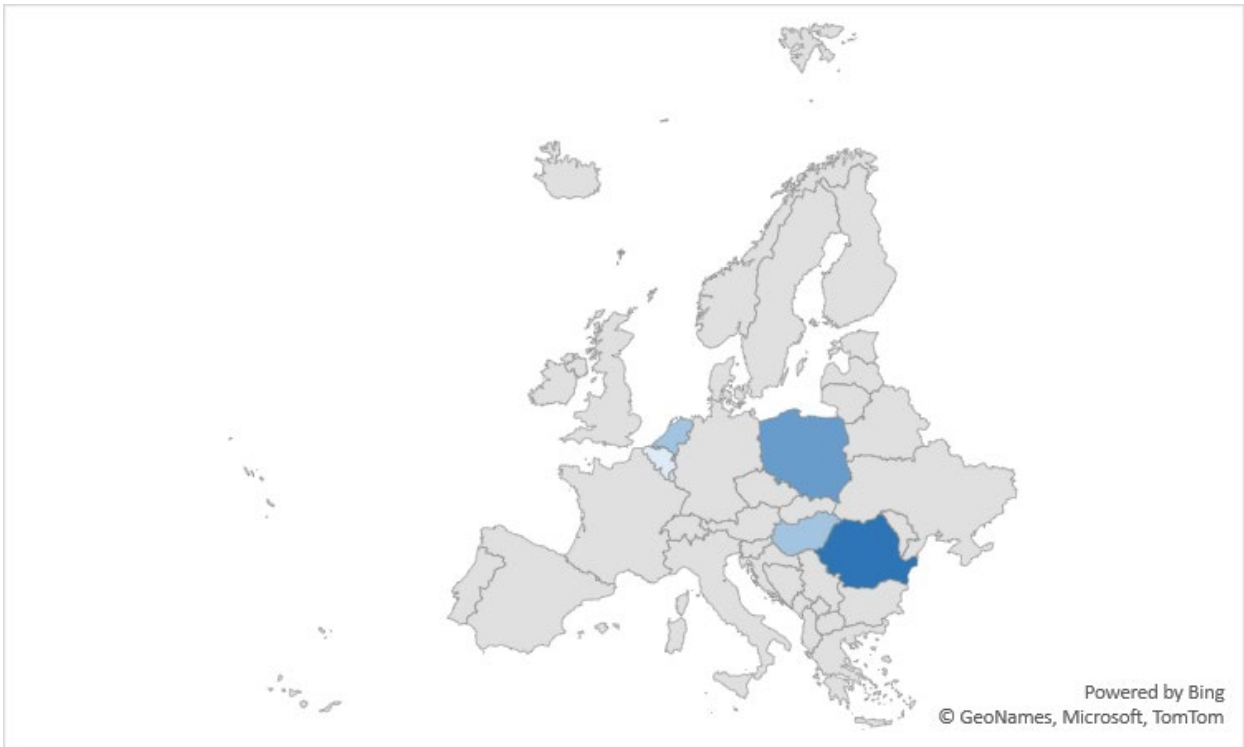


<p>NL</p>		<p>aqua/water/eau, acrylates copolymer, glyceryl stearate, disteardimonium hectorite, propylene glycol, stearic acid, copernicia cerifera cera/copernicia cerifera (carnauba) wax/cire de carnauba, triethanolamine, lecithin, propylene carbonate, synthetic wax, oleic acid, alcohol denat, benzyl alcohol, polyethylene, ascorbyl palmitate, panthenol, phenoxyethanol, tocopherol, methylparaben, ethylparaben, sodium laureth sulfate, propylparaben, glycine soja (soybean) oil, trisodium edta, xanthan gum, simethicone, potassium sorbate, ammonium hydroxide, tetrasodium edta, methylcellulose, benzoic acid, sorbic acid, sulfuric acid, may contain/peut contenir/+-:iron oxides (ci 77491, ci 77492, ci 77499), ultramarines (ci 77007)].</p>
<p>PL</p>		<p>aqua/water/eau, acrylates copolymer, glyceryl stearate, disteardimonium hectorite, propylene glycol, stearic acid, copernicia cerifera cera/ copernicia cerifera (carnauba) wax/cire de carnauba, synthetic wax, oleic acid, alcohol denat, benzyl alcohol, polyethylene, ascorbyl palmitate, panthenol, phenoxyethanol, tocopherol, methylparaben, ethylparaben, sodium laureth sulfate, propylparaben, glycine soja (soybean) oil, trisodium edta, xanthan gum, simethicone, potassium sorbate, ammonium hydroxide, tetrasodium edta, methylcellulose, benzoic acid, sorbic acid, sulfuric acid [may contain/peut contenir/ +/ -: iron oxides (ci 77491, ci 77492, ci 77499), ultramarines (ci 77007)].</p>
<p>RO</p>		<p>aqua, acrylates copolymer, glyceryl stearate, disteardimonium hectorite, propylene glycol, stearic acid, copernicia cerifera cera, triethanolamine, polyethylene, propylene carbonate, lecithin, polyvinyl alcohol, synthetic wax, oleic acid, tocopherol, alcohol denat, ascorbyl palmitate, benzyl alcohol, phenoxyethanol, panthenol, glycerin, ethylparaben, sodium laureth sulfate, propylparaben, methylparaben, xanthan gum, dimethicone, trisodium edta, glycine soja oil, potassium sorbate, tocopheryl acetate, tetrasodium edta, benzoic acid, ammonium hydroxide, silica dimethicone silylate, glyceryl oleate, methylcellulose, sulfuric acid, sorbic acid [+/- ci 77499, ci 77491, ci 77492].</p>

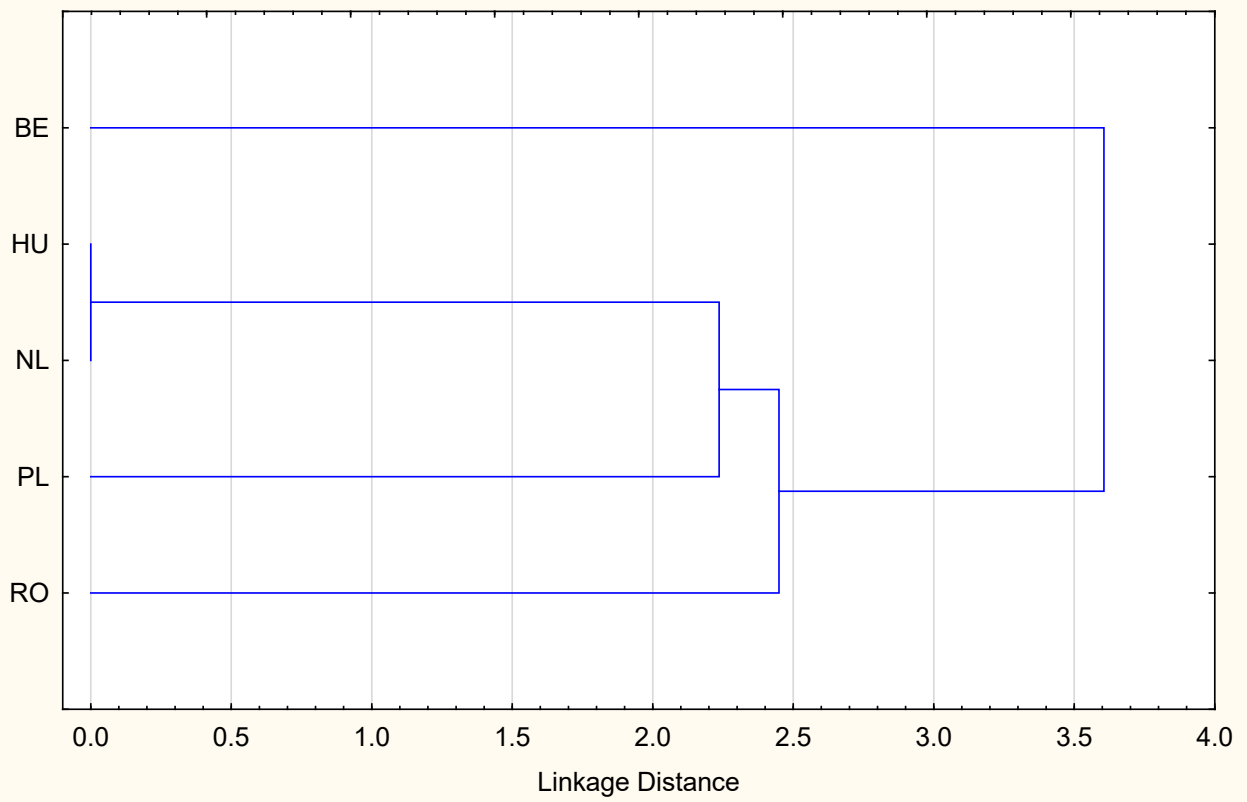
SK		no ingredient list provided
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Comment from the brand owner:




- BE BE has locally adapted the product packaging with a blister to meet the preference of local consumers. The ingredient list is on the packaging and BE is in transition phase to move from an earlier to the newest version of the formulation.
- EE No local adaptation, ingredients list provided at point of sales.
- GR GR has adapted the product and is in sealed form as per preference of local consumers. Ingredient list provided at point of sales.
- HU No local adaptation, ingredient list provided at point of sale.
- LT No local adaptation, ingredient list provided at point of sale.
- MT No local adaptation, ingredient list provided at point of sale.
- NL NL has locally adapted the product packaging with a blister to meet the preference of local consumers. The ingredient list is on the packaging and the transition phase has ended.
- PL No local adaptation, ingredients list provided at point of sale.
- RO RO has adapted the product and is in sealed form as per preference of local consumers. Ingredients list provided at point of sale. RO is in transition phase to move from an earlier version of the formula to the newest version.
- SK No local adaptation, ingredients list provided at point of sale.









**Max Factor 2000 Calorie**  
 Single Linkage  
 Euclidean distances







## Maybelline - Colossal (black)

Country	Photo	Ingredients
AT		<p>aqua/water, paraffin, potassium cetyl phosphate, cera alba/beeswax, copernicia cerifera cera / carnauba wax, acacia senegal gum, glycerin, cetyl alcohol, hydroxyethylcellulose, phenoxyethanol, peg/ppg-17/18 dimethicone, steareth-20, phenethyl alcohol, sodium polymethacrylate, hydrogenated jojoba oil, hydrogenated palm oil, simethicone, disodium edta, polyquaternium-10, propylene glycol, panthenol, soluble collagen, bht, trisodium edta, potassium sorbate, [+/- may contain: ci 77491, ci 77492, ci 77499 / iron oxides]</p>
BE		<p>aqua/water, paraffin, potassium cetyl phosphate, cera alba/beeswax, copernicia cerifera cera/ carnauba wax, acacia senegal gum, glycerin, cetyl alcohol, hydroxyethylcellulose, phenoxyethanol, peg/ppg-17/18 dimethicone, steareth-20, phenyl ethyl alcohol, sodium polymethacrylate, hydrogenated jojoba oil, hydrogenated palm oil, disodium edta, polyquaternium-10, silica, panthenol, soluble collagen, (+/- may contain: ci 77491, ci 77492, ci 77499 / iron oxides, ci 77007 / ultramarines, ci 77891 / titanium dioxide, ci 75470 / carmine, ci 77288 / chromium oxide greens, ci 77289 / chromium hydroxide green, ci 77742 / manganese violet, ci 77510 / ferric ferrocyanide).</p>
DE		<p style="text-align: center;">no ingredients on packaging</p>

FR		
GR		<p>aqua/water, paraffin, potassium cetyl phosphate, cera alba/beeswax, copernicia cerifera cera/carnauba wax, acacia senegal gum, glycerin, cetyl alcohol, hydroxyethylcellulose, phenoxyethanol, peg/ppg-17/18 dimethicone, steareth-20, phenethyl alcohol, sodium polymethacrylate, hydrogenated jojoba oil, hydrogenated palm oil, simethicone, disodium adta, polyquaternium-10, propylene glycol, panthenol, soluble collagen, bht, trisodium adta, potassium sorbate, (+/- may contain: ci 77491, ci 77492, ci 77499/iron oxides).</p>
HU		<p>aqua/ water, paraffin, potassium cetyl phosphate, cera alba/beeswax, copernicia cerifera cera/carnauba wax, acacia senegal/acacia senegal gum, glycerin, cetyl alcohol, hydroxyethylcellulose, phenoxyethanol, peg/ppg-17/18 dimethicone, steareth-20, phenyl ethyl alcohol, sodium polymethacrylate, hydrogenated jojoba oil, hydrogenated palm oil, disodium edta, silica, polyquaternium-10, panthenol soluble collagen, [+/- may contain: ci 77491, ci 77492, ci 77499 / iron oxides, ci 77007 / ultramarines, mica, ci 77891 / titanium dioxide, ci 75470 / carmine, ci 77288 / chromium oxide greens, ci 77289 / chromium hydroxide green, ci 77742 / manganese violet, ci 77510 / ferric ferrocyanide].</p>

<p>LT</p>		<p>aqua/water, paraffin, potassium cetyl phosphate, cera alba/beeswax, copernica cerifera cera/ carnauba wax, acacia senegal gum, glycerin, cetyl alcohol, hydroxyethylcellulose, phenoxyethanol, peg/ppg-17/18 dimethicone, steareth-20, phenethyl alcohol, sodium polymethacrylate, hydrogenated jojoba oil, ydrogenated palm oil, simethicone, disodium edta, polyquaternium-10, propylene glycol, panthenol, soluble collagen, bht, trisodium edta, potassium sorbate, [+/- may contain: ci 77491, ci 77492, ci 77499/ iron oxides]</p>
<p>LV</p>		<p>there is no written.</p>
<p>MT</p>		<p>n/a as per photos</p>

NL		<p>aqua/water, paraffin, potassium cetyl phosphate, cera alba/beeswax, copernicia cerifera cera/carnauba wax, acacia senegal/acacia senegal gum, glycerin, cetyl alcohol, hydroxyethylcellulose, phenoxyethanol, peg/ppg-17/18 dimethicone, steareth-20, phenyl ethyl alcohol, sodium polymethacrylate, hydrogenated jojoba oil, hydrogenated palm oil, disodium edta, polyquaternium-10, silica, panthenol, soluble collagen, [+/- may contain: ci 77491, ci 77492, ci 77499 / iron oxides, ci 77007 / ultramarines, ci 77891 / titanium dioxide, ci 75470 / carmine, ci 77288 / chromium oxide greens, ci 77289 / chromium hydroxide green, ci 77742 / manganese violet, ci 77510 / ferric ferrocyanide].</p>
PL		<p>aqua/water, paraffin, potassium cetyl phosphate, cera alba/beeswax, copernicia cerifera cera/ carnauba wax, acacia senegal gum, glycerin, cetyl alcohol, hydroxyethylcellulose, phenoxyethanol, peg/ppg-17/18 dimethicone, steareth-20, phenethyl alcohol, sodium polymethacrylate, hydrogenated jojoba oil, hydrogenated palm oil, simethicone, disodium edta, polyquaternium-10, propylene glycol, panthenol, soluble collagen, bht, trisodium edta, potassium sorbate, [+/- may contain: ci 77491, ci 77492, ci 77499/ iron oxides]</p>
RO		<p>aqua/water, paraffin, potassium cetyl phosphate, cera alba/beeswax, copernicia cerifera cera/ carnauba wax, acacia senegal gum, glycerin, cetyl alcohol, hydroxyethylcellulose, phenoxyethanol, peg/ppg-17/18 dimethicone, steareth-20, phenethyl alcohol, sodium polymethacrylate, hydrogenated jojoba oil, hydrogenated palm oil, simethicone, disodium edta, polyquaternium-10, propylene glycol, panthenol, soluble collagen, bht, trisodium edta, potassium sorbate, [+/- may contain ci 77491, ci 77492, ci 77499/iron oxides]</p>

SK		<p>aqua/water, paraffin, potassium cetyl phosphate, cera alba/beeswax, copernicia cerifera cera/ carnauba wax, acacia senegal gum, glycerin, cetyl alcohol, hydroxyethylcellulose, phenoxyethanol, peg/ppg-17/18 dimethicone, steareth-20, phenethyl alcohol, sodium polymethacrylate, hydrogenated jojoba oil, hydrogenated palm oil, simethicone, disodium edta, polyquaternium-10, propylene glycol, panthenol, soluble collagen, bht, trisodium edta, potassium sorbate, [+/-may contain ci 77491, ci 77492, ci 77499/iron oxides]</p>
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Comment from the brand owner:

The quality and safety of our products are our priority. Our cosmetic products correspond to the highest quality and safety standards.

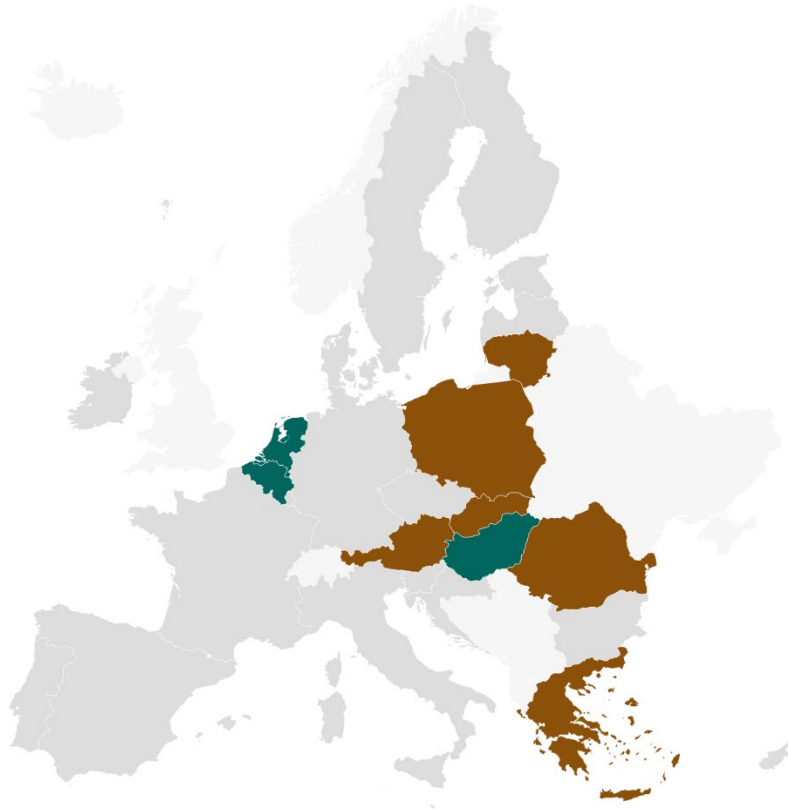
- MAYBELLINE COLOSSAL collected in RO/FR/LV,
- MAYBELLINE COLOSSAL SMOKY BLACK collected in BE/HU/NL/SK and,
- MAYBELLINE COLOSSAL 100% BLACK collected in AT/LT/DE/MT/PL/GR

are 3 different product lines within the MAYBELLINE COLOSSAL MASCARA range. They have different names, different packaging appearance (color), different composition and provide different consumer experience. Therefore, they are not comparable.

Although the Maybelline Colossal and the Maybelline Colossal 100% black products have similar lists of ingredients, the black iron oxides used in the products, all mentioned under the same International Nomenclature of Cosmetic Ingredients (INCI) as iron oxides CI 77499, have different physical-chemical properties (e.g. particle size) that allow for different intensities of black color ranging from classic to deep, intense or powdery black. The Colossal Smoky black has a slightly different composition and contains a specific iron oxide providing a slightly blurred make-up finish.



### Maybelline - Colossal

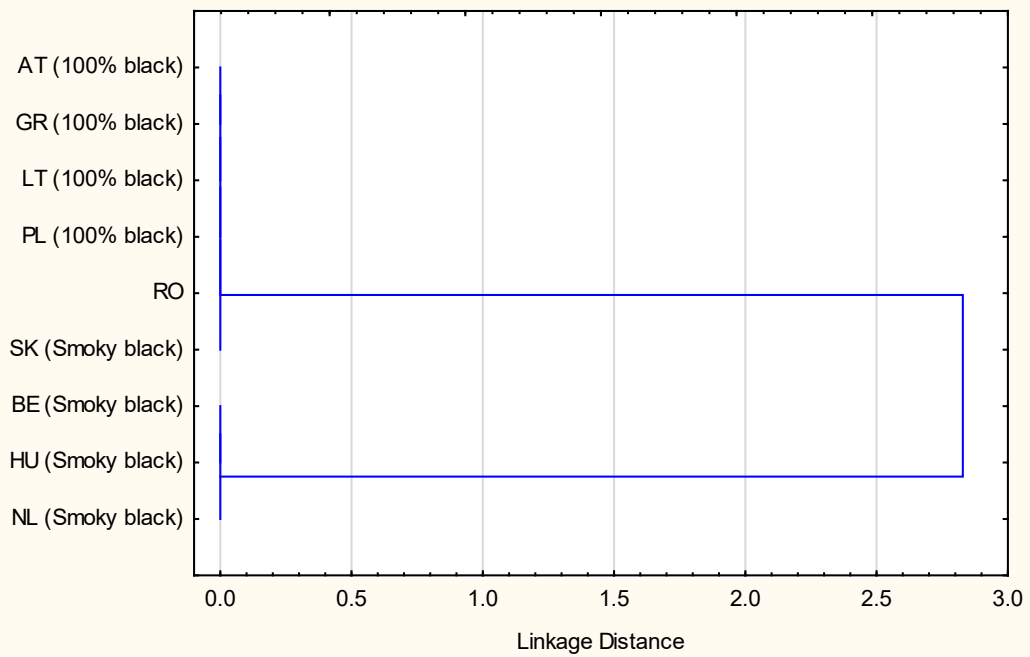


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### Maybelline - Colossal (black)

Single Linkage

Euclidean distances



## NIVEA Men Protect&Care

Country	Photo	Ingredients
AT		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, glycol distearate, decyl glucoside, aloe barbadensis leaf juice powder, glycerin, sodium chloride, laureth-4, citric acid, tocopherol, sodium benzoate, limonene, linalool, parfum.</p>
BE		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, glycol distearate, decyl glucoside, aloe barbadensis leaf juice powder, glycerin, sodium chloride, laureth-4, citric acid, tocopherol, sodium benzoate, limonene, linalool, perfume</p>
DE		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, glycol distearate, decyl glucoside, aloe barbadensis leaf juice powder, glycerin, sodium chloride, laureth-4, citric acid, tocopherol, sodium benzoate, limonene, linalool, parfum.</p>

FR		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, glycol distearate, decyl glucoside, aloe barbadensis leaf juice powder, glycerin, sodium chloride, laureth-4, citric acid, tocopherol, sodium benzoate, limonene, linalool, parfum.</p>
HR		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, glycol distearate, decyl glucoside, aloe barbadensis leaf juice powder, glycerin, sodium chloride, laureth-4, citric acid, tocopherol, sodium benzoate, limonene, linalool, parfum.</p>
HU		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, glycol distearate, decyl glucoside, aloe barbadensis leaf juice powder, glycerin, sodium chloride, laureth-4, citric acid, tocopherol, sodium benzoate, limonene, linalool, parfum.</p>

LV		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, glycol distearate, decyl glucoside, aloe barbadensis leaf juice powder, glycerin, sodium chloride, laureth-4, citric acid, tocopherol, sodium benzoate, limonene, linalool, parfum.</p>
NL		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, glycol distearate, decyl glucoside, aloe barbadensis leaf juice powder, glycerin, sodium chloride, laureth-4, citric acid, tocopherol, sodium benzoate, limonene, linalool, parfum.</p>
PL		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, glycol distearate, decyl glucoside, aloe barbadensis leaf juice powder, glycerin, sodium chloride, laureth-4, citric acid, tocopherol, sodium benzoate, limonene, linalool, parfum.</p>

RO		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, glycol distearate, decyl glucoside, aloe barbadensis leaf juice powder, glycerin, sodium chloride, laureth-4, citric acid, tocopherol, sodium benzoate, limonene, linalool, parfum.</p>
SI		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, glycol distearate, decyl glucoside, aloe barbadensis leaf juice powder, glycerin, sodium chloride, laureth-4, citric acid, tocopherol, sodium benzoate, limonene, linalool, parfum.</p>
SK		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, glycol distearate, decyl glucoside, aloe barbadensis leaf juice powder, glycerin, sodium chloride, laureth-4, citric acid, tocopherol, sodium benzoate, limonene, linalool, parfum</p>

## Nivea After-Sun

Country	Photo	Ingredients
BE		<p>aqua, glycerin, alcohol denat., dicaprylyl ether, glyceryl stearate se, isopropyl palmitate, cetearyl alcohol, aloë barbadensis leaf juice powder, glycyrrhethinic acid, dimethicone, carbomer, sodium cetearyl sulfate, sodium hydroxide, ethylhexylglycerin, phenoxyethanol, linalool, citral, parfum.</p>
DE*)		<p>aqua, glycerin, alcohol denat., dicaprylyl ether, glyceryl stearate se, isopropyl palmitate, cetearyl alcohol, aloë barbadensis leaf juice powder, sodium hyaluronate, dimethicone, carbomer, sodium cetearyl sulfate, sodium hydroxide, ethylhexylglycerin, phenoxyethanol, linalool, citral, parfum</p>
FR		<p>aqua, glycerin, alcohol denat., dicaprylyl ether, glyceryl stearate se, isopropyl palmitate, cetearyl alcohol, aloë barbadensis leaf juice powder, glycyrrhethinic acid, dimethicone, carbomer, sodium cetearyl sulfate, sodium hydroxide, ethylhexylglycerin, phenoxyethanol, linalool, citral, parfum.</p>

GR		<p>aqua, glycerin, alcohol denat., dicaprylyl ether, glyceryl stearate se, isopropyl palmitate, cetearyl alcohol, aloe barbadensis leaf juice powder, glycyrrhetic acid, dimethicone, carbomer, sodium cetearyl sulfate, sodium hydroxide, ethylhexylglycerin, phenoxyethanol, linalool, citral, parfum.</p>
HR*)		<p>aqua, glycerin, alcohol denat., dicaprylyl ether, glyceryl stearate se, isopropyl palmitate, cetearyl alcohol, aloe barbadensis leaf juice powder, sodium hyaluronate, dimethicone, carbomer, sodium cetearyl sulfate, sodium hydroxide, ethylhexylglycerin, phenoxyethanol, linalool, citral, parfum</p>
IT		<p>aqua, glycerin, alcohol denat., dicaprylyl ether, glyceryl stearate se, isopropyl palmitate, cetearyl alcohol, aloe barbadensis leaf juice powder, glycyrrhetic acid, dimethicone, carbomer, sodium cetearyl sulfate, sodium hydroxide, ethylhexylglycerin, phenoxyethanol, linalool, citral, parfum.</p>

NL		<p>aqua, glycerin, alcohol denat., dicaprylyl ether, glyceryl stearate se, isopropyl palmitate, cetearyl alcohol, aloe barbadensis leaf juice powder, glycyrrhetic acid, dimethicone, carbomer, sodium cetearyl sulfate, sodium hydroxide, ethylhexylglycerin, phenoxyethanol, linalool, citral, parfum</p>
RO		<p>aqua, glycerin, alcohol denat, dicaprylyl ether, glyceryl stearate se, isopropyl palmitate, cetearyl alcohol, aloe barbadensis leaf juice powder, glycyrrhetic acid, dimethicone, carbomer, sodium cetearyl sulfate, sodium hydroxide, ethyl-hexyglycerin, phenoxyethanol, linalool, citral, parfum</p>

\*) different product variant according to the brand owner (excluded from the comparative assessment of Nivea After Sun Bronze, the dendrogram including Nivea After Sun Moisture is only shown for information)

Comment by the brand owner:

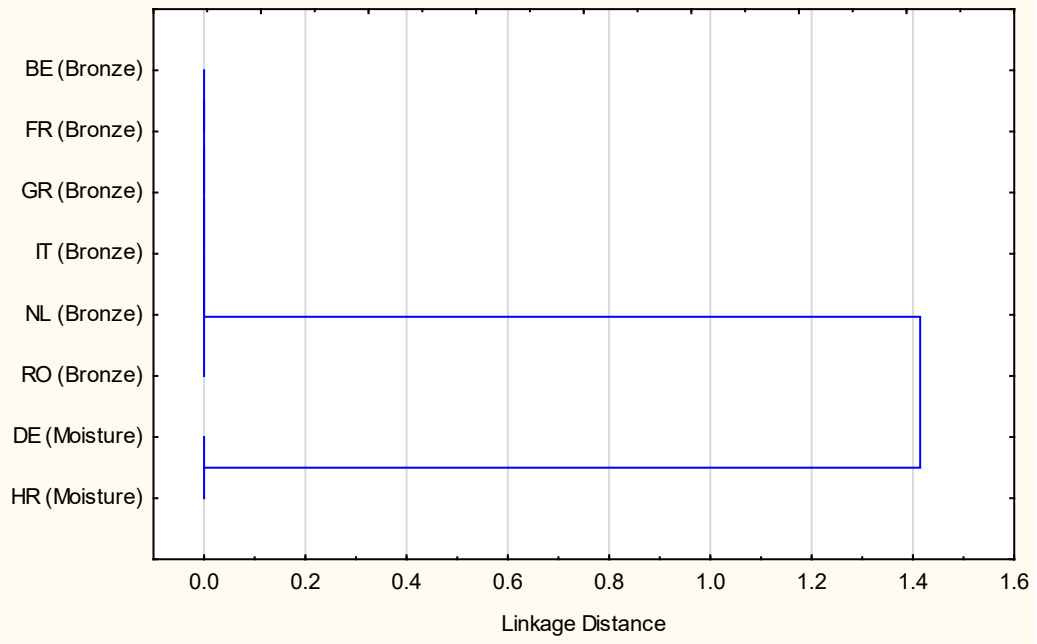
There are two different products listed in your pdf – Nivea After Sun Bronze and Nivea After Sun Moisture. Both are targeted to different needs and contain different ingredients on purpose.






### Nivea After-Sun




Single Linkage




Euclidean distances









## Nivea Black&White Invisible

Country	Photo	Ingredients
AT		<p>aqua, aluminium chlorohydrate, isoceteth-20, butylene glycol, dicaprylyl ether, glyceryl isostearate, laureth-7 citrate, palmitamidopropyltrimonium chloride, propylene glycol, peg-150 distearate, tocopherol, linalool, citronello, benzyl alcohol, limonene, alpha-isomethyl ionone, parfum.</p>
BE		<p>aqua, aluminum chlorohydrate, isoceteth-20, paraffinum liquidum, butylene glycol, glyceryl isostearate, laureth-7citrate, palmitamidopropyltrimonium chloride, propylene glycol, peg-150 distearate, linalool, citronello, benzyl alcohol, limonene, alpha-isomethyl ionone, parfum.</p>
DE		<p>aqua, aluminum chlorohydrate, isoceteth-20, butylene glycol, dicaprylyl ether, glyceryl isostearate, laureth-7 citrate, palmitamidopropyltrimonium chloride, propylene glycol, peg-150 distearate, tocopherol, linalool, citronello, benzyl alcohol, limonene, alpha-isomethyl ionone, parfum.</p>

FR		<p>aqua, aluminum chlorohydrate, isoceteth-20, paraffinum liquidum, butylene glycol, glyceryl isostearate, laureth-7 citrate, palmitamidopropyltrimonium chloride, propylene glycol, peg-150 distearate, linalool, citronellol, benzyl alcohol, limonene, alpha-isomethyl ionone, parfum.</p>
GR		<p>aqua, aluminum chlorohydrate, isoceteth-20, paraffinum liquidum, butylene glycol, glyceryl isostearate, laureth-7 citrate, palmitamidopropyltrimonium chloride, propylene glycol, peg-150 distearate, linalool, citronellol, benzyl alcohol, limonene, alpha-isomethyl ionone, parfum.</p>
HR		<p>aqua, aluminium chlorohydrate, isoceteth-20, paraffinum liquidum, butylene glycol, glyceryl isostearate, laureth-7 citrate, palmitamidopropyltrimonium chloride, propylene glycol, peg-150 distearate, linalool, citronellol, benzyl alcohol, limonene, alpha-isomethyl ionone, parfum</p>

<p>HU</p>		<p>aqua, aluminium chlorohydrate, isoceteth-20, paraffinum liquidum, butylene glycol, glyceryl isostearate, laureth-7 citrate, palmitamidopropyltrimonium chloride, propylene glycol, peg-150 distearate, linalool, citronellol, benzyl alcohol, limonene, alpha-isomethyl ionone, parfum</p>
<p>IT</p>		<p>aqua, aluminum chlorohydrate, isoceteth-20, paraffinum liquidum, butylene glycol, glyceryl isostearate, laureth-7 citrate, palmitamidopropyltrimonium chloride, propylene glycol, peg-150 distearate, linalool, citronellol, benzyl alcohol, limonene, alpha-isomethyl ionone, parfum</p>
<p>LV</p>		<p>aqua, aluminium chlorohydrate, isoceteth-20, paraffinum liquidum, butylene glycol, glyceryl isostearate, laureth-7 citrate, palmitamidopropyltrimonium chloride, propylene glycol, peg-150 distearate, linalool, citronellol, benzyl alcohol, limonene, alpha-isomethyl ionone, parfum.</p>

<p>MT</p>		<p>aqua, aluminium chlorohydrate, isoceteth-20, parffinum liquidum, butylene glycol, glyceryl isostearate, laureth-7 citrate, palmitamidopropyltrimonium chloride, propylene glycol, peg-150 distearate, linalool, citronellol, benzyl alcohol, l imonene, alpha-isomethy ionone, parfum.</p>
<p>NL</p>		<p>aqua, aluminum chlorohydrate, isoceteth-20, paraffinum liquidum, butylene glycol, glyceryl isostearate, laureth-7 citrate, palmitamidopropyltrimonium chloride, propylene glycol, peg-150 distearate, linalool, citronellol, benzyl alcohol, limonene, alpha-isomethyl ionone, parfum.</p>
<p>PL</p>		<p>aqua, aluminum chlorohydrate, isoceteth-20, paraffinum liquidum, butylene glycol, glyceryl isostearate, laureth-7 citrate, palmitamidopropyltrimonium chloride, propylene glycol, peg-150 distearate, linalool, citronellol, benzyl alcohol, limonene, alpha-isomethyl ionone, parfum</p>

RO		<p>aqua, aluminum chlorohydrate, isoceteth-20, paraffinum liquidum, butylene glycol, glyceryl isostearate, laureth-7 citrate, palmitamidopropyltrimonium chloride, propylene glycol, peg-150 distearate, linalool, citronellol, benzyl alcohol, limonene, alpha-isomethyl ionone, parfum</p>
SI		<p>aqua, aluminium chlorohydrate, isoceteth-20, paraffinum liquidum, butylene glycol, glyceryl isostearate, laureth-7 citrate, palmitamidopropyltrimonium chloride, propylene glycol, peg-150 distearate, linalool, citronellol, benzyl alcohol, limonene, alpha-isomethyl ionone, parfum</p>
SK		<p>aqua, aluminum chlorohydrate, isoceteth-20, paraffinum liquidum, butylene glycol, glyceryl isostearate, laureth-7 citrate, palmitamidopropyltrimonium chloride, propylene glycol, peg-150 distearate, linalool, citronellol, benzyl alcohol, limonene, alpha-isomethyl ionone, parfum</p>

Comment from the brand owner:

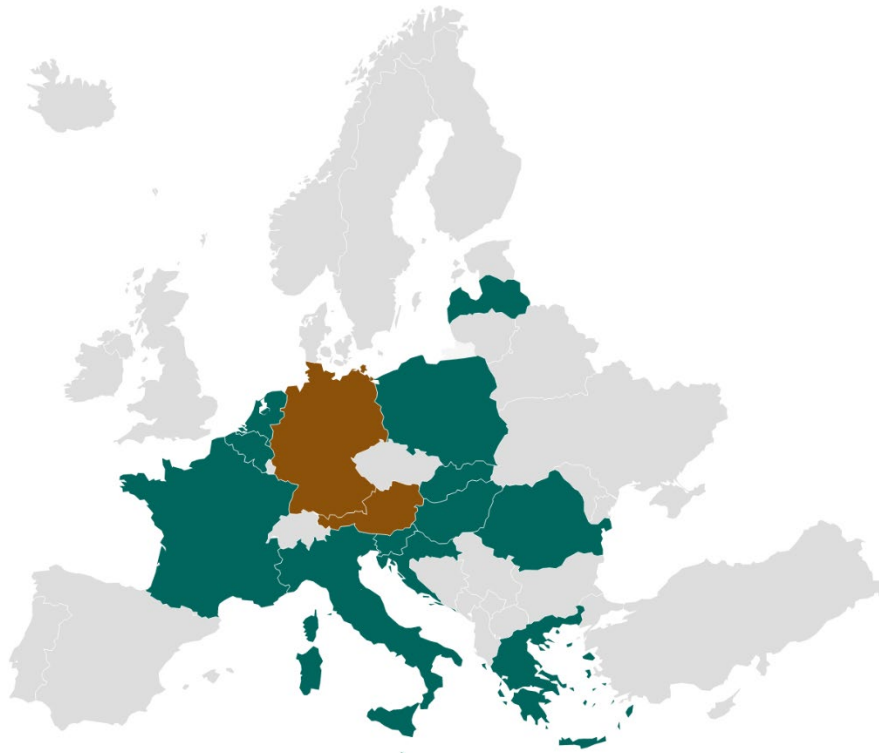
Kindly note that the assortment for our successful Nivea Black & White Deodorant range is very broad to cater different consumer needs. Your overview partly lists different products, like for example the Nivea men black & white for LT.

However, regarding the individual products actually the same formula is used for the individual product all over the European Union.

Products of the same kind, but with a different inci in your overview show a formula issued before the recent product relaunch in September 22.

Products with the new inci have been distributed to these countries as well, the actual change on shelf depends on the actual status within the individual store.

### Nivea Black&White Invisible

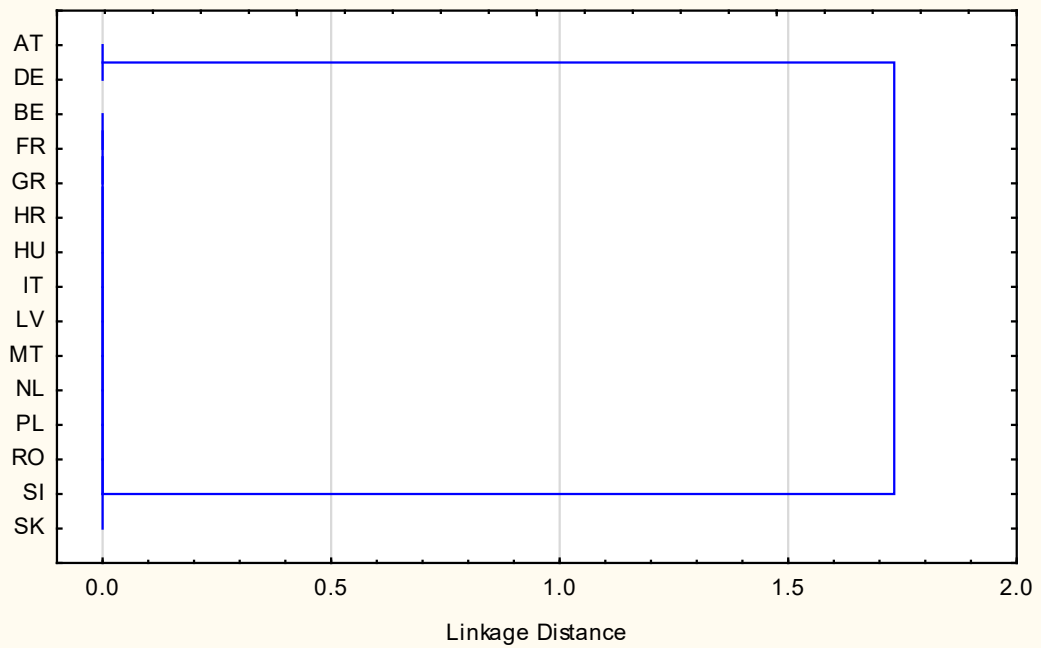


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### Nivea Black&White Invisible




Single Linkage

Euclidean distances





## Nivea Body Milk


Country	Photo	Ingredients
AT		<p>aqua, paraffinum liquidum, isohexadecane, glycerin, isopropyl palmitate, peg-40 sorbitan perisostearate, cera microcristallina, polyglyceryl-3 diisostearate, prunus amygdalus dulcis oil, tocopherol, magnesium sulfate, sodium citrate, citric acid, tocopheryl acetate, potassium sorbate, linalool, limonene, benzyl alcohol, geraniol, citronellol, alpha-isomethyl ionone, benzyl benzoate, parfum</p>
BE*)		<p><i>aqua, glycerin, cetearyl alcohol, c15-19 alkane, isopropyl palmitate, paraffinum liquidum, glyceryl stearate se, butyrospermum parkii butter, dimethicone, glyceryl stearate, sodium cetearyl sulfate, sodium hydroxide, carbomer, phenoxyethanol, ethylhexylglycerin, linalool, limonene, benzyl alcohol, citronellol, alpha-isomethyl ionone, perfume</i></p>
CY		<p>aqua, paraffinum liquidum, isohexadecane, glycerin, isopropyl palmitate, peg-40 sorbitan perisostearate, cera microcristallina, polyglyceryl-3 diisostearate, prunus amygdalus dulcis oil, tocopherol, magnesium sulfate, sodium citrate, citric acid, tocopheryl acetate, potassium sorbate, linalool, limonene, benzyl alcohol, geraniol, citronellol, alpha-isomethyl ionone, benzyl benzoate, parfum</p>

<p>DE</p>		<p>aqua, paraffinum liquidum, isohexadecane, glycerin, isopropyl palmitate, peg-40 sorbitan perisostearate, cera microcristallina, polyglyceryl-3 diisostearate, prunus amygdalus dulcis oil, tocopherol, magnesium sulfate, sodium citrate, citric acid, tocopheryl acetate, potassium sorbate, linalool, limonene, benzyl alcohol, geraniol, citronellol, alpha-isomethyl ionone, benzyl benzoate, parfum</p>
<p>FR</p>		<p>aqua, paraffinum liquidum, isohexadecane, glycerin, isopropyl palmitate, peg-40 sorbitan perisostearate, cera microcristallina, polyglyceryl-3 diisostearate, prunus amygdalus dulcis oil, tocopherol, magnesium sulfate, sodium citrate, citric acid, tocopheryl acetate, potassium sorbate, linalool, limonene, benzyl alcohol, geraniol, citronellol, alpha-isomethyl ionone, benzyl benzoate, parfum</p>
<p>GR</p>		<p>aqua, paraffinum liquidum, isohexadecane, glycerin, isopropyl palmitate, peg-40 sorbitan perisostearate, cera microcristallina, polyglyceryl-3 diisostearate, prunus amygdalus dulcis oil, tocopherol, magnesium sulfate, sodium citrate, citric acid, tocopheryl acetate, potassium sorbate, linalool, limonene, benzyl alcohol, geraniol, citronellol, alpha-isomethyl ionone, benzyl benzoate, parfum</p>

HR		<p>aqua, paraffinum liquidum, isohexadecane, glycerin, isopropyl palmitate, peg-40 sorbitan perisostearate, cera microcristallina, polyglyceryl-3 diisostearate, prunus amygdalus dulcis oil, tocopherol, magnesium sulfate, sodium citrate, citric acid, tocopheryl acetate, potassium sorbate, linalool, limonene, benzyl alcohol, geraniol, citronellol, alpha-isomethyl ionone, benzyl benzoate, parfum.</p>
HU		<p>aqua, paraffinum liquidum, isohexadecane, glycerin, isopropyl palmitate, peg-40 sorbitan perisostearate, cera microcristallina, polyglyceryl-3 diisostearate, prunus amygdalus dulcis oil, tocopherol, magnesium sulfate, sodium citrate, citric acid, tocopheryl acetate, potassium sorbate, linalool, limonene, benzyl alcohol, geraniol, citronellol, alpha-isomethyl ionone, benzyl benzoate, parfum.</p>
IT		<p>aqua, paraffinum liquidum, isohexadecane, glycerin, isopropyl palmitate, peg-40 sorbitan perisostearate, cera microcristallina, polyglyceryl-3 diisostearate, prunus amygdalus dulcis oil, tocopherol, magnesium sulfate, sodium citrate, citric acid, tocopheryl acetate, potassium sorbate, linalool, limonene, benzyl alcohol, geraniol, citronellol, alpha-isomethyl ionone, benzyl benzoate, parfum</p>

<p>LT</p>		<p>aqua, paraffinum liquidum, isohexadecane, glycerin, isopropyl palmitate, peg-40 sorbitan perisostearate, cera microcristallina, polyglyceryl-3 diisostearate, prunus amygdalus dulcis oil, tocopherol, magnesium sulfate, sodium citrate, citric acid, tocopheryl acetate, potassium sorbate, linalool, limonene, benzyl alcohol, geraniol, citronellol, alpha-isomethyl ionone, benzyl benzoate, parfum</p>
<p>MT</p>		<p>aqua, paraffinum liquidum, isohexadecane, glycerin, isopropyl palmitate, peg-40 sorbitan perisostearate, cera microcristallina, polyglyceryl-3 diisostearate, prunus amygdalus dulcis oil, tocopherol, magnesium sulfate, sodium citrate, citric acid, tocopheryl acetate, potassium sorbate, linalool, limonene, benzyl alcohol, geraniol, citronellol, alpha-isomethyl ionone, benzyl benzoate, parfum</p>
<p>NL</p>		<p>aqua, paraffinum liquidum, isohexadecane, glycerin, isopropyl palmitate, peg-40 sorbitan perisostearate, cera microcristallina, polyglyceryl-3 diisostearate, prunus amygdalus dulcis oil, tocopherol, magnesium sulfate, sodium citrate, citrid acid, tocopheryl acetate, potassium sorbate, linalool, limonene, benzyl alcohol, geraniol, citronellol, alpha-isomethyl ionone, benzyl benzoate, parfum</p>

<p>PL</p>		<p>aqua, paraffinum liquidum, isohexadecane, glycerin, isopropyl palmitate, peg-40 sorbitan perisostearate, cera microcristallina, polyglyceryl-3 diisostearate, prunus amygdalus dulcis oil, tocopherol, magnesium sulfate, sodium citrate, citrid acid, tocopheryl acetate, potassium sorbate, linalool, limonene, benzyl alcohol, geraniol, citronellol, alpha-isomethyl ionone, benzyl benzoate, parfum</p>
<p>RO</p>		<p>aqua, paraffinum liquidum, isohexadecane, glycerin, isopropyl palmitate, peg-40 sorbitan perisostearate, cera microcristallina, polyglyceryl-3 diisostearate, prunus amygdalus dulcis oil, tocopherol, magnesium sulfate, sodium citrate, citric acid, tocopheryl acetate, potassium sorbate, linalool, limonene, benzyl alcohol, geraniol, citronellol, alph-isomethyl ionone, benzyl benzoate, parfum.</p>
<p>SI</p>		<p>aqua, paraffinum liquidum, isohexadecane, glycerin, isopropyl palmitate, peg-40 sorbitan perisostearate, cera microcristallina, polyglyceryl-3 diisostearate, prunus amygdalus dulcis oil, tocopherol, magnesium sulfate, sodium citrate, citric acid, tocopheryl acetate, potassium sorbate, linalool, limonene, benzyl alcohol, geraniol, citronellol, alpha-isomethyl ionone, benzyl benzoate, parfum.</p>




SK		<p>aqua, paraffinum liquidum, isoheaxadecane, glycerin, isopropyl palmitate, peg-40 sorbitan perisostearate, cera microctistallina, polyglyceryl-3 diisostearate, prunus amygdalus dulcis oil, tocopherol, magnesium sulfate, sodium citrate, citric acid, tocopheryl acetate, potassium sorbate, linalool, limonene, benzyl alcohol, geraniol, citronellol, alpha-isomethyl ionone, benzyl benzoate, parfum.</p>
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\*) different product variant according to the brand owner (excluded from the comparative assessment)

Comment from the brand owner:

The Incis are the same and correct apart from the Belgian product, which shows the Nivea smooth milk, which is a different product than the Nivea body milk and thus has a different inci on purpose.


## Nivea Creme

Country	Photo	Ingredients
AT		<p>aqua, paraffinum liquidum, cera microcristallina, glycerin, lanolin alcohol (eucerit®), paraffin, panthenol, magnesium sulfate, decyl oleate, octyldodecanol, aluminum stearates, citric acid, magnesium stearate, limonene, geraniol, hydroxycitronellal, linalool, citronellol, benzyl benzoate, cinnamyl alcohol, parfum</p>
BE		<p>aqua, paraffinum liquidum, cera microcristallina, glycerin, lanolin alcohol (eucerit®), paraffin, panthenol, magnesium sulfate, decyl oleate, octyldodecanol, aluminum stearates, citric acid, magnesium stearate, limonene, geraniol, hydroxycitronellal, linalool, citronellol, benzyl benzoate, cinnamyl alcohol, parfum.</p>
CY		<p>aqua, paraffinum liquidum, cera microcristallina, glycerin, lanolin alcohol (eucerit®), paraffin, panthenol, magnesium sulfate, decyl oleate, octyldodecanol, aluminum stearates, citric acid, magnesium stearate, limonene, geraniol, hydroxycitronellal, linalool, citronellol, benzyl benzoate, cinnamyl alcohol, parfum</p>

DE		<p>aqua, paraffinum liquidum, cera microcristallina, glycerin, lanolin alcohol (eucerit®), paraffin, panthenol, magnesium sulfate, decyl oleate, octyldodecanol, aluminum stearates, citric acid, magnesium stearate, limonene, geraniol, hydroxycitronellal, linalool, citronellol, benzyl benzoate, cinnamyl alcohol, parfum</p>
EE		<p>aqua, paraffinum liquidum, cera microcristallina, glycerin, lanolin alcohol (eucerit®), paraffin, panthenol, magnesium sulfate, decyl oleate, octyldodecanol, aluminum stearates, citric acid, magnesium stearate, limonene, geraniol, hydroxycitronellal, linalool, citronellol, benzyl benzoate, cinnamyl alcohol, parfum</p>
FR		<p>aqua, paraffinum liquidum, cera microcristallina, glycerin, lanolin alcohol (eucerit®), paraffin, panthenol, magnesium sulfate, decyl oleate, octyldodecanol, aluminum stearates, citric acid, magnesium stearate, limonene, geraniol, hydroxycitronellal, linalool, citronellol, benzyl benzoate, cinnamyl alcohol, parfum</p>



GR		<p>aqua, paraffinum liquidum, cera microcristallina, glycerin, lanolin alcohol (eucerit®), paraffin, panthenol, magnesium sulfate, decyl oleate, octyldodecanol, aluminium stearates, citric acid, magnesium stearate, limonene, geraniol, hydroxycitronellal, linalool, citronellol, benzyl benzoate, cinnamyl alcohol, parfum.</p>
HR		<p>aqua, paraffinum liquidum, cera microcristallina, glycerin, lanolin alcohol (eucerit®), paraffin, panthenol, magnesium sulfate, decyl oleate, octyldodecanol, aluminium stearates, citric acid, magnesium stearate, limonene, geraniol, hydroxycitronellal, linalool, citronellol, benzyl benzoate, cinnamyl alcohol, parfum</p>
HU		<p>aqua, paraffinum liquidum, cera microcristallina, glycerin, lanolin alcohol (eucerit®), paraffin, panthenol, magnesium sulfate, decyl oleate, octyldodecanol, aluminium stearates, citric acid, magnesium stearate, limonene, geraniol, hydroxycitronellal, linalool, citronellol, benzyl benzoate, cinnamyl alcohol, parfum</p>

IT		<p>aqua, paraffinum liquidum, cera microcristallina, glycerin, lanolin alcohol (eucerit®), paraffin, panthenol, magnesium sulfate, decyl oleate, octyldodecanol, aluminum stearates, citric acid, magnesium stearate, limonene, geraniol, hydroxycitronellal, linalool, citronellol, benzyl benzoate, cinnamyl alcohol, parfum.</p>
LT		<p>aqua, paraffinum liquidum, cera microcristallina, glycerin, lanolin alcohol (eucerit®), paraffin, panthenol, magnesium sulfate, decyl oleate, octyldodecanol, aluminum stearates, citric acid, magnesium stearate, limonene, geraniol, hydroxycitronellal, linalool, citronellol, benzyl benzoate, cinnamyl alcohol, parfum.</p>
LV		<p>aqua, paraffinum liquidum, cera microcristallina, glycerin, lanolin alcohol (eucerit®), paraffin, panthenol, magnesium sulfate, decyl oleate, octyldodecanol, aluminium stearates, citric acid, magnesium stearate, limonene, geraniol, hydroxycitronellal, linalool, citronellol, benzyl benzoate, cinnamyl alcohol, parfum.</p>

MT		<p>aqua, paraffinum liquidum, cera microcristallina, glycerin, lanolin alcohol (eucerit®), paraffin, panthenol, magnesium sulfate, decyl oleate, octyldodecanol, aluminium stearates, citric acid, magnesium stearate, limonene, geraniol, hydroxycitronellal, linalool, citronellol, benzyl benzoate, cinnamyl alcohol, perfume</p>
NL		<p>aqua, caprylic/capric triglyceride, hydrogenated rapeseed oil, glycerin, brassica campestris seed oil, helianthus annuus hybrid oil, diisostearoyl polyglyceryl-3 dimer dilinoleate, butyrospermum parkii oil, hydrogenated coco-glycerides, panthenol, lecithin, ascorbyl palmitate, cetyl palmitate, cetearyl alcohol, octyldodecanol, hydrogenated castor oil, pantolactone, magnesium sulfate, citric acid, sodium anisate, phenoxyethanol, limonene, geraniol, linalool, hydroxycitronellal, citronellol, benzyl alcohol, cinnamyl alcohol, citral, parfum</p>
PL		<p>aqua, paraffinum liquidum, cera microcristallina, glycerin, lanolin alcohol (eucerit®), paraffin, panthenol, magnesium sulfate, decyl oleate, octyldodecanol, aluminum stearates, citric acid, magnesium stearate, limonene, geraniol, hydroxycitronellal, linalool, citronellol, benzyl benzoate, cinnamyl alcohol, parfum</p>

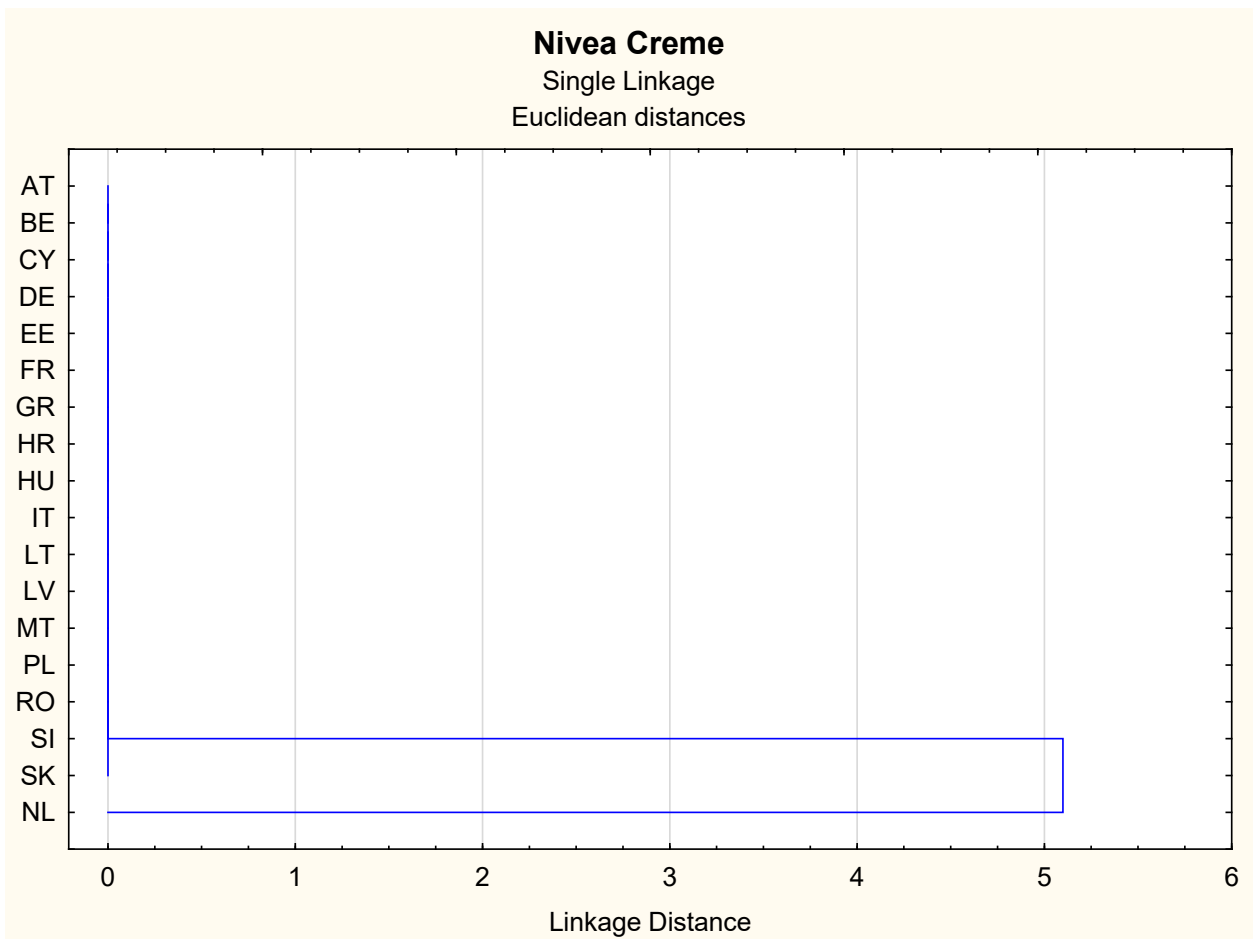
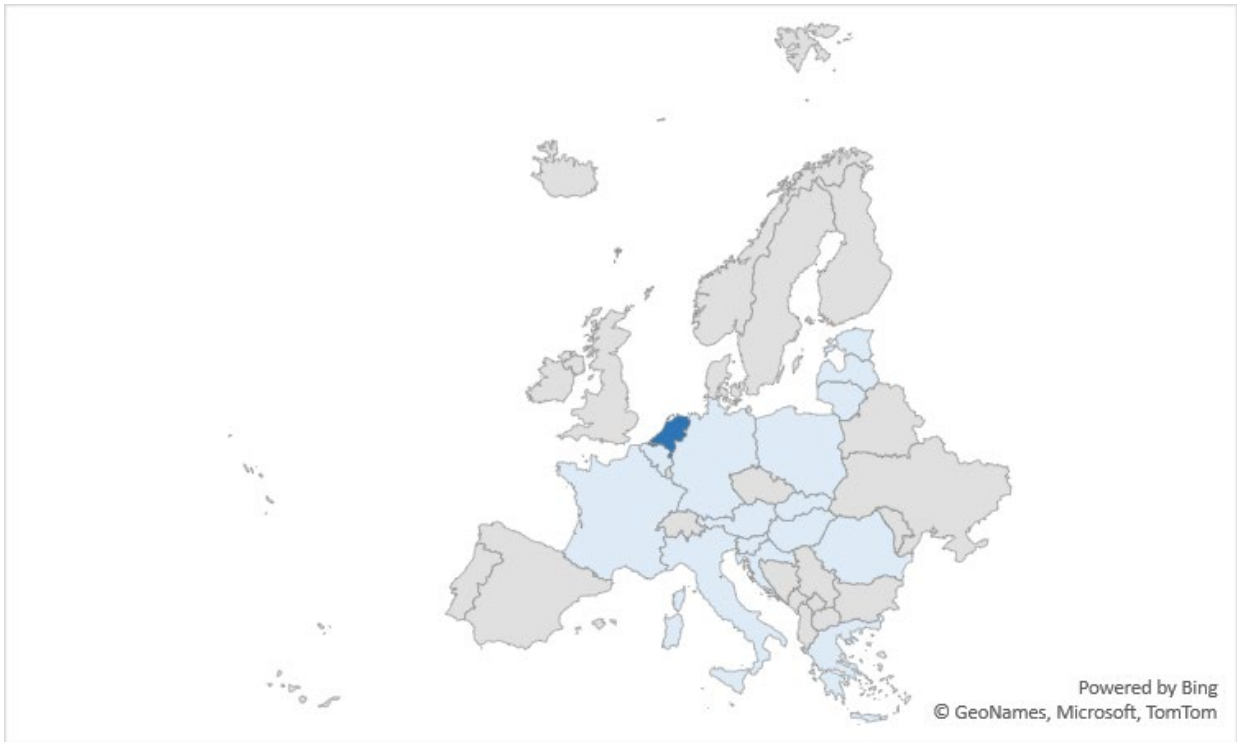
RO		<p>aqua, paraffinum liquidum, cera microcrystalline, glycerin, lanolin alcohol (eucerit®), paraffin, panthenol, magnesium sulfate, decyl oleate, octyldodecanol, aluminium stearates, citric acid, magnesium stearate, limonene, geraniol, hydroxycitronellal, linalool, citronellol, benzyl benzoate, cinnamyl alcohol, perfume</p>
SI		<p>aqua, paraffinum liquidum, cera microcristallina, glycerin, lanolin alcohol (eucerit®), paraffin, panthenol, magnesium sulfate, decyl oleate, octyldodecanol, aluminum stearates, citric acid, magnesium stearate, limonene, geraniol, hydroxycitronetlal, linalool, citronellol, benzyl benzoate, cinnamyl alcohol, parfum.</p>
SK		<p>aqua, paraffinum liquidum, cera microcristallina, glycerin, lanolin alcohol (eucerit®), paraffin, panthenol, magnesium sulfate, decyl oleate, octyldodecanol, aluminum stearates, citric acid, magnesium stearate, limonene, geraniol, hydroxycitronetlal, linalool, citronellol, benzyl benzoate, cinnamyl alcohol, parfum.</p>

Comment from the brand owner:

Only one product differs from the others, which is Nivea Crème in NL. This is due to the Netherlands being a testmarket for us for an overall different, more sustainable formula. Based on our many years of skincare expertise, the latest market developments, and our deep consumer understanding and demands, we regularly review and improve our products. NIVEA incorporates evolving consumer needs into product optimizations to keep the Creme formula contemporary.

In Q1 2022, we initiated a pilot trial in three European countries – Belgium, Greece and the Netherlands – offering an evolved NIVEA Creme formula. As we are currently focusing on the increasing demand for more sustainable products and solutions to care for the skin and the planet, this formula contains 100 percent oils of natural origin\*.

\*except fragrance; oils retaining >50% of their natural stage after being processed



## Nivea Day Cream




Country	Photo	Ingredients
BE		<p>aqua, glycerin, butyrospermum parkii butter, cetearyl alcohol, methylpropanediol, glyceryl stearate, c12-15 alkyl benzoate, octocrylene, phenylbenzimidazole sulfonic acid, triisostearin, butyl methoxydibenzoylmethane, prunus amygdalus dulcis oil, magnolia officinalis bark extract, tocopheryl acetate, potassium cetyl phosphate, hydrogenated palm glycerides, dimethicone, ethylhexylglycerin, chondrus crispus extract, acrylates/c10-30 alkyl acrylate crosspolymer, trisodium edta, sodium hydroxide, phenoxyethanol, bht, linalool, citronellol, benzyl alcohol, geraniol, alpha-isomethyl ionone, limonene, citral, eugenol, parfum</p>
DE		<p>aqua, glycerin, butyrospermum parkii butter, cetearyl alcohol, methylpropanediol, glyceryl stearate, c12-15 alkyl benzoate, octocrylene, phenylbenzimidazole sulfonic acid, triisostearin, butyl methoxydibenzoylmethane, prunus amygdalus dulcis oil, magnolia officinalis bark extract, tocopheryl acetate, potassium cetyl phosphate, hydrogenated palm glycerides, dimethicone, ethylhexylglycerin, chondrus crispus extract, acrylates/c10-30 alkyl acrylate crosspolymer, trisodium edta, sodium hydroxide, phenoxyethanol, bht, linalool, citronellol, benzyl alcohol, geraniol, alpha-isomethyl ionone, limonene, citral, eugenol, parfum</p>
FR		<p>aqua, glycerin, butyrospermum parkii butter, cetearyl alcohol, methylpropanediol, glyceryl stearate, c12-15 alkyl benzoate, octocrylene, phenylbenzimidazole sulfonic acid, triisostearin, butyl methoxydibenzoylmethane, prunus amygdalus dulcis oil, magnolia officinalis bark extract, tocopheryl acetate, potassium cetyl phosphate, hydrogenated palm glycerides, dimethicone, ethylhexylglycerin, chondrus crispus extract, acrylates/c10-30 alkyl acrylate crosspolymer, trisodium edta, sodium hydroxide, phenoxyethanol, bht, linalool, citronellol, benzyl alcohol, geraniol, alpha-isomethyl ionone, limonene, citral, eugenol, parfum</p>

<p>HU</p>		<p>aqua, glycerin, butyrospermum parkii butter, cetearyl alcohol, methylpropanediol, glyceryl stearate, c12-15 alkyl benzoate, octocrylene, phenylbenzimidazole sulfonic acid, triisostearin, butyl methoxydibenzoylmethane, prunus amygdalus dulcis oil, magnolia officinalis bark extract, tocopheryl acetate, potassium cetyl phosphate, hydrogenated palm glycerides, dimethicone, ethylhexylglycerin, chondrus crispus extract, acrylates/c10-30 alkyl acrylate crosspolymer, trisodium edta, sodium hydroxide, phenoxyethanol, bht, linalool, citronellol, benzyl alcohol, geraniol, alpha-isomethyl ionone, limonene, citral, eugenol, parfum</p>
<p>NL</p>		<p>aqua, glycerin, butyrospermum parkii butter, cetearyl alcohol, methylpropanediol, glyceryl stearate, c12-15 alkyl benzoate, octocrylene, phenylbenzimidazole sulfonic acid, triisostearin, butyl methoxydibenzoylmethane, prunus amygdalus dulcis oil, magnolia officinalis bark extract, tocopherylacetate, potassium cetylphosphate, hydrogenated palm glycerides, dimethicone, ethylhexylglycerin, chondrus crispus extract, acrylates/c10-30 alkyl acrylate crosspolymer, trisodium edta, sodium hydroxide, phenoxyethanol, bht, linalool, citronellol, benzyl alcohol, geraniol, alpha-isomethyl ionone, limonene, citral, eugenol, parfum</p>

## Nivea Hairmilk Conditioner

Country	Photo	Ingredients
HR		<p>aqua, cetyl alcohol, myristyl alcohol, dimethicone, stearamidopropyl dimethylamine, hydrolyzed milk protein, panthenol, pantolactone, guar hydroxypropyltrimonium chloride, cocamidopropyl betaine, coco-betaine, sodium chloride, sodium citrate, silicone quaternium-18, trideceth-6, trideceth-12, c12-15 pareth-3, lactic acid, citric acid, phenoxyethanol, limonene, linalool, geraniol, benzyl alcohol, citronellol, alpha-isomethyl ionone, parfum.</p>
HU		<p>aqua, cetyl alcohol, myristyl alcohol, dimethicone, stearamidopropyl dimethylamine, hydrolyzed milk protein, panthenol, pantolactone, guar hydroxypropyltrimonium chloride, cocamidopropyl betaine, coco-betaine, sodium chloride, sodium citrate, silicone quaternium-18, trideceth-6, trideceth-12, c12-15 pareth-3, lactic acid, citric acid, phenoxyethanol, limonene, linalool, geraniol, benzyl alcohol, citronellol, alpha-isomethyl ionone, parfum.</p>
LV		<p>aqua, cetyl alcohol, myristyl alcohol, dimethicone, stearamidopropyl dimethylamine, hydrolyzed milk protein, panthanol, pantolactone, guar hydroxypropytrimonium chloride, cocamidopropyl betaine, coco-betaine, sodium chloride, sodium citrate, silicone quaterrium-18, trideceth-6, trideceth-12, c12-15 pareth-3, lactic acid, citric acid, phenoxyethanol, limonene, linalool, geraniol, benzyl alcohol, citronellol, alpha-isomethyl ionone, parfum.</p>



MT*)		<p><i>aqua, cetyl alcohol, myristyl alcohol, dimethicone, cetrimonium chloride, stearamidopropyl dimethylamine, lanolin alcohol (eucerit), hydrolyzed milk protein, panthenol, guar hydroxypropyltrimonium chloride, coco-betaine, sodium chloride, c12-15 pareth-3, cocoamidopropyl betaine, lactic acid, phenoxyethanol, limonene, linalool, geraniol, benzyl alcohol, citronellol, alpha-isomethyl ionone, parfum</i></p>
PL		<p>aqua, cetyl alcohol, myristyl alcohol, dimethicone, stearamidopropyl dimethylamine, hydrolyzed milk protein, panthenol, pantolactone, guar hydroxypropyltrimonium chloride, cocamidopropyl betaine, coco-betaine, sodium chloride, sodium citrate, silicone quaternium-18, trideceth-6, trideceth-12, c12-15 pareth-3, lactic acid, citrid acid, phenoxyethanol, limonene, linalool, geraniol, benzyl alcohol, citronellol, alpha-isomethyl ionone, parfum</p>
RO		<p>aqua, cetyl alcohol, myristyl alcoho, dimethicone, stearamidopropyl dimethylamine, hydrolyzed milk protein, panthenol, pantolactone, guar hydroxypropyltrimonium chloride, cocamidopropyl betaine, coco-betaine, sodium chloride, sodium citrate, silicone quaternium-18, trideceth-6, trideceth-12, c12-15 pareth-3, lactic acid, citric acid, phenoxyethanol, limonen, linalool, geraniol, benzyl alcohol, citronellol, alpha-isomethyl ionone, parfum</p>

SI		<p>aqua, cetyl alcohol, myristyl alcohol, dimethicone, stearamidopropyl dimethylamine, hydrolyzed milk protein, panthenol, pantolactone, guar hydroxypropyltrimonium chloride, cocamidopropyl betaine, coco-betaine, sodium chloride, sodium citrate, silicone quaternium-18, trideceth-6, trideceth-12, c12-15 pareth-3, lactic acid, citric acid, phenoxyethanol, limonen, linalool, geraniol, benzyl alcohol, citronellol, alpha-isomethyl ionone, parfum</p>
SK		<p>aqua, cetyl alcohol, myristyl alcohol, dimethicone, stearamidopropyl dimethylamine, hydrolyzed milk protein, panthenol, pantolactone, guar hydroxypropyltrimonium chloride, cocamidopropyl betaine, coco-betaine, sodium chloride, sodium citrate, silicone quaternium-18, trideceth-6, trideceth-12, c12-15 pareth-3, lactic acid, citric acid, phenoxyethanol, limonene, linalool, geraniol, benzyl alcohol, citronellol, alpha-isomethyl ionone, parfum.</p>

\*) different product variant according to the brand owner (excluded from the comparative assessment)

Comment by the brand owner:




The products in HR, HU, LV, PL, RO,SI, SK show the same formula.

The product in MT is a different, namely the Hairmilk Conditioner for fine hair, which is not identical to Nivea Hairmilk Conditioner normal hair. Due to its different product positioning it uses a different formula on purpose.

## Nivea Hand Cream 3 in 1 Anti-Age Q10

Country	Photo	Ingredients
AT		<p>aqua, glycerin, octyldocenaol, cetyl alcohol, octocrylene, stearyl alcohol, glyceryl stearate se, hydrogenated coco-glycerides, creatine, 1-methylhydantoin-2-imide, ubiquinone, butyrospermum parkii butter, dimethicone, butyl methoxydebenzoylmethane, acrylates/c10-30 alkyl acrylate crosspolymer, carbomer, sodium cetearyl sulfate, sodium hydroxide, ethylhexylglycerin, phenoxyethanol, trisodium edta, linalool, citronellol, hexyl cinnamal, benzyl alcohol, alpha-isomethyl ionone, limonene, eugenol, parfum</p>
BE		<p>aqua, glycerin, octyldodecanol, cetyl alcohol, octocrylene, stearyl alcohol, glyceryl stearate se, hydrogenated coco-glycerides, creatine, 1-methylhydantoin-2-imide, ubiquinone, butyrospermum parkii butter, dimethicone, butyl methoxydibenzoylmethane, acrylates/c10-30 alkyl acrylate crosspolymer, carbomer, sodium cetearyl sulfate, sodium hydroxide, ethylhexylglycerin, phenoxyethanol, trisodium edta, linalool, citronellol, hexyl cinnamal, benzyl alcohol, alpha-isomethyl ionone, limonene, eugenol, perfume</p>
DE		<p>aqua, glycerin, octyldodecanol, cetyl alcohol, octocrylene, stearyl alcohol, glyceryl stearate se, hydrogenated coco-glycerides, creatine, 1-methylhydantoin-2-imide, ubiquinone, butyrospermum parkii butter, dimethicone, butyl methoxydibenzoylmethane, acrylates/c10-30 alkyl acrylate crosspolymer, carbomer, sodium cetearyl sulfate, sodium hydroxide, ethylhexylglycerin, phenoxyethanol, trisodium edta, linalool, citronellol, hexyl cinnamal, benzyl alcohol, alpha-isomethyl ionone, limonene, eugenol, parfum</p>

HR		<p>aqua, glycerin, octyldodecanol, cetyl alcohol, octocrylene, stearyl alcohol, glyceryl stearate se, hydrogenated coco-glycerides, creatine, 1-methylhydantoin-2-imide, ubiquinone, butyrospermum parkii butter, dimethicone, butyl methoxydibenzoylmethane, acrylates/c10-30 alkyl acrylate crosspolymer, carbomer, sodium cetearyl sulfate, sodium hydroxide, ethylhexylglycerin, phenoxyethanol, trisodium edta, linalool, citronellol, hexyl cinnamal, benzyl alcohol, alpha-isomethyl ionone, limonene, eugenol, parfum</p>
HU		<p>aqua, glycerin, octyldodecanol, cetyl alcohol, octocrylene, stearyl alcohol, glyceryl stearate se, hydrogenated coco-glycerides, creatine, 1-methylhydantoin-2-imide, ubiquinone, butyrospermum parkii butter, dimethicone, butyl methoxydibenzoylmethane, acrylates/c10-30 alkyl acrylate crosspolymer, carbomer, sodium cetearyl sulfate, sodium hydroxide, ethylhexylglycerin, phenoxyethanol, trisodium edta, linalool, citronellol, hexyl cinnamal, benzyl alcohol, alpha-isomethyl ionone, limonene, eugenol, parfum</p>
IT		<p>aqua, glycerin, octyldodecanol, cetyl alcohol, octocrylene, stearyl alcohol, glyceryl stearate se, hydrogenated coco-glycerides, creatine, 1-methylhydantoin-2-imide, ubiquinone, butyrospermum parkii butter, dimethicone, butyl methoxydibenzoylmethane, acrylates/c10-30 alkyl acrylate crosspolymer, carbomer, sodium cetearyl sulfate, sodium hydroxide, ethylhexylglycerin, phenoxyethanol, trisodium edta, linalool, citronellol, hexyl cinnamal, benzyl alcohol, alpha-isomethyl ionone, limonene, eugenol, parfum</p>

<p>NL</p>		<p>aqua, glycerin, octyldodecanol, cetyl alcohol, octocrylene, stearyl alcohol, glyceryl stearate se, hydrogenated coco-glycerides, creatine, 1-methylhydantoin-2-imide, ubiquinone, butyrospermum parkii butter, dimethicone, butyl methoxydibenzoylmethane, acrylates/c10-30 alkyl acrylate crosspolymer, carbomer, sodium cetearyl sulfate, sodium hydroxide, ethylhexylglycerin, phenoxyethanol, trisodium edta, linalool, citronellol, hexyl cinnamal, benzyl alcohol, alpha-isomethyl ionone, limonene, eugenol, parfum</p>
<p>PL</p>		<p>aqua, glycerin, octyldodecanol, cetyl alcohol, octocrylene, stearyl alcohol, glyceryl stearate se, hydrogenated coco-glycerides, creatine, 1-methylhydantion-2-imide, ubiquinone, butyrospermum parkii butter, dimethicone, bytul methoxydibenzoylmethane, acrylates/c10-30 alkyl acrylate crosspolymer, carbomer, sodium cetearyl sulfate, sodium hydroxide, ethylhexylglycerin, phenaoxyethanol, trisodium edta, linalool, citronellol, hexyl cinnamal, benzyl alcohol, alpha-isomethyl ionone, limonene, eugenol, parfum</p>
<p>RO</p>		<p>aqua, glycerin, octyldodecanol, cetyl alcohol, octocrylene, stearyl alcohol, glyceryl stearate se, hydrogenated coco-glycerides, creatine, 1-methylhydantoin-2-imide, ubiquinone, butyrospermum parkii butter, dimethicone, butyl methoxydibenzoylmethane, acrylates/ c10-30 alkyl acrylate crosspolymer, carbomer, sodium cetearyl sulfate, sodium hydroxide, ethylhexylglycerin, phenoxyethanol, trisodium edta, linalool, citronellol, hexyl cinnamal, benzyl alcohol, alpha- isomethyl ionone, limonene, eugenol, parfum</p>



SI		<p>aqua, glycerin, octyldodecanol, cetyl alcohol, octocrylene, stearyl alcohol, glyceryl stearate se, hydrogenated coco-glycerides, creatine, 1-methylhydantoin-2-imide, ubiquinone, butyrospermum parkii butter, dimethicone, butyl methoxydibenzoylmethane, acrylates/c10-30 alkyl acrylate crosspolymer, carbomer, sodium cetearyl sulfat, sodium hydroxide, ethylhexylglycerin, phenoxyethanol, trisodium edta, linalool, citronellol, hexyl cinnamal, benzyl alcohol, alpha-isomethyl ionone, limonene, eugenol, parfum</p>
SK		<p>aqua, glycerin, octyldodecanol, cetyl alcohol, octocrylene, stearyl alcohol, glyceryl stearate se, hydrogenated coco-glycerides, creatine, 1-methylhydantoin-2-imide, ubiquinone, butyrospermum parkii butter, dimethicone, butyl methoxydibenzoylmethane, acrylates/c10-30 alkyl acrylate crosspolymer, carbomer, sodium cetearyl sulfat, sodium hydroxide, ethylhexylglycerin, phenoxyethanol, trisodium edta, linalool, citronellol, hexyl cinnamal, benzyl alcohol, alpha-isomethyl ionone, limonene, eugenol, parfum</p>

## Nivea Men Anti-Dandruff shampoo

Country	Photo	Ingredients
AT		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, laureth-9, sodium chloride, peg-3 distearate, peg-7 glyceryl cocoate, piroctone olamine, undecylenamidopropyl betaine, bambusa vulgaris shoot extract, polyquaternium-7, polyquaternium-10, glycerin, citric acid, peg-40 hydrogenated castor oil, peg-200 hydrogenated glyceryl palmate, propylene glycol, butylene glycol, sodium benzoate, sodium salicylate, linalool, limonene, parfum</p>
BE		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, laureth-9, sodium chloride, peg-3 distearate, peg-7 glyceryl cocoate, piroctone olamine, undecylenamidopropyl betaine, bambusa vulgaris shoot extract, polyquaternium-7, polyquaternium-10, glycerin, citric acid, peg-40 hydrogenated castor oil, peg-200 hydrogenated glyceryl palmate, propylene glycol, butylene glycol, sodium benzoate, sodium salicylate, linalool, limonene, parfum</p>
DE		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, laureth-9, decyl glucoside, coco-glucoside, piroctone olamine, bambusa vulgaris shoot extract, glycerin, propylene glycol, butylene glycol, guar hydroxypropyltrimonium chloride, glycol distearate, glyceryl oleate, dicaprylyl ether, hydrogenated castor oil, citric acid, sodium chloride, sodium benzoate, benzoic acid, parfum.</p>

EE		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, laureth-9, sodium chloride, peg-3 distearate, peg-7 glyceryl cocoate, piroctone olamine, undecylenamidopropyl betaine, bambusa vulgaris shoot extract, polyquaternim-7, polyquaternium-10, glycerin, citric acid, peg-40 hydrogenated castrol oil, peg-200 hydrogenated glyceryl palmate, propylene glycol, butylene glycol, sodium benzoate, sodium salicylate, linalool, limonene, parfum.</p>
HU		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, laureth-9, decyl glucoside, coco-glucoside, piroctone olamine, bambusa vulgaris shoot extract, glycerin, propylene glycol, butylene glycol, guar hydroxypropyltrimonium chloride, glycol distearate, glyceryl oleate, dicaprlyl ether, hydrogenated castor oil, citric acid, sodium chloride, sodium benzoate, benzoic acid, parfum</p>
LT		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, laureth-9, decyl glucoside, coco-glucoside, piroctone olamine, bambusa vulgaris shoot extract, glycerin, propylene glycol, butylene glycol, guar hydroxypropyltrimonium chloride, glycol distearate, glyceryl oleate, dicaprlyl ether, hydrogenated castor oil, citric acid, sodium chloride, sodium benzoate, benzoic acid, parfum.</p>



LV		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, laureth-9, decyl glucoside, coco-glucoside, piroctone olamine, bambusa vulgaris shoot extract, glycerin, propylene glycol, butylene glycol, guar hydroxypropyltrimonium chloride, glycol distearate, glyceryl oleate, dicaprylyl ether, hydrogenated costor oil, citric acis, sodium chloride, sodium benzoate, benzoic acid, parfum.</p>
MT		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, laureth-9, sodium chloride, peg-3 distearate, peg-7 glyceryl cocoate, piroctone olamine, undecylenamidopropyl betaine, bambusa vulgaris shoot extract, polyquaternium-7, polyquaternium-10, glycerin, citric acid, peg-40 hydrogenated castor oil, peg-200 hydrogenated glyceryl palmate, propylene glycol, butylene glycol, sodium benzoate, sodium salicylate, linalool, limonene, parfume</p>
PL		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, laureth-9, sodium chloride, peg-3, distearate,peg-7 glyceryl cocoate, piroctone olamine,undecylenamidopropyl betaine, bambusa vulgaris shoot extract, polyquaternium -7, polyquaternium-10 glycerin, citric acid, peg-40 hydrogenated castrol oil,peg-200 hydrogenated glyceryl palmate,propylene glycol, butylene glycol, sodium benzoate, sodium salicylate, linalool, limonene, parfum.</p>

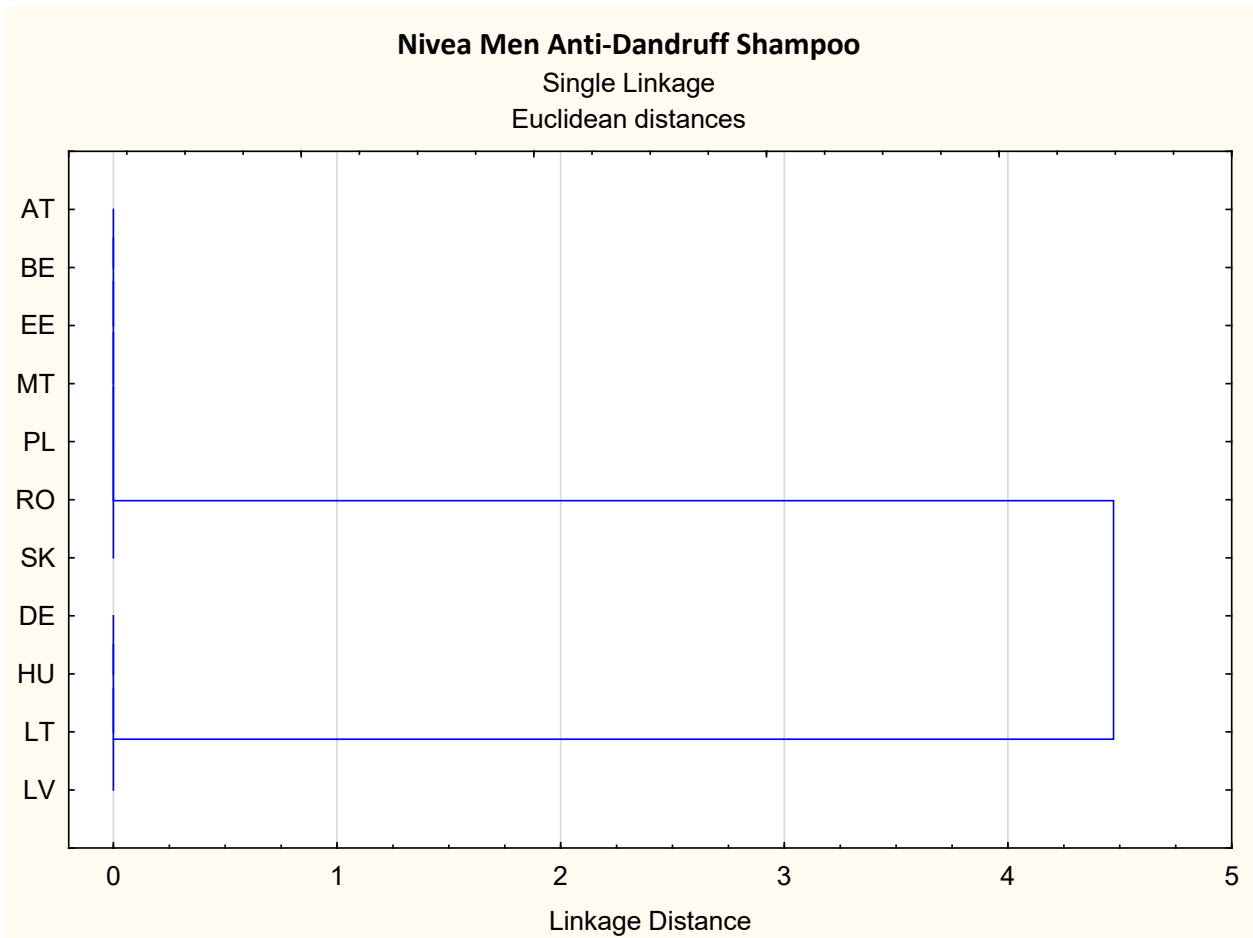
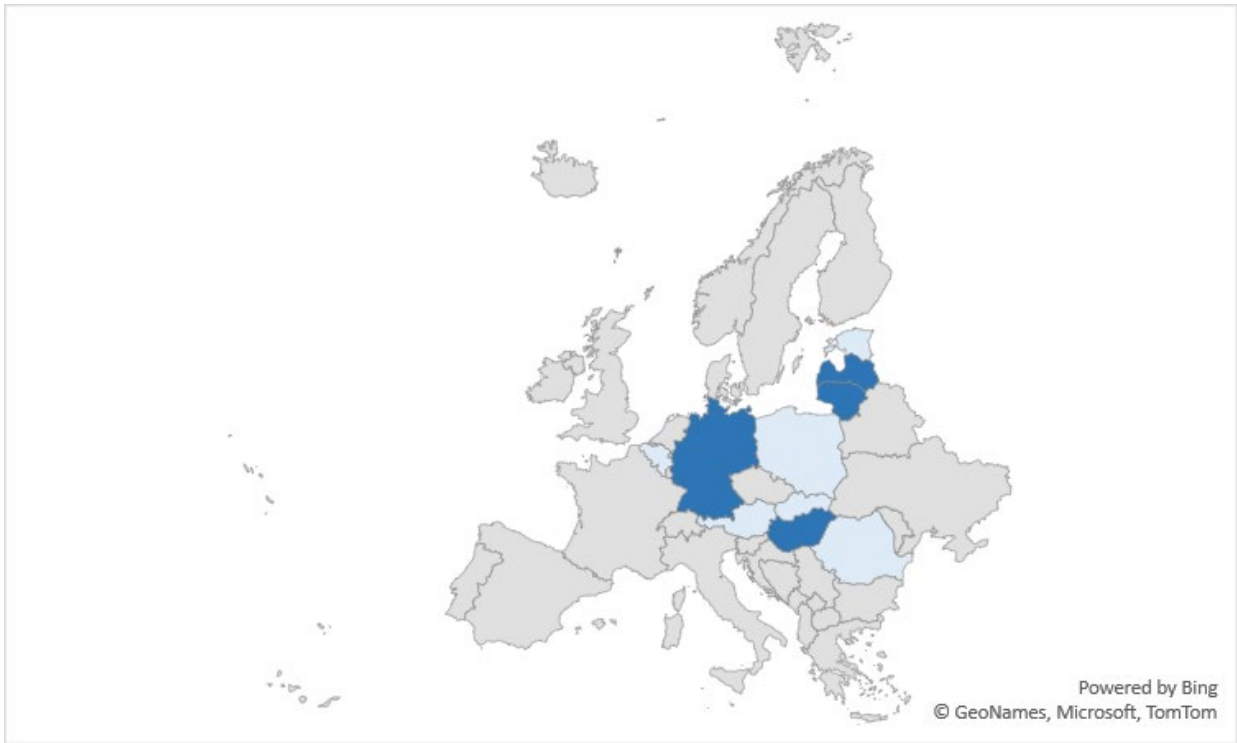
RO		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, laureth-9, sodium chloride, peg-3 distearate, peg-7 glyceryl cocoate, piroctone olamine, undecylenamidopropyl betaine, bambusa vulgaris shoot extract, polyquaternium-7, polyquaternium-10, glycerin, citric acid, peg-40 hydrogenated castor oil, peg-200 hydrogenated glyceryl palmate, propylene glycol, butylene glycol, sodium benzoate, sodium salicylate, linalool, limonene, perfume</p>
SK		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, laureth-9, sodium chloride, peg-3 distearate, peg-7 glyceryl cocoate, piroctone olamine, undecylenamidopropyl betaine, bambusa vulgaris shoot extract, polyquaternium-7, polyquaternium-10, glycerin, citric acid, peg-40 hydrogenated castor oil, peg-200 hydrogenated glyceryl palmate, propylene glycol, butylene glycol, sodium benzoate, sodium salicylate, linalool, limonene, perfume</p>

Comment from the brand owner:

The products in DE, HU, LT, LV show the actual inci after our recent relaunch. Kindly note that all Nivea Hair Care formulas have been recently changed to more sustainable formulas without PEG, Silicone, PQs et others.

The products in AT, BE, EE, MT, PL, RO, SK: show an old inci, produced before our latest relaunch in 2021 – so these products are only remainders, typical for a silent relaunch in the cosmetics segment.

Products with the new inci have been distributed to these countries as well, the actual change on shelf depends on the actual status within the individual store.



## Nivea Men Cool Kick Deodorant

Country	Photo	Ingredients
BE		<p>butane, isobutane, propane, isopropyl palmitate, aluminum chlorohydrate, dicaprylyl ether, caprylic/capric triglyceride, persea gratissima oil, octyldodecanol, disteardimonium hectorite, propylene carbonate, tocopherol, coumarin, geraniol, parfum.</p>
HR		<p>butane, isobutane, propane, cyclomethicone, aluminum chlorohydrate, isopropyl palmitate, persea gratissima oil, octyldodecanol, disteardimonium hectorite, dimethicone, propylene carbonate, dimethiconol, coumarin, geraniol, parfum</p>
HU		<p>butane, isobutane, propane, cyclomethicone, aluminium chlorohydrate, isopropyl palmitate, persea gratissima oil, octyldodecanol, disteardimonium hectorite, dimethicone, propylene carbonate, dimethiconol, coumarin, geraniol, parfum</p>

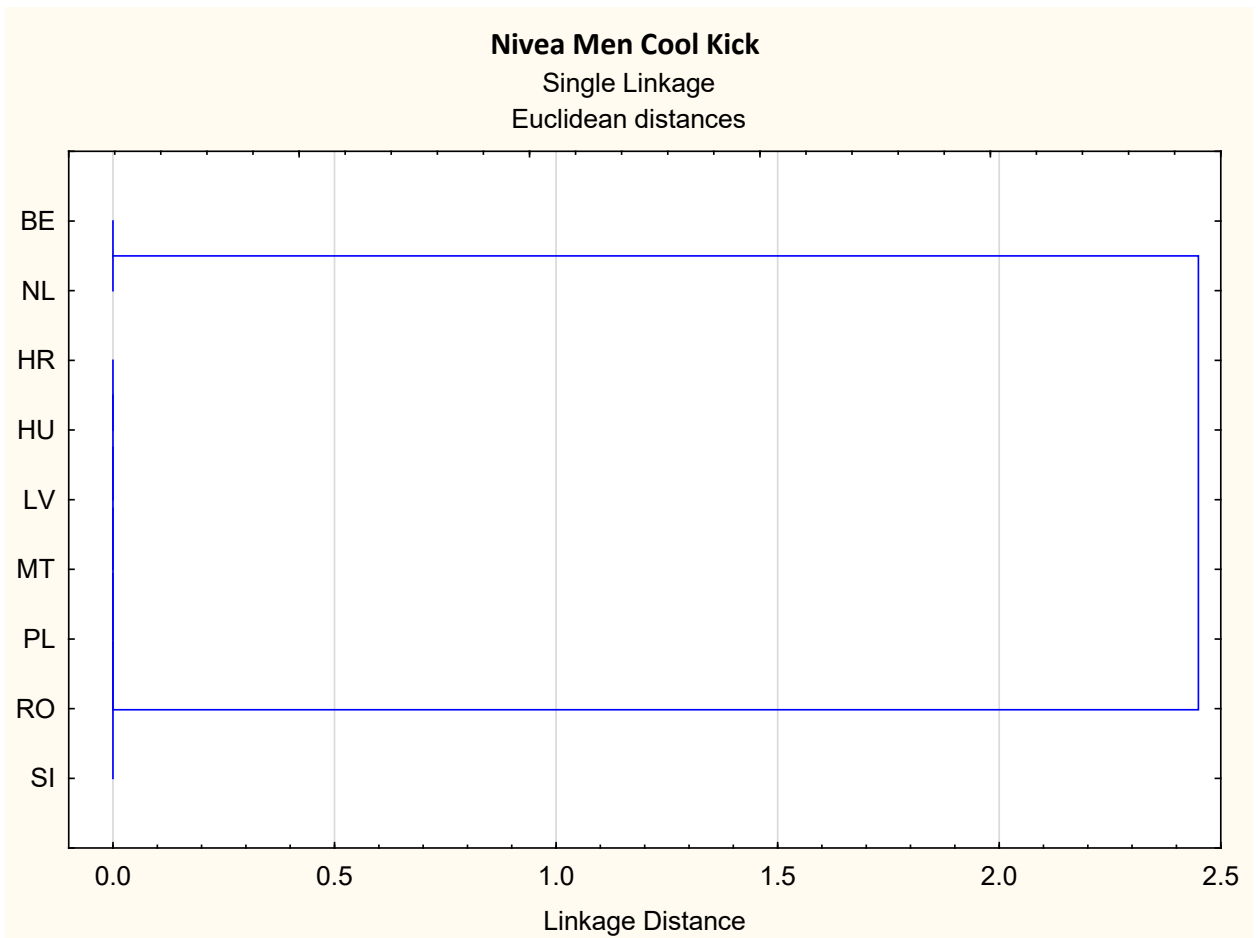
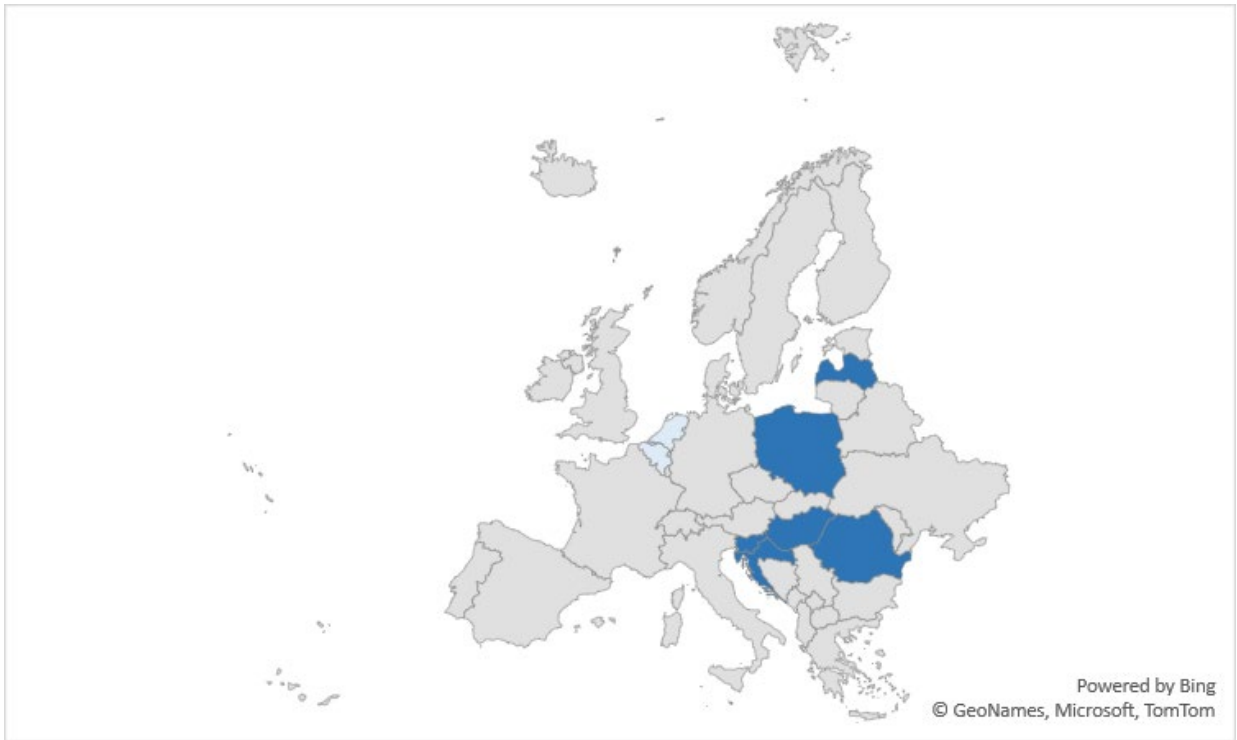
LV		<p>butane, isobutane, propane, cyclomethicone, aluminium chlorohydrate, isopropyl palmitate, persea gratissima oil, octyldodecanol, disteardimonium hectorite, dimethicone, propylene carbonate, dimethiconol, coumarin, geraniol, parfum.</p>
MT		<p>butane, isobutane, propane, cyclomethicone, aluminium chlorohydrate, isopropyl palmitate, persea gratissima oil, octyldodecanol, disteardimonium hectorite, dimethicone, propylene carbonate, dimethiconol, coumarin, geraniol, parfum</p>
NL		<p>butane, isobutane, propane, isopropyl palmitate, aluminum chlorohydrate, dicaprylyl ether, caprylic/capric triglyceride, persea gratissima oil, octyldodecanol, disteardimonium hectorite, propylene carbonate, tocopherol, coumarin, geraniol, parfum.</p>

PL		<p>butane, isobutane, propane, cyclomethicone, aluminum chlorohydrate, isopropyl palmitate, persea gratissima oil, octyldodecanol, disteardimonium hectorite, dimethicone, propylene carbonate, dimethiconol, coumarin, geraniol, parfum</p>
RO		<p>butane, isobutane, propane, cyclomethicone, aluminium chlorohydrate, isopropyl palmitate, persea gratissima oil, octyldodecanol, disteardimonium hectorite, dimethicone, propylene carbonate, dimethiconol, coumarin, geraniol, parfum</p>
SI		<p>butane, isobutane, propane, cyclomethicone, aluminum chlorohydrate, isopropyl palmitate, persea gratissima oil, octyldodecanol, disteardimonium hectorite, dimethicone, propylene carbonate, dimethiconol, coumarin, geraniol, parfum</p>

Comment from the brand owner:

BE and NL are a testmarkets for a new siliconfree aerosol formula. This is a usual procedure to measure consumer acceptance for a product relaunch in a smaller territory before we take the risk of a general relaunch, which is to be executed over whole Europe.

Such testmarkets are only implemented for a short period of time. After the testmarket has been finished a decision will be taken regarding the most accepted formula and all products in Europe will use the same formula.



## Nivea Men Cool Kick Shower Gel\*)

Country	Photo	Ingredients
AT		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, decyl glucoside, menthol, glycerin, sodium chloride, citric acid, glycol distearate, laureth-4, tocopherol, sodium sulfate, sodium benzoate, linalool, limonene, parfum, ci 42090, ci 16035.</p>
BE		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, decyl glucoside, menthol, glycerin, sodium chloride, citric acid, glycol distearate, laureth-4, tocopherol, sodium sulfate, sodium benzoate, linalool, limonene, parfum, cl 42090, cl 16035.</p>
HR		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, peg-7 glyceryl cocoate, parfum, glycerin, glyceryl glucoside, menthol, sodium chloride, alcohol denat, glycol distearate, helianthus annuus seed oil, peg-40 hydrogenated castor oil, polyquaternium-7, citric acid, laureth-4, peg-200 hydrogenated glyceryl palmate, sodium benzoate, linalool, limonene, butylphenyl methylpropional, ci 42090, ci 16035</p>



HU		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, decyl glucoside, menthol, glycerin, sodium chloride, citric acid, glycol distearate, laureth-4, tocopherol, sodium sulfatate, sodium benzoate, linalool, limonene, parfum, ci 42090, ci 16035</p>
LT		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, decyl glucoside, menthol, glycerin, sodium chloride, citric acid, glycol distearate, laureth-4, tocopherol, sodium sulfatate, sodium benzoate, linalool, limonene, parfum, ci 42090, ci 16035</p>
MT		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, peg-7 glyceryl cocoate, parfum, glycerin, glyceryl glucoside, menthol, sodium chloride, alcohol denat., glycol distearat, helianthus annuus seed oil, peg-40 hydrogenated castor oil, polyquaternium-7, citric acid, laureth-4, peg-200 hydrogenated glyceryl palmate, sodium benzoate, linalool, limonene, butylphenyl methylpropional, ci 42090, cl 16035.</p>

NL		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, decyl glucoside, menthol, glycerin, sodium chloride, citric acid, glycol distearate, laureth-4, tocopherol, sodium sulfate, sodium benzoate, linalool, limonene, parfum, ci 42090, ci 16035.</p>
PL		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, peg-7 glyceryl cocoate, parfum, glycerin, glyceryl glucoside, menthol, sodium chloride, alcohol denat., glycol distearat, helianthus annuus seed oil, peg-40 hydrogenated castor oil, polyquaternium-7, citric acid, laureth-4, peg-200 hydrogenated glyceryl palmate, sodium benzoate, linalool, limonene, butylphenyl methylpropional, ci 42090, cl 16035.</p>
RO		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, decyl glucoside, menthol, glycerin, sodium chloride, citric acid, glycol distearate, laureth-4, tocopherol, sodium sulfate, sodium benzoate, linalool, limonene, parfum, ci 42090, ci 16035.</p>

SI		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, decyl glucoside, menthol, glycerin, sodium chloride, citric acid, glycol distearate, laureth-4, tocopherol, sodium sulfate, sodium benzoate, linalool, limonene, parfum, ci 42090, ci 16035</p>
SK		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, decyl glucoside, menthol, glycerin, sodium chloride, citric acid, glycol distearate, laureth-4, tocopherol, sodium sulfate, sodium benzoate, linalool, limonene, parfum, ci 42090, ci 16035</p>

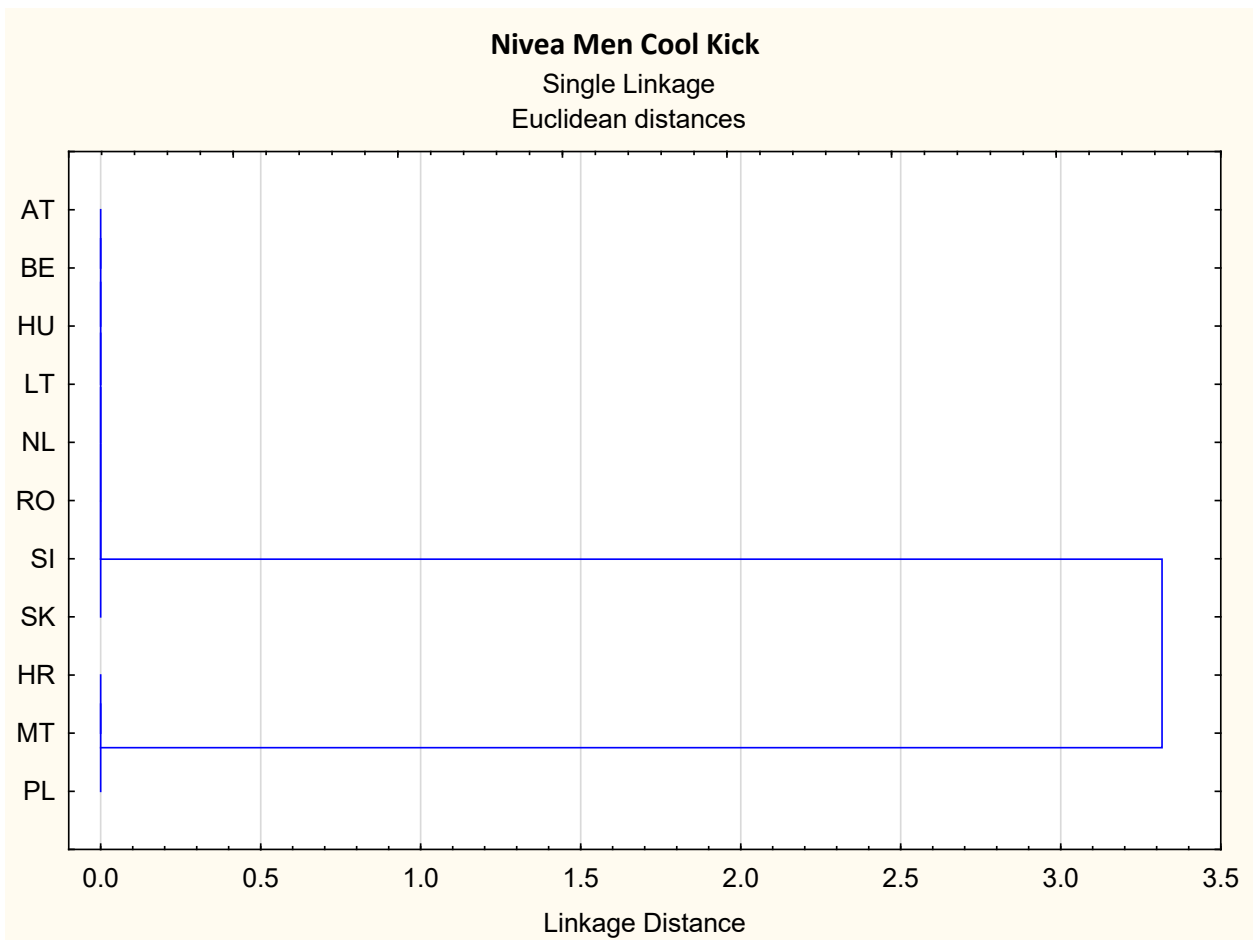
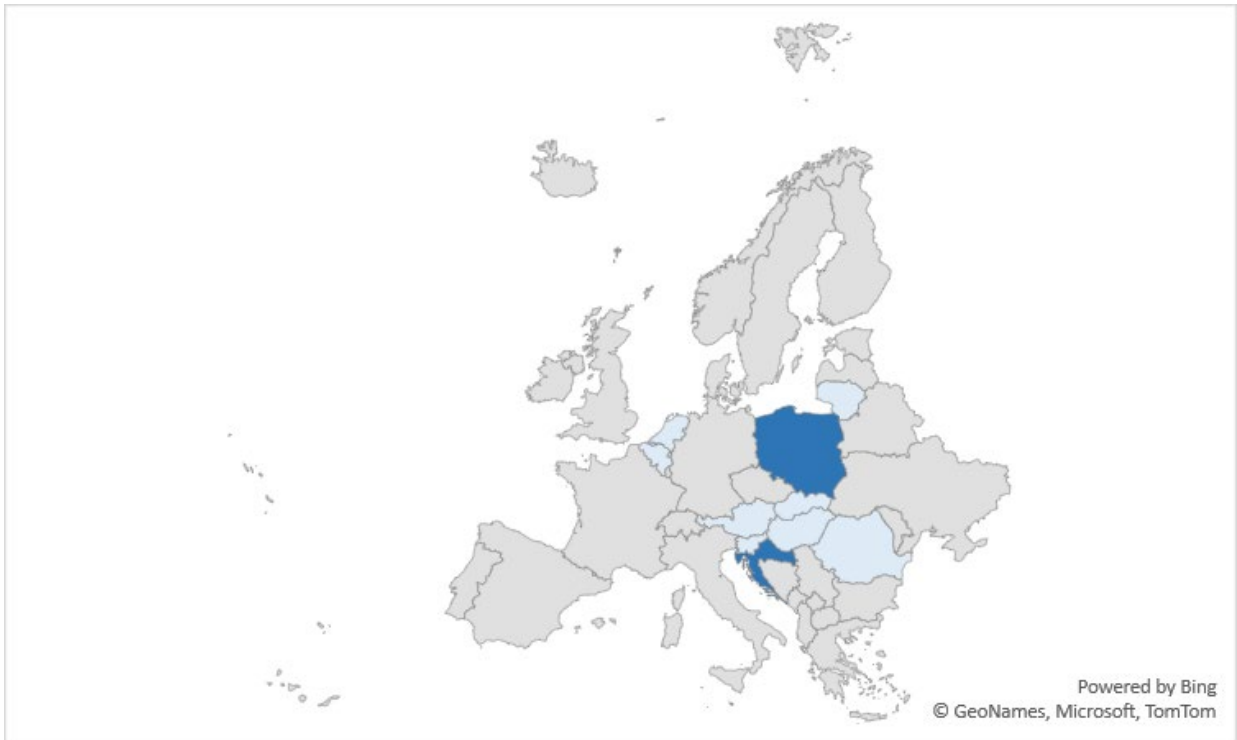
\*) partly labelled as 'coolkick' and partly as 'freshkick'

Comment from the brand owner:




The products in AT, BE, HU, LT, NL, RO, SI, SK show the actual inci after our recent relaunch.




The products from HR, MT, PL show an old inci, produced before our latest relaunch in 2020 – so these products are only remainders, typical for a silent relaunch in the cosmetics segment.

Products with the new inci have been distributed to these countries as well, the actual change on shelf depends on the actual status within the individual store.




## Nivea Men Fresh Active Deodorant

Country	Photo	Ingredients
AT		<p>aqua, aluminium chlorohydrate, isoceteth-20, butylene glycol, dicaprylyl ether, glyceryl isostearate, parfum, maris limus extract, ostrea shell extract, persea gratissima oil, propylene glycol, peg-150 distearate, sodium benzoate, potassium sorbate, lactic acid, geraniol, benzyl alcohol</p>
BE		<p>aqua, aluminum chlorohydrate, isoceteth-20, paraffinum liquidum, butylene glycol, glyceryl isostearate, parfum, persea gratissima oil, maris limus extract, ostrea shell extract, peg-150 distearate, propylene glycol, geraniol, benzyl alcohol.</p>
HR		<p>aqua, aluminum chlorohydrate, isoceteth-20, paraffinum liquidum, butylene glycol, glyceryl isostearate, parfum, persea gratissima oil, maris limus extract, ostrea shell extract, peg-150 distearate, propylene glycol, geraniol, benzyl alcohol</p>

HU		<p>aqua, aluminum chlorohydrate, isoceteth-20, paraffinum liquidum, butylene glycol, glyceryl isostearate, parfum, persea gratissima oil, maris limus extract, ostrea shell extract, peg-150 distearate, propylene glycol, geraniol, benzyl alcohol</p>
LT		<p>aqua, aluminum chlorohydrate, isoceteth-20, paraffinum liquidum, butylene glycol, glyceryl isostearate, parfum, persea gratissima oil, maris limus extract, ostrea shell extract, peg-150 distearate, propylene glycol, geraniol, benzyl alcohol.</p>
MT		<p>aqua, aluminum chlorohydrate, isoceteth-20, paraffinum liquidum, butylene glycol, glyceryl isostearate, parfum, persea gratissima oil, maris limus extract, ostrea shell extract, peg-150 distearate, propylene glycol, geraniol, benzyl alcohol</p>

NL		<p>aqua, aluminum chlorohydrate, isoceteth-20, paraffinum liquidum, butylene glycol, glyceryl isostearate, parfum, persea gratissima oil, maris limus extract, ostrea shell extract, peg-150 distearate, propylene glycol, geraniol, benzyl alcohol.</p>
PL		<p>aqua, aluminum chlorohydrate, isoceteth-20, paraffinum liquidum, butylene glycol, glyceryl isostearate, parfum, persea gratissima oil, maris limus extract, ostrea shell extract, peg-150 distearate, propylene glycol, geraniol, benzyl alcohol</p>
RO		<p>aqua, aluminum chlorohydrate, isoceteth-20, paraffinum liquidum, butylene glycol, glyceryl isostearate, parfum, persea gratissima oil, maris limus extract, ostrea shell extract, peg-150 distearate, propylene glycol, geraniol, benzyl alcohol.</p>

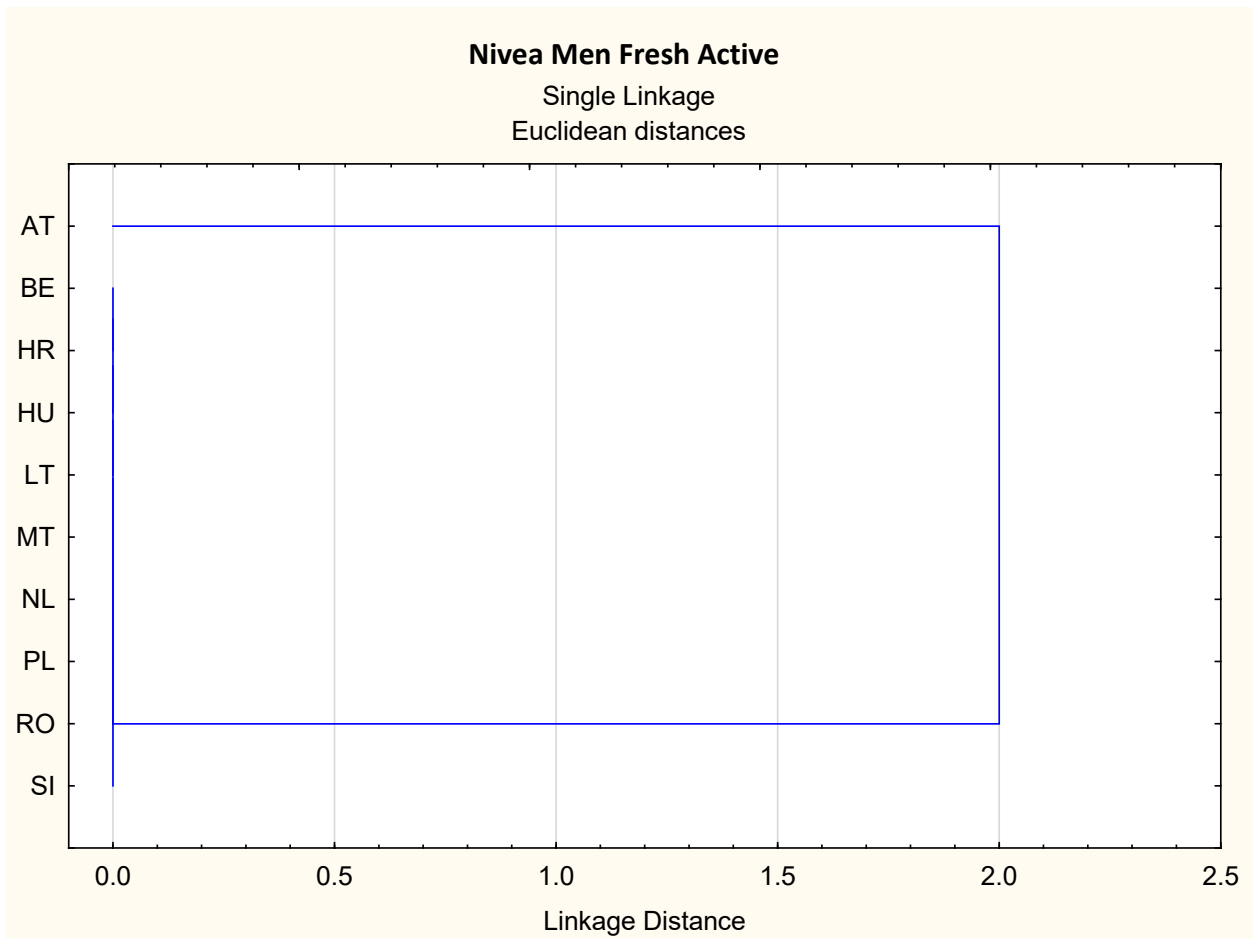
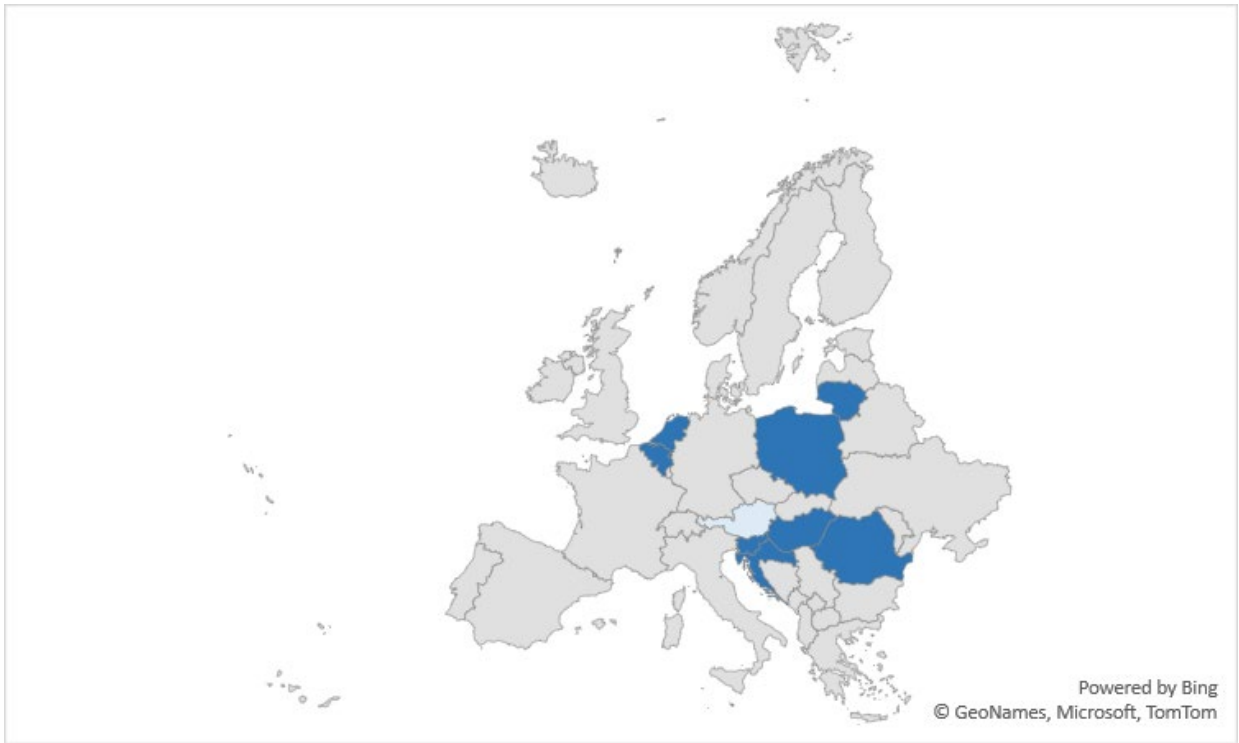
SI		<p>aqua, aluminum chlorohydrate, isoceteth-20, paraffinum liquidum, butylene glycol, glyceryl isostearate, parfum, persea gratissima oil, maris limus extract, ostrea shell extract, peg-150 distearate, propylene glycol, geraniol, benzyl alcohol</p>
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Comment from the brand owner:

The product in AT shows an old inci, issued before the recent relaunch.

Products with the new inci have been distributed to these countries as well, the actual change on shelf depends on the actual status within the individual store.





## Nivea Men Sensitive

Country	Photo	Ingredients
AT		<p>aqua, isobutane, triethanolamine, laureth-23, palmitic acid, stearic acid, glycerin, chamomilla recutita flower extract, hamamelis virginiana bark/leaf extract, maltodextrin, tocopheryl acetate, caprylic/capric triglyceride, coco-caprylate/caprates, hydroxypropyl methylcellulose, peg-7m, myristic acid, arachidic acid, oleic acid, potassium hydroxide, butane, propane, silica, bht, methylparaben, piroctone olamine, parfum.</p>
BE		<p>aqua, isobutane, triethanolamine, laureth-23, palmitic acid, stearic acid, glycerin, chamomilla recutita flower extract, hamamelis virginiana bark/leaf extract, maltodextrin, tocopheryl acetate, caprylic/capric triglyceride, coco-caprylate/caprates, hydroxypropyl methylcellulose, peg-7m, myristic acid, arachidic acid, oleic acid, potassium hydroxide, butane, propane, silica, bht, methylparaben, piroctone olamine, parfum.</p>
CY		<p>aqua, isobutane, laureth-23, triethanolamine, palmitic acid, stearic acid, glycerin, chamomilla recutita flower extract, hamamelis virginiana bark/leaf extract, maltodextrin, tocopheryl acetate, caprylic/capric triglyceride, coco-caprylate/caprates, hydroxypropyl methylcellulose, peg-7m, myristic acid, arachidic acid, oleic acid, potassium hydroxide, butane, propane, silica, bht, methylparaben, piroctone olamine, parfum.</p>

DE		<p>aqua, isobutane, triethanolamine, laureth-23, palmitic acid, stearic acid, glycerin, chamomilla recutita flower extract, hamamelis virginiana bark/leaf extract, maltodextrin, tocopheryl acetate, caprylic/capric triglyceride, coco-caprylate/caprates, hydroxypropyl methylcellulose, peg-7m, myristic acid, arachidic acid, oleic acid, potassium hydroxide, butane, propane, silica, bht, methylparaben, piroctone olamine, parfum.</p>
FR*)		<p>aqua, isobutane, triethanolamine, laureth-23, palmitic acid, stearic acid, glycerin, chamomilla recutita flower extract, fucus vesiculosus extract, maltodextrin, caprylic/capric triglyceride, coco-caprylate/caprates, hydroxypropyl methylcellulose, peg-7m, myristic acid, arachidic acid, oleic acid, potassium hydroxide, butane, propane, silica, bht, piroctone olamine, linalool, parfum, ci 42053.</p>
GR		<p>aqua, isobutane, triethanolamine, laureth-23, palmitic acid, stearic acid, glycerin, chamomilla recutita flower extract, hamamelis virginiana bark/leaf extract, maltodextrin, tocopheryl acetate, caprylic/capric triglyceride, coco-caprylate/caprates, hydroxypropyl methylcellulose, peg-7m, myristic acid, arachidic acid, oleic acid, potassium hydroxide, butane, propane, silica, bht, methylparaben, piroctone olamine, parfum.</p>

HR		<p>aqua, isobutane, triethanolamine, laureth-23, palmitic acid, stearic acid, glycerin, chamomilla recutita flower extract, hamamelis virginiana bark/leaf extract, maltodextrin, tocopheryl acetate, caprylic/capric triglyceride, coco-caprylate/caprato, hydroxypropyl methylcellulose, peg-7m, myristic acid, arachidic acid, oleic acid, potassium hydroxide, butane, propane, silica, bht, methylparaben, piroctone olamine, parfum</p>
HU		<p>aqua, isobutane, triethanolamine, laureth-23, palmitic acid, stearic acid, glycerin, chamomilla recutita flower extract, hamamelis virginiana bark/leaf extract, maltodextrin, tocopheryl acetate, caprylic/capric triglyceride, coco-caprylate/caprato, hydroxypropyl methylcellulose, peg-7m, myristic acid, arachidic acid, oleic acid, potassium hydroxide, butane, propane, silica, bht, methylparaben, piroctone olamine, parfum.</p>
IT		<p>aqua, isobutane, triethanolamine, laureth-23, palmitic acid, stearic acid, glycerin, chamomilla recutita flower extract, hamamelis virginiana bark/leaf extract, maltodextrin, tocopheryl acetate, caprylic/capric triglyceride, coco-caprylate/caprato, hydroxypropyl methylcellulose, peg-7m, myristic acid, arachidic acid, oleic acid, potassium hydroxide, butane, propane, silica, bht, methylparaben, piroctone olamine, parfum</p>

<p>LT</p>		<p>aqua, isobutane, triethanolamine, laureth-23, palmitic acid, stearic acid, glycerin, chamomilla recutita flower extract, hamamelis virginiana bark/leaf extract, maltodextrin, tocopheryl acetate, caprylic/capric triglyceride, coco-caprylate/caprates, hydroxypropyl methylcellulose, peg-7m, myristic acid, arachidic acid, oleic acid, potassium hydroxide, butane, propane, silica, bht, methylparaben, piroctone olamine, parfum.</p>
<p>LV</p>		<p>aqua, isobutane, triethanolamine, laureth-23, palmitic acid, stearic acid, glycerin, chamomilla recutita flower extract, hamamelis virginiana bark/leaf extract, maltodextrin, tocopheryl acetate, caprylic/capric triglyceride, coco-caprylate/caprates, hydroxypropyl methylcellulose, peg-7m, myristic acid, arachidic acid, oleic acid, potassium hydroxide, butane, propane, silica, bht, methylparaben, piroctone olamine, parfum.</p>
<p>NL</p>		<p>aqua, isobutane, triethanolamine, laureth-23, palmitic acid, stearic acid, glycerin, chamomilla recutita flower extract, hamamelis virginiana bark/leaf extract, maltodextrin, tocopheryl acetate, caprylic/capric triglyceride, coco-caprylate/caprates, hydroxypropyl methylcellulose, peg-7m, myristic acid, arachidic acid, oleic acid, potassium hydroxide, butane, propane, silica, bht, methylparaben, piroctone olamine, parfum.</p>

RO		<p>aqua, isobutane, triethanolamine, laureth-23, palmitic acid, stearic acid, glycerin, chamomilla recutita flower extract, hamamelis virginiana bark/leaf extract, maltodextrin, tocopheryl acetate, caprylic/capric triglyceride, coco-caprylate/caprato, hydroxypropyl methylcellulose, peg-7m, myristic acid, arachidic acid, oleic acid, potassium hydroxide, butane, propane, silica, bht, methylparaben, piroctone olamine, parfum</p>
SI		<p>aqua, isobutane, triethanolamine, laureth-23, palmitic acid, stearic acid, glycerin, chamomilla recutita flower extract, hamamelis virginiana bark/leaf extract, maltodextrin, tocopheryl acetate, caprylic/capric triglyceride, coco-caprylate/caprato, hydroxypropyl methylcellulose, peg-7m, myristic acid, arachidic acid, oleic acid, potassium hydroxide, butane, propane, silica, bht, methylparaben, piroctone olamine, parfum</p>
SK		<p>aqua, isobutane, triethanolamine, laureth-23, palmitic acid, stearic acid, glycerin, chamomilla recutita flower extract, hamamelis virginiana bark/leaf extract, maltodextrin, tocopheryl acetate, caprylic/capric triglyceride, coco-caprylate/caprato, hydroxypropyl methylcellulose, peg-7m, myristic acid, arachidic acid, oleic acid, potassium hydroxide, butane, propane, silica, bht, methylparaben, piroctone olamine, parfum</p>

\*) different product variant according to the brand owner (excluded from the comparative assessment)

Comment from the brand owner:

The product from France is a different product, namely NIVEA MEN Razor Foam Sensitive cool, which is intended for a different product purpose and thus an intended different formula.

## Nivea Men Shower Gel Energy

Country	Photo	Ingredients
AT		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, decyl glucoside, parfum, glycerin, menthol, sodium chloride, citric acid, sodium sulfate, sodium benzoate, linalool, limonene, benzyl alcohol, citronellol, ci 61570</p>
BE		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, decyl glucoside, parfum, glycerin, menthol, sodium chloride, citric acid, sodium sulfate, sodium benzoate, linalool, limonene, benzyl alcohol, citronellol, ci 61570.</p>
DE		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, decyl glucoside, parfum, glycerin, menthol, sodium chloride, citric acid, sodium sulfate, sodium benzoate, linalool, limonene, benzyl alcohol, citronellol, ci 61570.</p>

FR		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, decyl glucoside, parfum, glycerin, menthol, sodium chloride, citric acid, sodium sulfate, sodium benzoate, linalool, limonene, benzyl alcohol, citronellol, ci 61570.</p>
GR		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, decyl glucoside, parfum, glycerin, menthol, sodium, chloride, citric acid, sodium sulfate, sodium benzoate, linalool, limonene, benzyl alcohol, citronellol, ci 61570</p>
HR		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, decyl glucoside, parfum, glycerin, menthol, sodium chloride, citric acid, sodium sulfate, sodium benzoate, linalool, limonene, benzyl alcohol, citronellol, ci 61570</p>






<p>HU</p>		<p>aqua, sodium laurate sulfate, cocamidopropyl betaine, decyl glucoside, parfum, glycerin, menthol, sodium chloride, citric acid, sodium sulfate, sodium benzoate, linalool, limonene, benzyl alcohol, citronellol, ci 61570</p>
<p>IT</p>		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, decyl glucoside, parfum, glycerin, menthol, sodium chloride, citric acid, sodium sulfate, sodium benzoate, linalool, limonene, benzyl alcohol, citronellol, ci 61570</p>
<p>LT</p>		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, decyl glucoside, parfum, glycerin, menthol, sodium chloride, citric acid, sodium sulfate, sodium benzoate, linalool, limonene, benzyl alcohol, citronellol, ci61570</p>



<p>LV</p>		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, decyl glucoside, parfum, glycerin, menthol, sodium chloride, citric acid, sodium sulfate, sodium benzoate, linalool, limonene, benzyl alcohol, citronellol, ci 61570.</p>
<p>MT</p>		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, decyl glucoside, parfum, glycerin, menthol, sodium chloride, citric acid, sodium sulfate, sodium benzoate, linalool, limonene, benzyl alcohol, citronellol, ci 61570</p>
<p>NL</p>		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, decyl glucoside, parfum, glycerin, menthol, sodium chloride, citric acid, sodium sulfate, sodium benzoate, linalool, limonene, benzyl alcohol, citronellol, ci 61570.</p>

<p>PL</p>		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, decyl glucoside, parfum, glycerin, menthol, sodium chloride, citric acid, sodium sulfate, sodium benzoate, linalool, limonene, benzyl alcohol, citronellol, ci 61570</p>
<p>RO</p>		<p>aqua,sodium laureth sulfate, cocamidopropyl betaine, decyl glucoside, parfum, glycerin, menthol, sodium chloride, citric acid, sodium sulfate, sodium benzoate, linalool, limonene, benzyl alcohol, citronellol, ci 61570</p>
<p>SI</p>		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, decyl glucoside, parfum, glycerin, menthol, sodium chloride, citric acid, sodium sulfate, sodium benzoate, linalool, limonene, benzyl alcohol, citronellol, ci 61570</p>

## Nivea Sun Kids Sensitive spf 50+

Country	Photo	Ingredients
GR*)		<p><i>aqua, alcohol denat., butyl methoxydibenzoylmethane, ethylhexyl triazone, bis-ethylhexyloxyphenol methoxyphenyl triazine, isopropyl palmitate, c12-15 alkyl benzoate, dibutyl adipate, butylene glycol dicaprylate/dicaprate, diethylamino hydroxybenzoyl hexyl benzoate, glyceryl stearate, glycerin, phenylbenzimidazole sulfonic acid, glycyrrhiza inflata root extract, aloe barbadensis leaf juice powder, tocopheryl acetate, microcrystalline cellulose, cellulose gum, c18-38 alkyl hydroxystearoyl stearate, copernicia cerifera cera, hydrogenated rapeseed oil, cetyl palmitate, xanthan gum, sodium stearoyl glutamate, sodium hydroxide, sodium chloride, caprylyl glycol, ethylhexylglycerin, trisodium edta</i></p>
HR*)		<p><i>aqua, alcohol denat., butyl methoxydibenzoylmethane, ethylhexyl triazone, bis-ethylhexyloxyphenol methoxyphenyl triazine, isopropyl palmitate, c12-15 alkyl benzoate, dibutyl adipate, butylene glycol dicaprylate/dicaprate, diethylamino hydroxybenzoyl hexyl benzoate, glyceryl stearate, glycerin, phenylbenzimidazole sulfonic acid, aloe barbadensis leaf juice powder, simmondsia chinensis seed oil, tocopheryl acetate, c18-38 alkyl hydroxystearoyl stearate, copernicia cerifera cera, hydrogenated rapeseed oil, cetyl palmitate, microcrystalline cellulose, cellulose gum, xanthan gum, sodium stearoyl glutamate, sodium hydroxide, sodium chloride, hydroxyacetophenone, caprylyl glycol, trisodium edta</i></p>
HU*)		<p><i>aqua, alcohol denat., butyl methoxydibenzoylmethane, ethylhexyl triazone, bis-ethylhexyloxyphenol methoxyphenyl triazine, isopropyl palmitate, c12-15 alkyl benzoate, dibutyl adipate, butylene glycol dicaprylate/dicaprate, diethylamino hydroxybenzoyl hexyl benzoate, glyceryl stearate, glycerin, phenylbenzimidazole sulfonic acid, chamomilla recutita flower extract, tocopheryl acetate, microcrystalline cellulose, cellulose gum, xanthan gum, c18-38 alkyl hydroxystearoyl stearate, copernicia cerifera cera, hydrogenated rapeseed oil, cetyl palmitate, sodium stearoyl glutamate, sodium hydroxide, maltodextrin, sodium chloride, hydroxyacetophenone, ethylhexylglycerin, caprylyl glycol, trisodium edta</i></p>

IT*)		<p>aqua, alcohol denat., butyl methoxydibenzoylmethane, ethylhexyl triazone, bis-ethylhexyloxyphenol methoxyphenyl triazine, isopropyl palmitate, c12-15 alkyl benzoate, dibutyl adipate, butylene glycol dicaprylate/dicaprate, diethylamino hydroxybenzoyl hexyl benzoate, glyceryl stearate, glycerin, phenylbenzimidazole sulfonic acid, chamomilla recutita flower extract, tocopheryl acetate, microcrystalline cellulose, cellulose gum, xanthan gum, c18-38 alkyl hydroxystearoyl stearate, copernicia cerifera cera, hydrogenated rapeseed oil, cetyl palmitate, sodium stearoyl glutamate, sodium hydroxide, maltodextrin, sodium chloride, hydroxyacetophenone, ethylhexylglycerin, caprylyl glycol, trisodium edta.</p>
MT		<p>aqua, homosalate, alcohol denat, glycerin, butyl methoxydibenzoylmethane, ethylhexyl salicylate, bis-ethylhexyloxyphenol methoxyphenyl triazine, ethylhexyl triazone, dibutyl adipate, panthenol, copernicia cerifera cera, sodium phenylbenzimidazole sulfonate, vp/hexadecene copolymer, tocopheryl acetate, aloe barbadensis leaf juice powder, microcrystalline cellulose, sucrose polystearate, sodium stearoyl glutamate, hydrogenated polyisobutene, cellulose gum, xanthan gum, sodium acrylates/c10-30 alkyl acrylate crosspolymer, sodium chloride, hydroxyacetophenone, ethylhexylglycerin, trisodium edta.</p>
NL		<p>aqua, homosalate, alcohol denat., butyl methoxydibenzoylmethane, bis-ethylhexyloxyphenol methoxyphenyl triazine, ethylhexyl salicylate, dibutyl adipate, ethylhexyl triazone, copernicia cerifera cera, panthenol, vp/hexadecene copolymer, glycerin, phenylbenzimidazole sulfonic acid, tocopheryl acetate, aloe barbadensis leaf juice powder, glycyrrhiza inflata root extract, tetrasodium iminodisuccinate, cellulose gum, butylene glycol dicaprylate/dicaprate, microcrystalline cellulose, xanthan gum, acrylates/c10-30 alkyl acrylate crosspolymer, sucrose polystearate, polyglyceryl-4 diisostearate/polyhydrostearate/sebacate, hydrogenated polyisobutene, sodium stearoyl glutamate, trisodium edta, sodium hydroxide, sodium chloride, ethylhexylglycerin, caprylyl glycol</p>

RO		<p>aqua, homosalate, alcohol denat, butyl methoxydibenzoylmethane, bis-ethylhexyloxyphenol methoxyphenyl triazine, ethylhexyl salicylate, dibutyl adipate, ethylhexyl triazone, copernicia cerifera cera, panthenol, vp/hexadecene copolymer, glycerin, phenylbenzimidazole sulfonic acid, tocopheryl acetate, aloe barbadensis leaf juice powder, glycyrrhiza inflata root extract, tetrasodium iminodisuccinate, cellulose gum, butylene glycol dicaprylate/dicaprate, microcrystalline cellulose, xanthan gum, acrylates/c10-30 alkyl acrylate crosspolymer, sucrose polystearate, polyglyceryl-4 diisostearate/polyhydroxystearate/sebacate, hydrogenated polyisobutene, sodium stearoyl glutamate, trisodium edta, sodium hydroxide, sodium chloride, ethylhexylglycerin, caprylyl glycol.</p>
SI		<p>aqua, homosalate, alcohol denat, butyl methoxydibenzoylmethane, bis-ethylhexyloxyphenol methoxyphenyl triazine, ethylhexyl salicylate, dibutyl adipate, ethylhexyl triazone, copernicia cerifera cera, panthenol, vp/hexadecene copolymer, glycerin, phenylbenzimidazole sulfonic acid, tocopheryl acetate, aloe barbadensis leaf juice powder, glycyrrhiza inflata root extract, tetrasodium iminodisuccinate, cellulose gum, butylene glycol dicaprylate/dicaprate, microcrystalline cellulose, xanthan gum, acrylates/c10-30 alkyl acrylate crosspolymer, sucrose polystearate, polyglyceryl-4 diisostearate/polyhydroxystearate/sebacate, hydrogenated polyisobutene, sodium stearoyl glutamate, trisodium edta, sodium hydroxide, sodium chloride, ethylhexylglycerin, caprylyl glycol.</p>

\*) different product variant according to the brand owner (excluded from the comparative assessment of Nivea Sun kids Sensitive; the dendrogram including Nivea Sun Sensitive immediate protect and Nivea Sun babys & kids is only shown for information)

Comment by the brand owner:

There two different products mixed up in your overview – Nivea Sun Sensitive and Nivea Sun kids Sensitive, which both are targeted to different needs and contain different ingredients on purpose.

In your overview the Nivea Sun Sensitive products have the same formula. The same applies for the Nivea Sun kids Sensitive sprays.

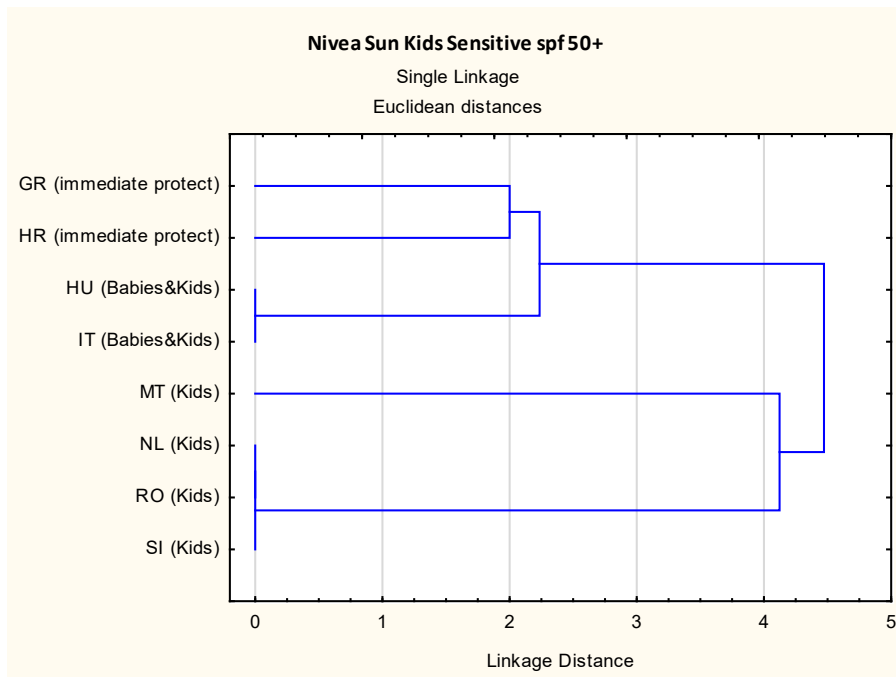
Only the MT Kids product uses an older formula – this MT product was a remainder, typical for a silent relaunch in the cosmetics segment.

### Nivea Sun Kids Sensitive spf 50+




1 2



Created with Datawrapper



## Nivea Sun Protect & Moisture SPF 50

Country	Photo	Ingredients
AT		<p>aqua, homosalate, glycerin, alcohol denat., butyl methoxydibenzoylmethane, bis-ethylhexyloxyphenol methoxyphenyl triazine, ethylhexyl salicylate, dibutyl adipate, ethylhexyl triazone, copernicia cerifera cera, panthenol, vp/hexadecene copolymer, phenylbenzimidazole sulfonic acid, tetrasodium iminodisuccinate, cellulose gum, tocopheryl acetate, sucrose polystearate, polyglyceryl-4 diidostearate/polyhydroxystearate/sebacate, sodium stearyl glutamate, hydrogenated polyisobutene, butylene glycol dicaprylate/dicaprate, microcrystalline cellulose, xanthan gum, acrylates/c10-30 alkyl acrylate crosspolymer, sodium chloride, trisodium edta, sodium hydroxide, ethylhexylglycerin, phenoxyethanol, linalool, limonene, benzyl alcohol, alpha-isomethyl ionone, citronellol, geraniol, parfum</p>
BE		<p>aqua, glycerin, isopropyl palmitate, alcohol denat., butyl methoxydibenzoylmethane, cocoglycerides, bis-ethylhexyloxyphenol methoxyphenyl triazine, ethylhexyl salicylate, titanium dioxide (nano), butylene glycol dicaprylate/dicaprate, c12-15 alkyl benzoate, hydrogenated rapeseed oil, diethylamino hydroxybenzoyl hexyl benzoate, ethylhexyl triazone, silica dimethyl silylate, phenylbenzimidazole sulfonic acid, tocopheryl acetate, cellulose gum, behenyl alcohol, stearyl alcohol, xanthan gum, trisodium edta, sodium stearyl glutamate, sodium chloride, silica, hydroxyacetophenone, sodium hydroxide, phenoxyethanol, hydroxypropyl methylcellulose, dimethicone, linalool, benzyl alcohol, alpha-isomethyl ionone, citronellol, parfum.</p>
DE		<p>aqua, glycerin, isopropyl palmitate, alcohol denat., butyl methoxydibenzoylmethane, cocoglycerides, bis-ethylhexyloxyphenol methoxyphenyl triazine, ethylhexyl salicylate, titanium dioxide (nano), butylene glycol dicaprylate/dicaprate, c12-15 alkyl benzoate, hydrogenated rapeseed oil, diethylamino hydroxybenzoyl hexyl benzoate, ethylhexyl triazone, silica dimethyl silylate, phenylbenzimidazole sulfonic acid, tocopheryl acetate, cellulose gum, behenyl alcohol, stearyl alcohol, xanthan gum, trisodium edta, sodium stearyl glutamate, sodium chloride, silica, hydroxyacetophenone, sodium hydroxide, phenoxyethanol, hydroxypropyl methylcellulose, dimethicone, linalool, benzyl alcohol, alpha-isomethyl ionone, citronellol, parfum</p>



GR		<p>aqua, glycerin, isopropyl palmitate, alcohol denat., butyl methoxydibenzoylmethane, cocoglycerides, bis-ethylhexyloxyphenol methoxyphenyl triazine, ethylhexyl salicylate, titanium dioxide (nano), butylene glycol dicaprylate/dicaprate, c12-15 alkyl benzoate, hydrogenated rapeseed oil, diethylamino hydroxybenzoyl hexyl benzoate, ethylhexyl triazone, silica dimethyl silylate, phenylbenzimidazole sulfonic acid, tocopheryl acetate, cellulose gum, behenyl alcohol, stearyl alcohol, xanthan gum, trisodium edta, sodium stearyl glutamate, sodium chloride, silica, hydroxyacetophenone, sodium hydroxide, phenoxyethanol, hydroxypropyl methylcellulose, dimethicone, linalool, benzyl alcohol, alpha-isomethyl ionone, citronellol, parfum</p>
HR		<p>aqua, glycerin, isopropyl palmitate, alcohol denat., butyl methoxydibenzoylmethane, cocoglycerides, bis-ethylhexyloxyphenol methoxyphenyl triazine, ethylhexyl salicylate, titanium dioxide (nano), butylene glycol dicaprylate/dicaprate, c12-15 alkyl benzoate, hydrogenated rapeseed oil, diethylamino hydroxybenzoyl hexyl benzoate, ethylhexyl triazone, silica dimethyl silylate, phenylbenzimidazole sulfonic acid, tocopheryl acetate, cellulose gum, behenyl alcohol, stearyl alcohol, xanthan gum, trisodium edta, sodium stearyl glutamate, sodium chloride, silica, hydroxyacetophenone, sodium hydroxide, phenoxyethanol, hydroxypropyl methylcellulose, dimethicone, linalool, benzyl alcohol, alpha-isomethyl ionone, citronellol, parfum</p>
HU		<p>aqua, glycerin, isopropyl palmitate, c 12-15 alkyl benzoate, alcohol denat., titanium dioxide (nano), butyl methoxydibenzoylmethane, bis-ethylhexyloxyphenol methoxyphenyl triazine, butylene glycol dicaprylate/dicaprate, ethylhexyl salicylate, behenyl alcohol, hydrogenated rapeseed oil, silica dimethyl silylate, stearyl alcohol, diethylamino hydroxybenzoyl hexyl benzoate, ethylhexyl triazone, phenylbenzimidazole sulfonic acid, tocopheryl acetate, cellulose gum, hydroxyacetophenone, sodium stearyl glutamate, trisodium edta, dimethicone, sodium hydroxide, sodium chloride, linalool, benzyl alcohol, alpha-isomethyl ionone, citronellol, parfum</p>

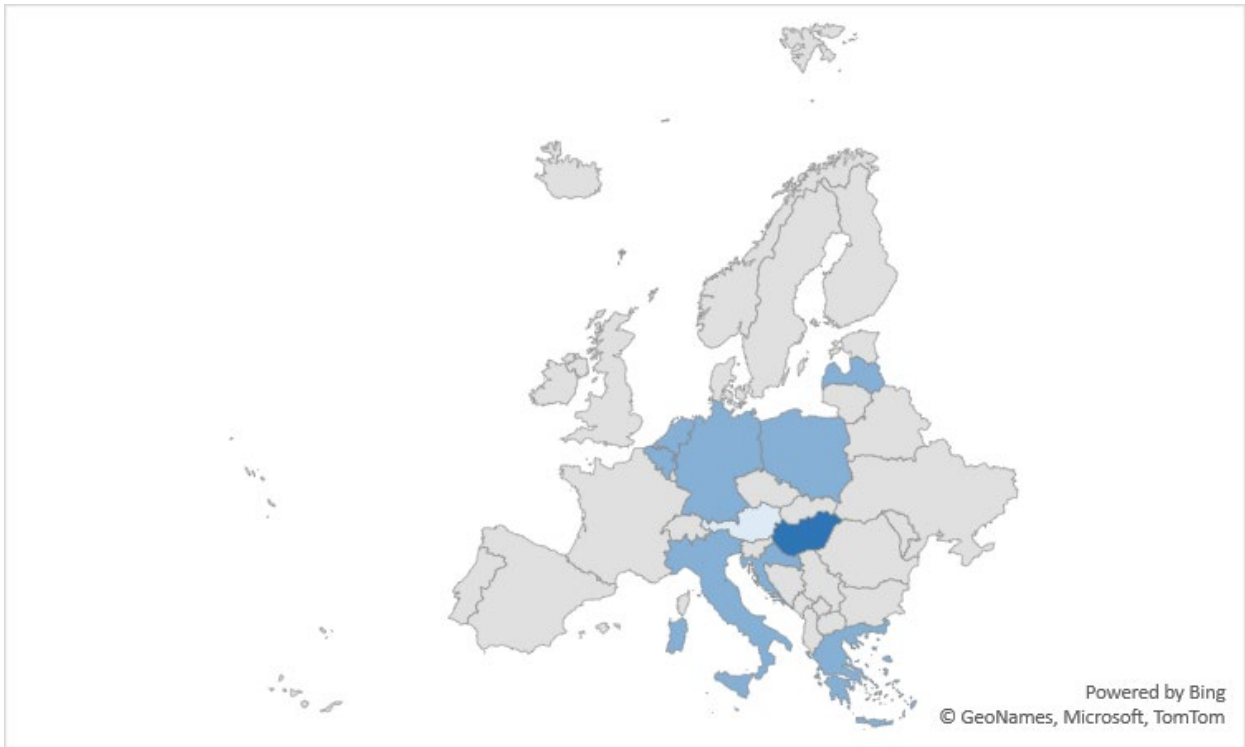
IT		<p>aqua, glycerin, isopropyl palmitate, alcohol denat., butyl methoxydibenzoylmethane, cocoglycerides, bis-ethylhexyloxyphenol methoxyphenyl triazine, ethylhexyl salicylate, titanium dioxide (nano), butylene glycol dicaprylate/dicaprate, c12-15 alkyl benzoate, hydrogenated rapeseed oil, diethylamino hydroxybenzoyl hexyl benzoate, ethylhexyl triazone, silica dimethyl silylate, phenylbenzimidazole sulfonic acid, tocopheryl acetate, cellulose gum, behenyl alcohol, stearyl alcohol, xanthan gum, trisodium edta, sodium stearyl glutamate, sodium chloride, silica, hydroxyacetophenone, sodium hydroxide, phenoxyethanol, hydroxypropyl methylcellulose, dimethicone, linalool, benzyl alcohol, alpha-isomethyl ionone, citronellol, parfum</p>
LV		<p>aqua, glycerin, isopropyl palmitate, alcohol denat., butyl methoxydibenzoylmethane, cocoglycerides, bis-ethylhexyloxyphenol methoxyphenyl triazine, ethylhexyl salicylate, titanium dioxide (nano), butylene glycol dicaprylate/dicaprate, c12-15 alkyl benzoate, hydrogenated rapeseed oil, diethylamino hydroxybenzoyl hexyl benzoate, ethylhexyl triazone, silica dimethyl silylate, phenylbenzimidazole sulfonic acid, tocopheryl acetate, cellulose gum, behenyl alcohol, stearyl alcohol, xanthan gum, trisodium edta, sodium stearyl glutamate, sodium chloride, silica, hydroxyacetophenone, sodium hydroxide, phenoxyethanol, hydroxypropyl methylcellulose, dimethicone, linalool, benzyl alcohol, alpha-isomethyl ionone, citronellol, parfum.</p>
MT		<p>aqua, homosalate, glycerin, alcohol denat., butly methoxydibenzoylmethane, bis-ethylhexyloxyphenol methoxyphenyl triazine, ethylhexyl salicylate, dibutyl adipate, ethylhexyl triazone, copernicia cerifera cera, panthenol, vp/hexadecene copolymer, phenylbenzimidazole sulfonic acid, tetrasodium iminodisuccinate, cellulose gum, tocpheryl acetate, sucrose polystearate, polyglyceryl-4 diidostearate/polyhydroxystearate/sebacate, sodium stearyl glutamate, hydrogenated polyisobutene, butylene glycol dicaprylate/dicaprate, microcrystalline cellulose, xanthan gum, acrylates/c10-30 alkyl acrylate crosspolymer, sodium chloride, trisodium edta, sodium hydroxide, ethylhexylglycerin, phenoxyethanol, linalool, limonene, benzyl alcohol, alpha-isomethyl ionone, citronellol, geraniol, parfum</p>

NL		<p>aqua, glycerin, isopropyl palmitate, alcohol denat., butyl methoxydibenzoylmethane, cocoglycerides, bis-ethylhexyloxyphenol methoxyphenyl triazine, ethylhexyl salicylate, titanium dioxide (nano), butylene glycol dicaprylate/dicaprate, c12-15 alkyl benzoate, hydrogenated rapeseed oil, diethylamino hydroxybenzoyl hexyl benzoate, ethylhexyl triazone, silica dimethyl silylate, phenylbenzimidazole sulfonic acid, tocopheryl acetate, cellulose gum, behenyl alcohol, stearyl alcohol, xanthan gum, trisodium edta, sodium stearyl glutamate, sodium chloride, silica, hydroxyacetophenone, sodium hydroxide, phenoxyethanol, hydroxypropyl methylcellulose, dimethicone, linalool, benzyl alcohol, alpha-isomethyl ionone, citronellol, parfum.</p>
PL		<p>aqua, glycerin, isopropyl palmitate, alcohol denat., butyl methoxydibenzoylmethane, cocoglycerides, bis-ethylhexyloxyphenol methoxyphenyl triazine, ethylhexyl salicylate, titanium dioxide (nano), butylene glycol dicaprylate/dicaprate, c12-15 alkyl benzoate, hydrogenated rapeseed oil, diethylamino hydroxybenzoyl hexyl benzoate, ethylhexyl triazone, silica dimethyl silylate, phenylbenzimidazole sulfonic acid, tocopheryl acetate, cellulose gum, behenyl alcohol, stearyl alcohol, xanthan gum, trisodium edta, sodium stearyl glutamate, sodium chloride, silica, hydroxyacetophenone, sodium hydroxide, phenoxyethanol, hydroxypropyl methylcellulose, dimethicone, linalool, benzyl alcohol, alpha-isomethyl ionone, citronellol, parfum</p>

Comment from the brand owner:

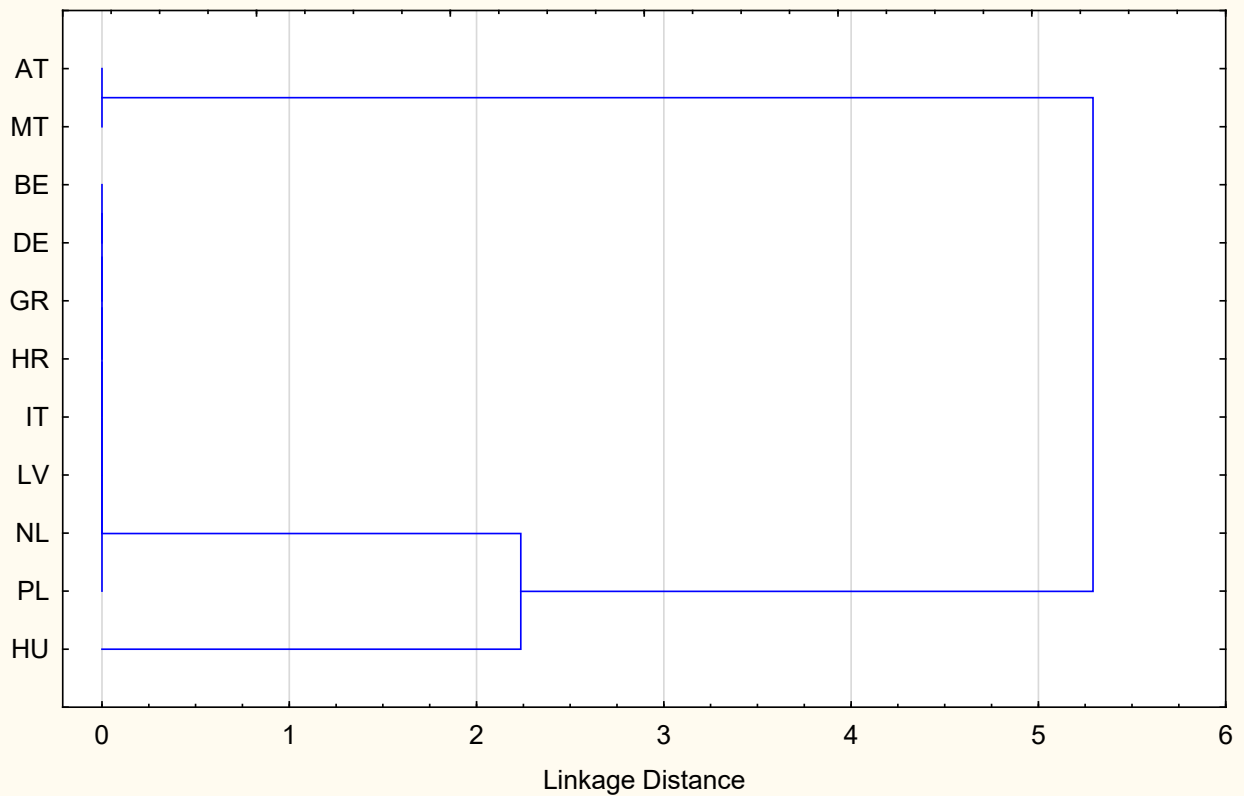
The products in AT and MT show an inci of 2020, the product in HU shows an inci of 2021 – so these products are only remainders, typical for a silent relaunches in the cosmetics segment. Products with the new inci have been distributed to these countries as well, the actual change on shelf depends on the actual status within the individual store.

The products in BE, DE, GR, HR,IT, LV, NL and PL show the formula of 2022



### NIVEA SUN Protect & Moisture Suncream Lotion SPF 50

Single Linkage  
Euclidean distances



## Nivea Sun Spray SPF 30

Country	Photo	Ingredients
BE		<p>alcohol denat., butane, isobutane, propane, c12-15 alkyl benzoate, homosalate, octocrylene, butyl methoxydibenzoylmethane, ethylhexyl salicylate, glycerin, isopropyl palmitate, propylheptyl caprylate, diethylamino hydroxybenzoyl hexyl benzoate, tocopherol, acrylates/octylacrylamide copolymer, aqua, linalool, limonene, benzyl alcohol, benzyl salicylate, alpha-isomethyl ionone, citronellol, coumarin, geraniol, methyl benzoate, hexyl cinnamal, parfum</p>
FR*)		<p><i>butane, alcohol denat., octyldodecanol, caprylic/capric, triglyceride, isobutane, propane, c12-15 alkyl benzoate, homosalate, octocrylene, butyl methoxydibenzoylmethane, ethylhexyl salicylate, acrylates/octylacrylamine copolymer, glycyrrhetic acid, tocopheryl acetate, cocoglycerides, aqua, linalool, limonene, benzyl alcohol, alpha-isomethyl ionone, citronellol, geraniol, benzoic acid, parfum</i></p>
NL		<p>alcohol denat., butane, isobutane, propane, c12-15 alkyl benzoate, homosalate, octocrylene, butyl methoxydibenzoylmethane, ethylhexyl salicylate, glycerin, isopropyl palmitate, propylheptyl caprylate, diethylamino hydroxybenzoyl hexyl benzoate, tocopherol, acrylates/octylacrylamide copolymer, aqua, linalool, limonene, benzyl alcohol, benzyl salicylate, alpha-isomethyl ionone, citronellol, coumarin, geraniol, methyl benzoate, hexyl cinnamal, parfum</p>

\*) different product variant according to the brand owner (excluded from the comparative assessment)

Comment from the brand owner:

The product in France shows a different product, namely Nivea sun protect & bronze whereas the other countries listed Nivea Sun protect & dry touch – these are different product which cater different needs and use different ingredients on purpose.

## Old Spice Whitewater Shower Gel

Country	Photo	Ingredients
EE		<p>aqua, sodium laureth sulfate, sodium chloride, sodium lauryl sulfate, parfum, cocamidopropyl betaine, sodium citrate, sodium benzoate, sodium xylenesulfonate, citric acid, benzyl benzoate disodium edta, salicylate, hexyl sodium hydroxide, limonene, linalool, benzyl salicylate, hexyl cinnamal, magnesium nitrate, methylchloroisothiazolinone, magnesium chloride methylchloroisothiazolinone, ci 42090</p>
GR		<p>aqua, sodium laureth sulfate, sodium chloride, sodium lauryl sulfate, parfum, cocamidopropyl betaine, sodium citrate, sodium benzoate, sodium xylenesulfonate, citric acid, benzyl benzoate, disodium edta, limonene, linalool, benzyl salicylate, hexyl cinnamal, magnesium nitrate, ci 42090, methylchloroisothiazolinone, magnesium chloride, methylisothiazolinone</p>
HR		<p>aqua, sodium laureth sulfate, sodium chloride, sodium lauryl sulfate, parfum, cocamidopropyl betaine, sodium citrate, sodium benzoate, sodium xylenesulfonate, citric acid, benzyl benzoate, disodium edta, limonene, linalool, benzyl salicylate, hexyl cinnamal, magnesium nitrate, ci 42090, methylchloroisothiazolinone, magnesium chloride, methylisothiazolinone</p>

LV		<p>aqua, sodium laureth sulfate, sodium chloride, sodium lauryl sulfate, parfum, cocamidopropyl betaine, sodium citrate, sodium benzoate, sodium xylenesulfonate, citric acid, benzyl benzoate, disodium edta, sodium hydroxide, limonene, linalool, benzyl salicylate, hexyl cinnamal, magnesium nitrate, methylchloroisothiazolinone chloride, magnesium chloride, methylisothiazooanone, ci 42090.</p>
MT		<p>aqua, sodium laureth sulfate, sodium chloride, sodium lauryl sulfate, parfum, cocamidopropyl betaine, sodium citrate, sodium benzoate, sodium xylenesulfonate, citric acid, benzyl benzoate, disodium edta, sodium hydroxide, limonene, linalool, benzyl salicylate, hexyl cinnamal, magnesium nitrate, methylchloroisothiazolinone chloride, magnesium chloride, methylisothiazooanone, ci 42090.</p>
PL		<p>aqua, sodium laureth sulfate, sodium chloride, sodium lauryl sulfate, parfum, cocamidopropyl betaine, sodium citrate, sodium benzoate, sodium xylenesulfonate, citric acid, benzyl benzoate, disodium edta, sodium hydroxide, limonene, linalool, benzyl salicylate, hexyl cinnamal, magnesium nitrate, methylchloroisothiazolinone, magnesium chloride, methylisothiazolinone, ci 42090</p>

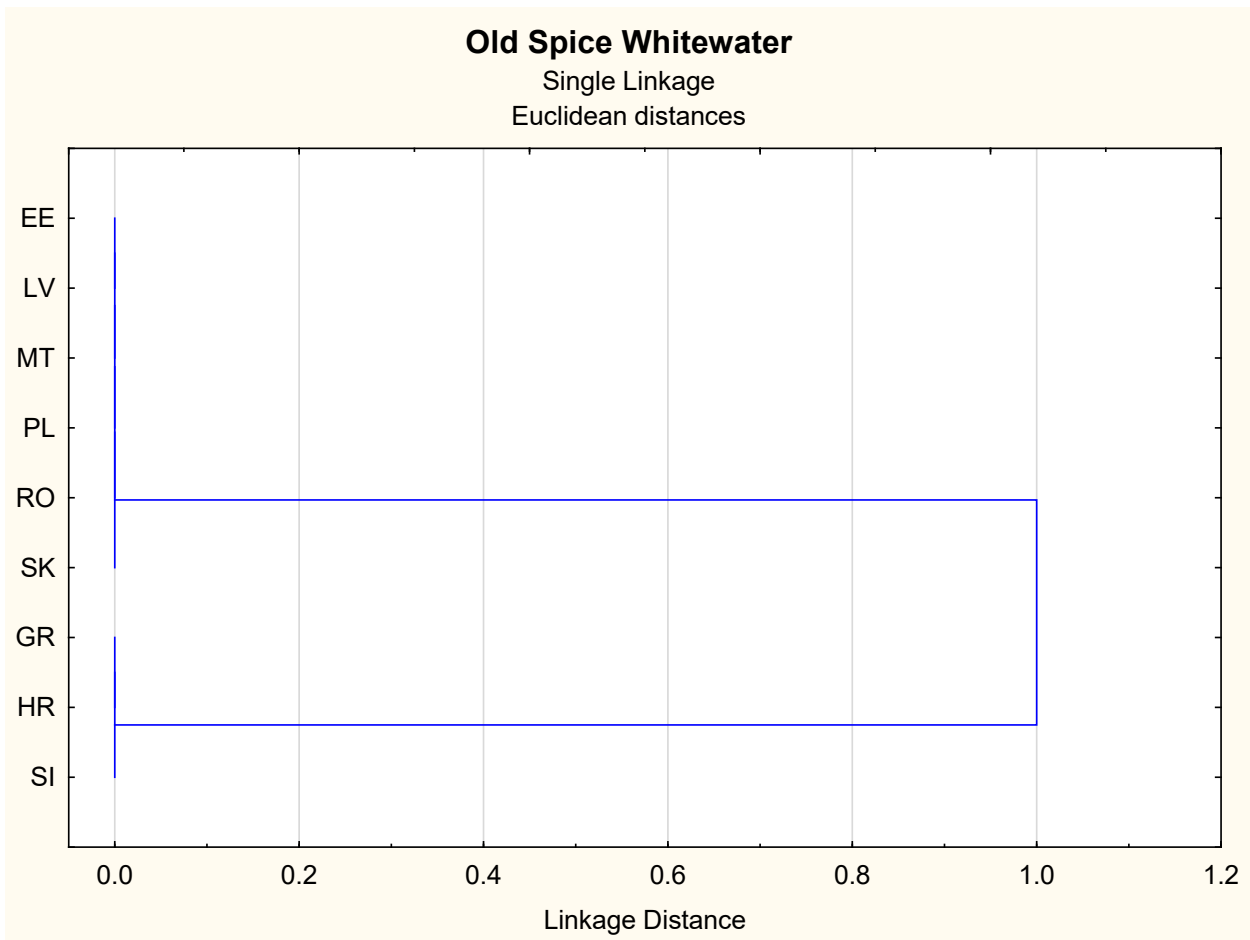
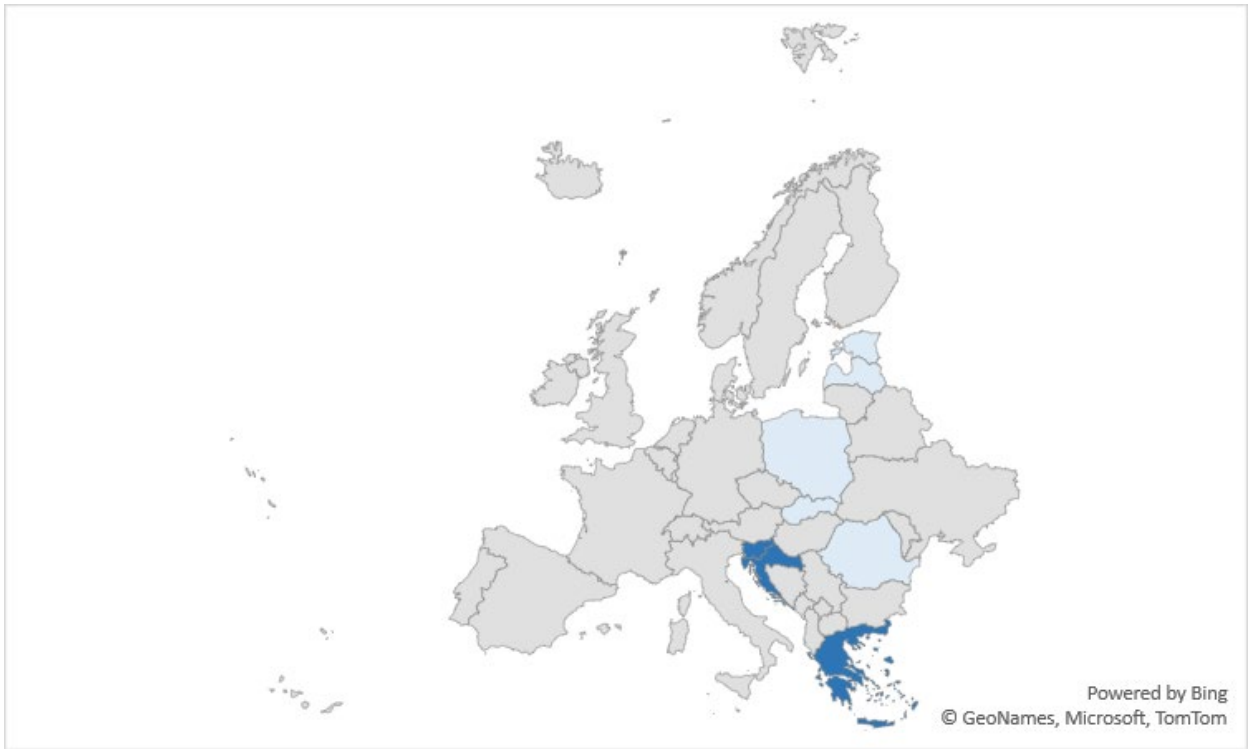
RO		<p>aqua, sodium laureth sulfate, sodium chloride, sodium lauryl sulfate, parfum, cocamidopropyl betaine, sodium citrate, sodium benzoate, sodium xylenesulfonate, citric acid, benzyl benzoate, disodium edta, sodium hydroxide, limonene, linalool, benzyl salicylate, hexyl cinnamal, magnesium nitrate, methylchloroisothiazolinone, magnesium chloride, methylisothiazolinone, ci 42090.</p>
SI		<p>aqua, sodium laureth sulfate, sodium chloride, sodium lauryl sulfate, parfum, cocamidopropyl betaine, sodium citrate, sodium benzoate, sodium xylenesulfonate, citric acid, benzyl benzoate, disodium edta, limonene, linalool, benzyl salicylate, hexyl cinnamal, magnesium nitrate, ci 42090, methylchloroisothiazolinone, magnesium chloride, methylisothiazolinone</p>
SK		<p>aqua, sodium laureth sulfate, sodium chloride, sodium lauryl sulfate, parfum, cocamidopropyl betaine, sodium citrate, sodium benzoate, sodium xylenesulfonate, citric acid, benzyl benzoate, disodium edta, sodium hydroxide, limonene, linalool, benzyl salicylate, hexyl cinnamal, magnesium nitrate, methylchloroisothiazolinone, magnesium chloride, methylisothiazolinone, ci 42090.</p>

Comment from the brand owner:

The formula of the Old Spice Whitewater shower gel sold by P&G across the EU is the same and has not changed in the last several years. However, in early 2021, we updated the ingredient statement to add sodium hydroxide as an intentionally added ingredient during manufacture. Previously, we considered it a subsidiary technical material. We also placed the colorant at the end of the ingredient list for consistency purposes.




The Old Spice Whitewater shower gels sampled in GR, HR, SI were produced before the above-described ingredient list adjustment. As explained above, despite the difference in the ingredient list, the product formula has remained unaltered and is the same across the EU.





## Oral-B Pro Expert Professional Protection Toothpaste\*)

Country	Photo	Ingredients
BE		<p>glycerin, hydrated silica, sodium hexametaphosphate, aqua, sodium gluconate, sodium lauryl sulfate, aroma, trisodium phosphate, ci 77891, stannous fluoride, sodium saccharin, carrageenan, pvp, stannous chloride, xanthan gum, cocamidopropyl betaine, sodium fluoride, sodium hydroxide, sodium benzoate</p>
EE		<p>glycerin, hydrated silica, sodium hexametaphosphate, aqua, sodium gluconate, sodium lauryl sulfate, aroma, carrageenan, trisodium phosphate, stannous flouride, sodium saccharin, pvp, stannous chloride, xanthan gum, cocamidopropyl betaine, cinnamal, sodium fluoride, eugenol, sodium hydroxide, ci 74160, sodium benzoate.</p>
FR		<p>glycerin, hydrated silica, sodium hexametaphosphate, aqua, sodium gluconate, sodium lauryl sulfate, aroma, trisodium phosphate, ci 77891, stannous fluoride, sodium saccharin, carrageenan, pvp, stannous chloride, xanthan gum, cocamidopropyl betaine, sodium fluoride, sodium hydroxide, sodium benzoate</p>

GR		<p>aqua, sorbitol, hydrated silica, sodium lauryl sulfate, sodium gluconate, carrageenan, aroma, sodium citrate, xanthan gum, zinc citrate, stannous fluoride, sodium hydroxide, stannous chloride, sodium saccharin, ci 77891, sodium fluoride, sucralose, citric acid, sodium benzoate, potassium sorbate</p>
NL		<p>aqua, sorbitol, hydrated silica, sodium lauryl sulfate, sodium gluconate, aroma, carrageenan, sodium citrate, xanthan gum, zinc citrate, stannous fluoride, sodium saccharin, sodium hydroxide, stannous chloride, ci 77891, sodium fluoride, limonene</p>
PL		<p>aqua, sorbitol, hydrated silica, sodium lauryl sulfate, sodium gluconate, carrageenan, aroma, xanthan gum, zinc citrate, ci 77891, stannous fluoride, sodium saccharin, sodium hydroxide, stannous chloride, sodium fluoride, limonene</p>

\*) no comparative assessment possible because different product variants were sampled (see comment below)

Comment by the brand owner:

*BE+FR:* This is the Oral-B Pro-Expert Deep Clean toothpaste variant. This ‘Deep Clean’ variant is different from the other Pro-Expert toothpaste variants—its formulation is different from the ones of the other variants to provide the specific benefit mentioned on the label, and it is clearly identified under a different variant name (‘Deep Clean’) and a different variant color (dark blue). To note, this same exact variant is sold in not only in BE and FR but also in other European countries, with the same ingredient list and under the same variant name.

*GR:* This is the Oral-B Pro-Expert Sensitive Protection toothpaste variant. This “Sensitive Protect” variant is a different toothpaste vs. the other Pro-Expert variants, as clearly identified under different variant name




("Sensitive Protect") and a different variant color (pink); accordingly, its formulation is different from the ones of the other variants to provide the specific benefit mentioned on the label. To note, this same exact variant is sold in other European countries, with the same ingredient list and under the same variant name. In some countries, the label may include in addition our iconic Oral-B tooth symbol.




*NL:* This is the Oral-B Pro-Expert Fresh Breath toothpaste variant. This "Fresh Breath" variant is a different from the other Pro-Expert toothpaste variants—its formulation is different from the ones of the other variants to provide the specific benefit mentioned on the label, and it is clearly identified under a different variant name ("Fresh Breath") and a different variant color (green). To note, this same exact variant is sold in other European countries, with the same ingredient list and under the same variant name. In some countries, the label may include in addition our iconic Oral-B tooth symbol.


*PL:* This is the Oral-B Pro-Expert Fresh Breath toothpaste variant. This product is no longer sold by P&G in PL or any other EU countries where it used to be marketed. It corresponds to an "old" formulation, which was discontinued and replaced by a new product with new formulation and artwork which is sold across the EU.




*EE:* While Oral-B Pro-Expert Professional Protection was picked -up in Estonia, it is not sold directly by P&G to customers in that EU country. P&G does sell this product directly to customers in other EU countries. The formula of this product variant is different from the formula of the other Oral-B toothpaste variants shown above.

## Palmolive Aquarium




Country	Photo	Ingredients
AT		<p>aqua, sodium laureth sulfate, sodium chloride, cocamidopropyl betaine, sodium salicylate, glycerin, sodium benzoate, parfum, lauryl hydroxysultaine, citric acid, tetrasodium edta, peg-150 pentaerythrityl tetrastearate, ppg-2 hydroxyethyl cocamide, ci 17200, ci 42090</p>
BE		<p>aqua, sodium laureth sulfate, sodium chloride, cocamidopropyl betaine, sodium salicylate, glycerin, sodium benzoate, parfum, lauryl hydroxysultaine, citric acid, tetrasodium edta, peg-150 pentaerythrityl tetrastearate, ppg-2 hydroxyethyl cocamide, cl 17200, ci 42090.</p>
DE		<p>aqua, sodium laureth sulfate, sodlum chloride, cocamidopropyl betaine, sodium salicylate, glycerin, sodium benzoate, parfum, lauryl hydroxysultaine, citric acid, tetrasodium edta, peg-150 pentaerythrityl tetrastearate, ppg-2 hydroxyethyl cocamide, ci 17200, ci 42090</p>


FR		<p>aqua, sodium laureth sulfate, sodium chloride, cocamidopropyl betaine, sodium salicylate, glycerin, sodium benzoate, parfum, lauryl hydroxysultaine, citric acid, tetrasodium edta, peg-150 pentaerythrityl tetrastearate, ppg-2 hydroxyethyl cocamide, ci 17200, ci 42090</p>
GR		<p>aqua, sodium laureth sulfate, sodium chloride, cocamidopropyl betaine, sodium salicylate, glycerin, sodium benzoate, parfum, lauryl hydroxysultaine, citric acid, tetrasodium edta, peg-150 pentaerythrityl tetrastearate, ppg-2 hydroxyethyl cocamide, ci 17200, ci 42090</p>
HR		<p>aqua, sodium laureth sulfate, sodium chloride, cocamidopropyl betaine, sodium salicylate, glycerin, sodium benzoate, parfum, lauryl hydroxysultain, citric acid, tetrasodium edta, peg-150 pentaerythrityl tetrastearate, ppg-2 hydroxyethyl cocamide, ci17200, ci 42090</p>

HU		<p>aqua, sodium laureth sulfate, sodium chloride, cocamidopropyl betaine, sodium salicylate, glycerin, sodium benzoate, parfum, lauryl hydroxysultaine, citric acid, tetrasodium edta, peg-150 pentaerythrityl tetrastearate, ppg-2 hydroxyethyl cocamide, ci 17200, ci 42090</p>
IT		<p>aqua, sodium laureth sulfate, sodium chloride, cocamidopropyl betaine, sodium salicylate, glycerin, sodium benzoate, parfum, lauryl hydroxysultaine, citric acid, tetrasodium edta, peg-150 pentaerythrityl tetrastearate, ppg-2 hydroxyethyl cocamide, ci 1720, ci 42090</p>
LT		<p>aqua, sodium laureth sulfate, sodium chloride, cocamidopropyl betaine, sodium salicylate, glycerin, sodium benzoate, parfum, lauryl hydroxysultaine, citric acid, tetrasodium edta, peg-150 pentaerythrityl tetrastearate, ppg-2 hydroxyethyl cocamide, ci 17200, ci 42090</p>

LV		<p>aqua, sodium laureth sulfate, sodium chloride, cocamidopropyl betaine, sodium salicylate, glycerin, sodium benzoate, parfum, lauryl hydroxysultaine, citric acid, tetrasodium edta, peg-150 pentaerythityl tetrastearate, ppg-2 hydroxyethyl cocamide, ci 17200, ci 42090.</p>
MT		<p>aqua, sodium laureth sulfate, sodium chloride, cocamidopropyl betaine, cocamide mea, sodium salicylate, sodium benzoate, parfum, citric acid, tetrasodium edta, ci 17200, ci 42090.</p>
NL		<p>aqua, sodium laureth sulfate, sodium chloride, cocamidopropyl betaine, cocamide mea, sodium salicylate, sodium benzoate, parfum, citric acid, tetrasodium edta, ci 17200, ci 42090.</p>

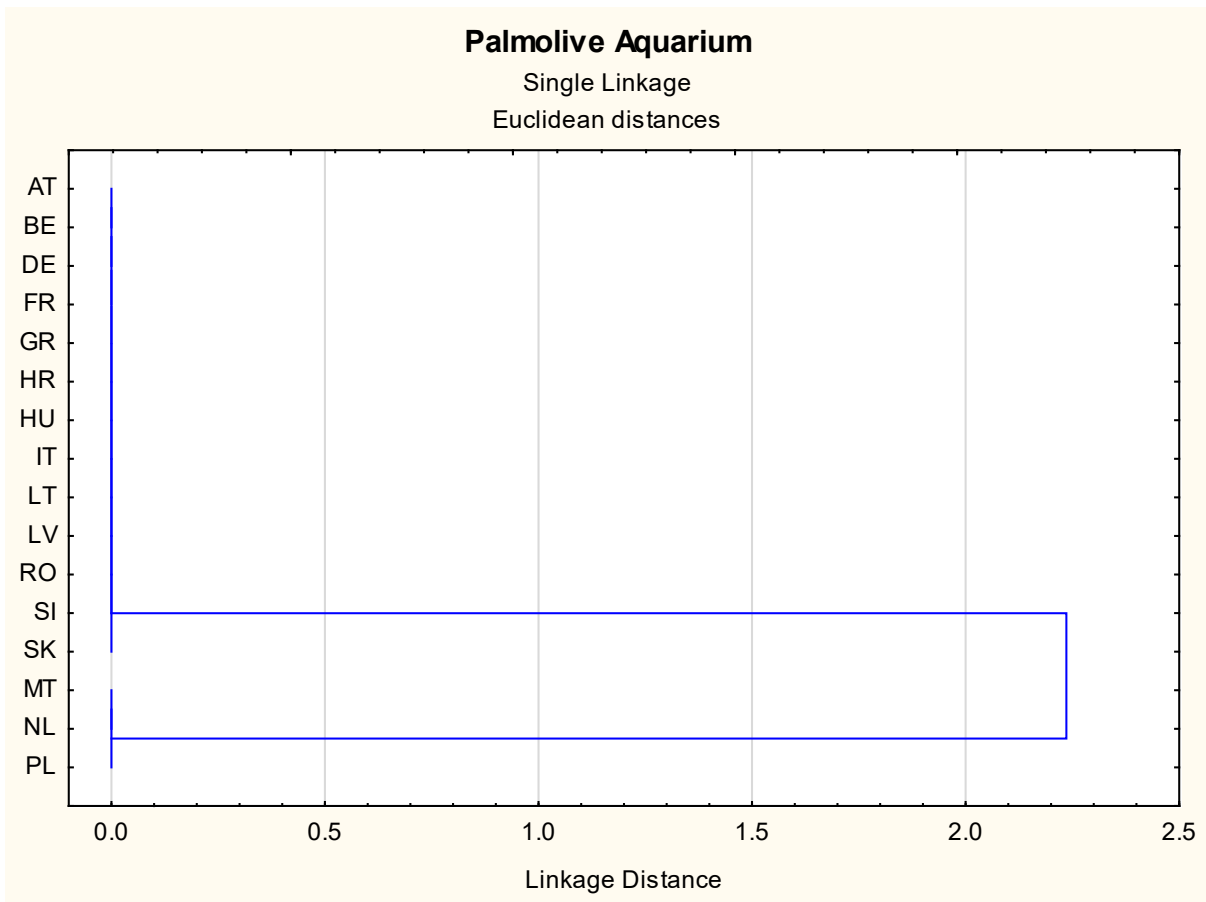
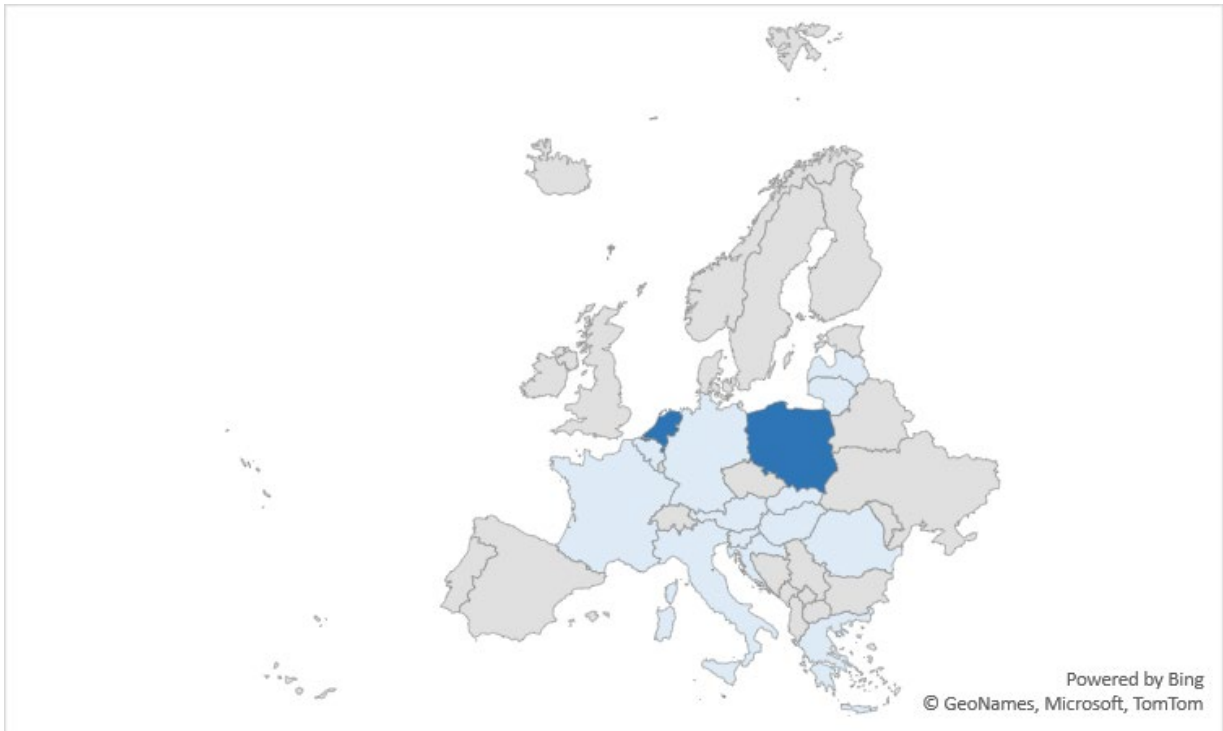


<p>PL</p>		<p>aqua, sodium laureth sulfate, sodium chloride, cocamidopropyl betaine, cocamide mea, sodium salicylate, sodium benzoate, parfum, citric acid, tetrasodium edta, ci 17200, ci 42090</p>
<p>RO</p>		<p>aqua, sodium laureth sulfate, sodium chloride, cocamidopropyl betaine, sodium salicylate, glycerin, sodium bennzoate, parfum, lauryl hydroxysultaine, citric acid, tetrasodium edta, peg-150 pentaerythrityl tetrastearate, ppg-2 hydroxyethyl cocamide, ci 17200, ci 42090.</p>
<p>SI</p>		<p>aqua, sodium laureth sulfate, sodium chloride, cocamidopropyl betaine, sodium salicylate, glycerin, sodium benzoate, parfum, lauryl hydroxysultain, citric acid, tetrasodium edta, peg-150 pentaerythrityl tetrastearate, ppg-2 hydroxyethyl cocamide, ci17200, ci 42090</p>




SK		<p>aqua, sodium laureth sulfate, sodium chloride, cocamidopropyl betaine, sodium salicylate, glycerin, sodium benzoate, parfum, lauryl hydroxysultain, citric acid, tetrasodium edta, peg-150 pentaerythryl tetrastearate, ppg-2 hydroxyethyl cocamide, ci17200, ci 42090</p>
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Comment by the brand owner:




The report confirms that the products have the same formula across the European Countries. Correspondingly, the observed differences in composition are connected to a reformulation programme.







## Palmolive milk&honey

Country	Photo	Ingredients
AT		<p>aqua, sodium laureth sulfate, sodium chloride, cocamidopropyl betaine, parfum, sodium salicylate, glycerin, sodium benzoate, glycol distearate, lauryl hydroxysultaine, citric acid, polyquaternium-7, coco-glucoside, tetrasodium edta, peg-150 pentaerythrityl tetrastearate, ppg-2 hydroxyethyl cocamide, glyceryl oleate, glyceryl stearate, lactose, whey protein, mel, benzyl benzoate, benzyl salicylate, hexyl cinnamal, ci 16255, ci 19140</p>
BE		<p>aqua, sodium laureth sulfate, sodium chloride, cocamidopropyl betaine, parfum, sodium salicylate, glycerin, sodium benzoate, glycol distearate, lauryl hydroxysultaine, citric acid, polyquaternium-7, coco-glucoside, tetrasodium edta, peg-150 pentaerythrityl tetrastearate, ppg-2 hydroxyethyl cocamide, glyceryl oleate, glyceryl stearate, lactose, whey protein, mel, benzyl benzoate, benzyl salicylate, hexyl cinnamal, ci 16255, ci 19140.</p>
DE		<p>aqua, sodium laureth sulfate, sodium chloride, cocamidopropyl betaine, parfum, sodium salicylate, glycerin, sodium benzoate, glycol distearate, lauryl hydroxysultaine, citric acid, polyquaternium-7, coco-glucoside, tetrasodium edta, peg-150 pentaerythrityl tetrastearate, ppg-2 hydroxyethyl cocamide, glyceryl oleate, glyceryl stearate, lactose, whey protein, mel, benzyl benzoate, benzyl salicylate, hexyl cinnamal, ci 16255, ci 19140</p>

GR		<p>aqua, sodium laureth sulfate, sodium chloride, cocamidopropyl betaine, parfum, sodium salicylate, glycerin, sodium benzoate, glycol distearate, lauryl hydroxysultaine, citric acid, polyquaternium-7, coco-glucoside, tetrasodium edta, peg-150 pentaerythrityl tetrastearate, ppg-2 hydroxyethyl cocamide, glyceryl oleate, glyceryl stearate, lactose, whey protein, mel, benzyl benzoate, benzyl salicylate, hexyl cinnamal, ci 16255, ci 19140.</p>
HR		<p>aqua, sodium laureth sulfate, sodium chloride, cocamidopropyl betaine, parfum, sodium salicylate, glycerin, sodium benzoate, glycol distearate, lauryl hydroxysultaine, citric acid, polyquaternium-7, coco-glucoside, tetrasodium edta, peg-150 pentaerythrityl tetrastearate, ppg-2 hydroxyethyl cocamide, glyceryl oleate, glyceryl stearate, lactose, whey protein, mel, benzyl benzoate, benzyl salicylate, hexyl cinnamal, ci 16255, ci 19140</p>
HU		<p>aqua, sodium laureth sulfate, sodium chloride, cocamidopropyl betaine, parfum, sodium salicylate, glycerin, sodium benzoate, glycol distearate, lauryl hydroxysultaine, citric acid, polyquaternium-7, coco-glucoside, tetrasodium edta, peg-150 pentaerythrityl tetrasyearate, ppg-2 hydroxyethyl cocamide, glyceril oleate, glyceryl stearate, lactose, whey protein, mel, benzyl benzoate, benzyl salicylate, hexyl cinnamal, cl 16255, cl 19140</p>




IT		<p>aqua, sodium laureth sulfate, sodium chloride, cocamidopropyl betaine, parfum, sodium salicylate, glycerin, sodium benzoate, glycol distearate, lauryl hydroxysulfate, citric acid, polyquaternium-7, coco-glucoside, tetrasodium edta, peg-150 pentaerythrityl tetrastearate, ppg-2 hydroxyethyl cocamide, glyceryl oleate, glyceryl stearate, lactose, whey protein, mel, benzyl benzoate, benzyl salicylate, hexyl cinnamal, ci 16255, ci 19140</p>
LT		<p>aqua, sodium laureth sulfate, sodium chloride, cocamidopropyl betaine, parfum, sodium salicylate, glycerin, sodium benzoate, glycol distearate, lauryl hydroxysulfate, citric acid, polyquaternium-7, coco-glucoside, tetrasodium edta, peg-150 pentaerythrityl tetrastearate, ppg-2 hydroxyethyl cocamide, glyceryl oleate, glyceryl stearate, lactose, whey protein, mel, benzyl benzoate, benzyl salicylate, hexyl cinnamal, ci 16255, ci 19140</p>
MT		<p>aqua, sodium laureth sulfate, sodium chloride, cocamidopropyl betaine, parfum, sodium salicylate, glycerin, sodium benzoate, glycol distearate, lauryl hydroxysulfate, citric acid, polyquaternium-7, coco-glucoside, tetrasodium edta, peg-150 pentaerythrityl tetrastearate, ppg-2 hydroxyethyl cocamide, glyceryl oleate, glyceryl stearate, lactose, whey protein, mel, benzyl benzoate, benzyl salicylate, hexyl cinnamal, ci 16255, ci 19140</p>

<p>NL</p>		<p>aqua, sodium laureth sulfate, sodium chloride, cocamidopropyl betaine, parfum, sodium salicylate, glycerin, sodium benzoate, glycol distearate, lauryl hydroxysultaine, citrid acid, polyquaternium-7, coco-glucoside, terasodium edta, peg-150 pentaerythrityl tetrastearate, ppg-2 hydroxyethyl cocamide, glyceryl oleate, glyceryl stearate, lactose, whey protein, mel, benzyl benzoate, benzyl salicylate, hexyl cinnamal, ci 16255, ci 19140</p>
<p>PL</p>		<p>aqua, sodium laureth sulfate, sodium chloride, cocamidopropyl betaine, parfum, sodium salicylate, glycerin, sodium benzoate, glycol distearate, lauryl hydroxysultaine, citrid acid, polyquaternium-7, coco-glucoside, terasodium edta, peg-150 pentaerythrityl tetrastearate, ppg-2 hydroxyethyl cocamide, glyceryl oleate, glyceryl stearate, lactose, whey protein, mel, benzyl benzoate, benzyl salicylate, hexyl cinnamal, ci 16255, ci 19140</p>
<p>RO</p>		<p>aqua, sodium laureth sulfate, sodium chloride, cocamidopropyl betaine, parfum, sodium salicylate, glycerin, sodium benzoate, glycol distearate, lauryl hydroxysultaine, citric acid, polyquaternium-7, coco-glucoside, tetrasodium edta, peg-150 pentaerythrityl tetrastearate, ppg-2 hydroxyethyl cocamide, glyceryl oleate, glyceryl stearate, lactose, whey protein, mel, benzyl benzoate, benzyl salicylate, hexyl cinnamal, ci 16255, ci 19140.</p>

SI		<p>aqua, sodium laureth sulfate, sodium chloride, cocamidopropyl betaine, parfum, sodium salicylate, glycerin, sodium benzoate, glycol distearate, lauryl hydroxysultaine, citric acid, polyquaternium-7, coco-glucoside, tetrasodium edta, peg-150 pentaerythrityl tetrastearate, ppg-2 hydroxyethyl cocamide, glyceryl oleate, glyceryl stearate, lactose, whey protein, mel, benzyl benzoate, benzyl salicylate, hexyl cinnamal, ci 16255, ci 19140.</p>
SK		<p>aqua, sodium laureth sulfate, sodium chloride, cocamidopropyl betaine, parfum, sodium salicylate, glycerin, sodium benzoate, glycol distearate, lauryl hydroxysultaine, citric acid, polyquaternium-7, coco-glucoside, tetrasodium edta, peg-150 pentaerythrityl tetrastearate, ppg-2 hydroxyethyl cocamide, glyceryl oleate, glyceryl stearate, lactose, whey protein, mel, benzyl benzoate, benzyl salicylate, hexyl cinnamal, ci 16255, ci 19140.</p>



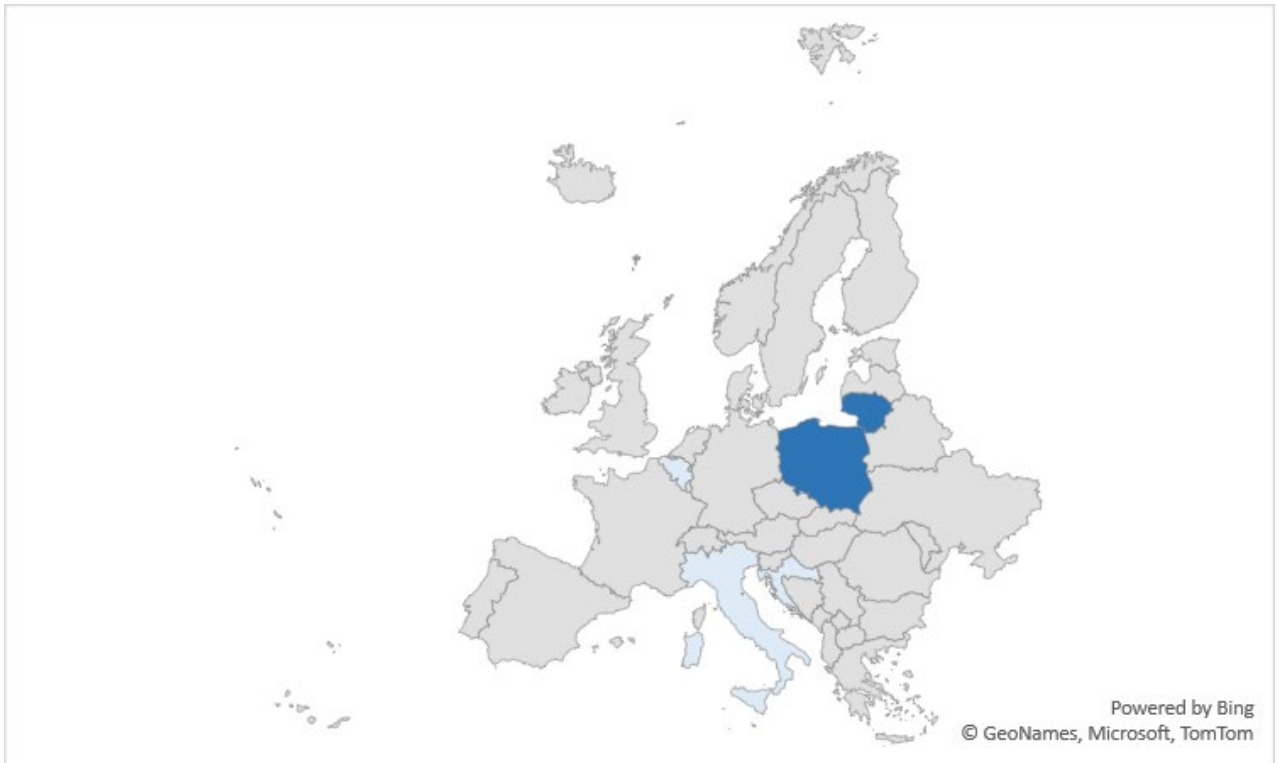
## Palmolive Olive shampoo

Country	Photo	Ingredients
BE		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, sodium chloride, parfum, sodium salicylate, sodium benzoate, polyquaternium-7, citric acid, tetrasodium edta, mel, sine adipe lac, olea europaea fruit oil, aloe barbadensis leaf juice powder, cedrus atlantica bark oil, chamomilla recutita flower extract, hydrolyzed silk, lamium album flower extract, mentha aquatica leaf extract, prunus persica juice, benzyl benzoate, benzyl salicylate, hexyl cinnamal, linalool.</p>
CY		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, sodium chloride, parfum, sodium salicylate, sodium benzoate, polyquaternium-7, citric acid, tetrasodium edta, mel, sine adipe lac, olea europaea fruit oil, aloe barbadensis leaf juice powder, cedrus atlantica bark oil, chamomilla recutita flower extract, hydrolyzed silk, lamium album flower extract, mentha aquatica leaf extract, prunus persica juice, benzyl benzoate, benzyl salicylate, hexyl cinnamal, linalool</p>
HR		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, sodium chloride, parfum, sodium salicylate, sodium benzoate, polyquaternium-7, citric acid, tetrasodium edta, mel, sine adipe lac, olea europaea fruit oil, aloe barbadensis leaf juice powder, cedrus atlantica bark oil, chamomilla recutita flower extract, hydrolyzed silk, lamium album flower extract, mentha aquatica leaf extract, prunus persica juice, benzyl benzoate, benzyl salicylate, hexyl cinnamal, linalool</p>

IT		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, sodium chloride, parfum, sodium salicylate, sodium benzoate, polyquaternium-7, citric acid, tetrasodium edta, mel, sine adipe lac, olea europaea fruit oil, aloe barbadensis leaf juice powder, cedrus atlantica bark oil, chamomilla recutita flower extract, hydrolyzed silk, lamium album flower extract, mentha aquatica leaf extract, prunus persica juice, benzyl benzoate, benzyl salicylate, hexyl cinnamal, linalool</p>
LT		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, sodium chloride, parfum, sodium salicylate, sodium benzoate, polyquaternium-7, citric acid, tetrasodium edta, mel, sine adipe lac, olea europaea fruit oil, aloe barbadensis leaf juice powder, cedrus atlantica bark oil, chamomilla recutita flower extract, hydrolyzed silk, lamium album flower extract, mentha aquatica leaf extract, prunus persica juice, benzyl benzoate, benzyl salicylate, butylphenyl methylpropional, citronellol, hexyl cinnamal, linalool</p>
PL		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, sodium chloride, parfum, sodium salicylate, sodium benzoate, polyquaternium-7, citric acid, tetrasodium edta, mel, sine adipe lac, olea europaea fruit oil, aloe barbadensis leaf juice powder, cedrus atlantica bark oil, chamomilla recutita flower extract, hydrolyzed silk, lamium album flower extract, mentha aquatica leaf extract, prunus persica juice, benzyl benzoate, benzyl salicylate, butylphenyl methylpropional, citronellol, hexyl cinnamal, linalool</p>

Comment by the brand owner:

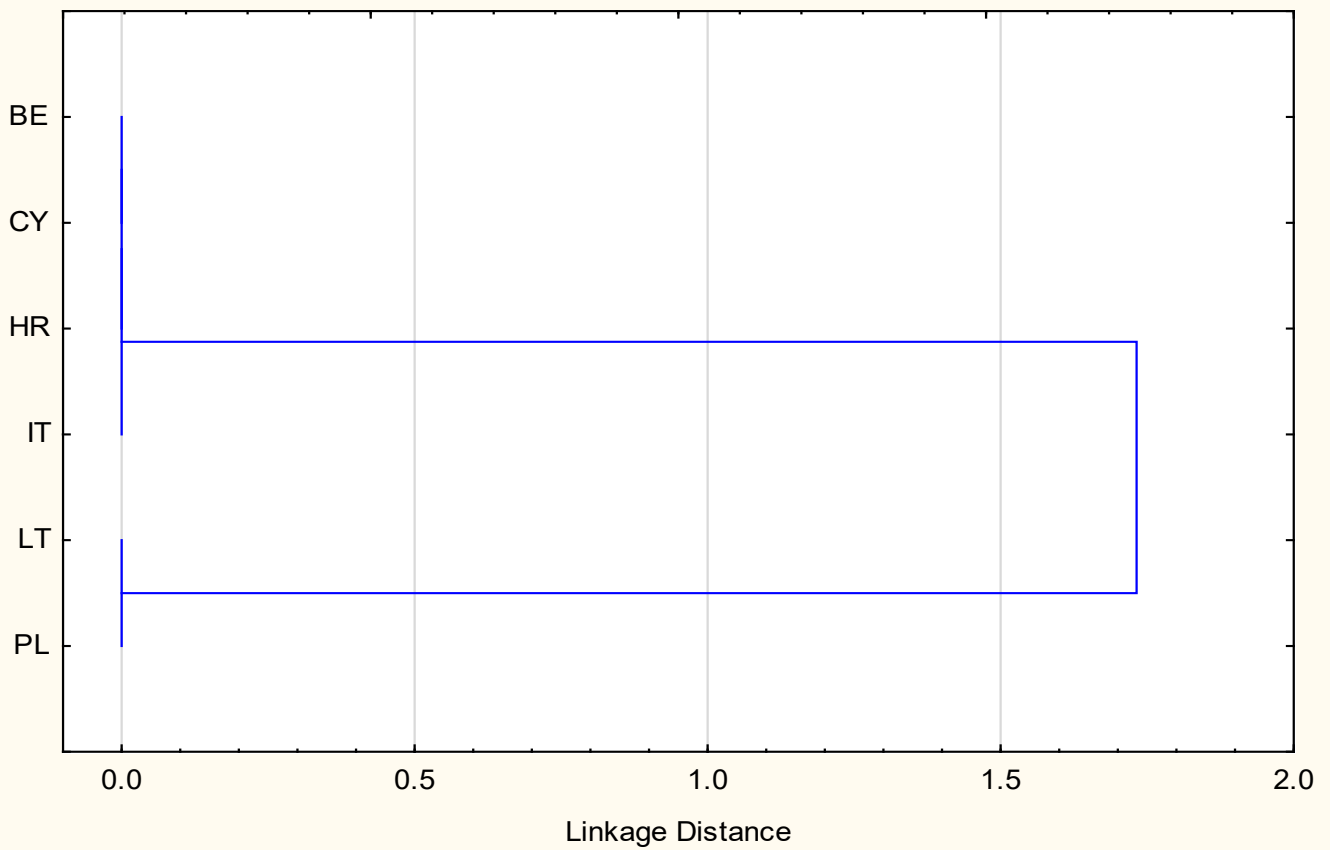
The report confirms that the products have the same formula across the European Countries. Correspondingly the observed differences in composition are connected to a reformulation programme.



**Palmolive shampoo olive**

Single Linkage


Euclidean distances



## Pantene Repair Shampoo

Country	Photo	Ingredients
DE		<p>aqua, sodium laureth sulfate, sodium citrate, cocamidopropyl betaine, sodium xylenesulfonate, stearyl alcohol, sodium lauryl sulfate, sodium chloride, cetyl alcohol, parfum, citric acid, sodium benzoate, polyquaternium-6, guar hydroxypropyltrimonium chloride, tetrasodium edta, sodium hydroxide, trihydroxystearin, panthenol, panthenyl ethyl ether, hexyl cinnamal, hydroxycitronellal, histidine, magnesium nitrate, methylchloroisothiazolinone, magnesium chloride, methylisothiazolinone</p>
HR		<p>aqua, sodium laureth sulfate, sodium citrate, cocamidopropyl betaine, sodium xylenesulfonate, stearyl alcohol, sodium chloride, cetyl alcohol, parfum, sodium benzoate, citric acid, sodium salicylate, polyquaternium-6, guar hydroxypropyltrimonium chloride, sodium hydroxide, trihydroxystearin, tetrasodium edta, panthenol, panthenyl ethyl ether, hexyl cinnamal, histidine</p>
IT		<p>aqua, sodium laureth sulfate, sodium citrate, cocamidopropyl betaine, sodium xylenesulfonate, stearyl alcohol, sodium lauryl sulfate, sodium chloride, cetyl alcohol, parfum, citric acid, sodium benzoate, polyquaternium-6, guar hydroxypropyltrimonium chloride, tetrasodium edta, sodium hydroxide, trihydroxystearin, panthenol, panthenyl ethyl ether, hexyl cinnamal, hydroxycitronellal, histidine, magnesium nitrate, methylchloroisothiazolinone, magnesium chloride, methylisothiazolinone</p>

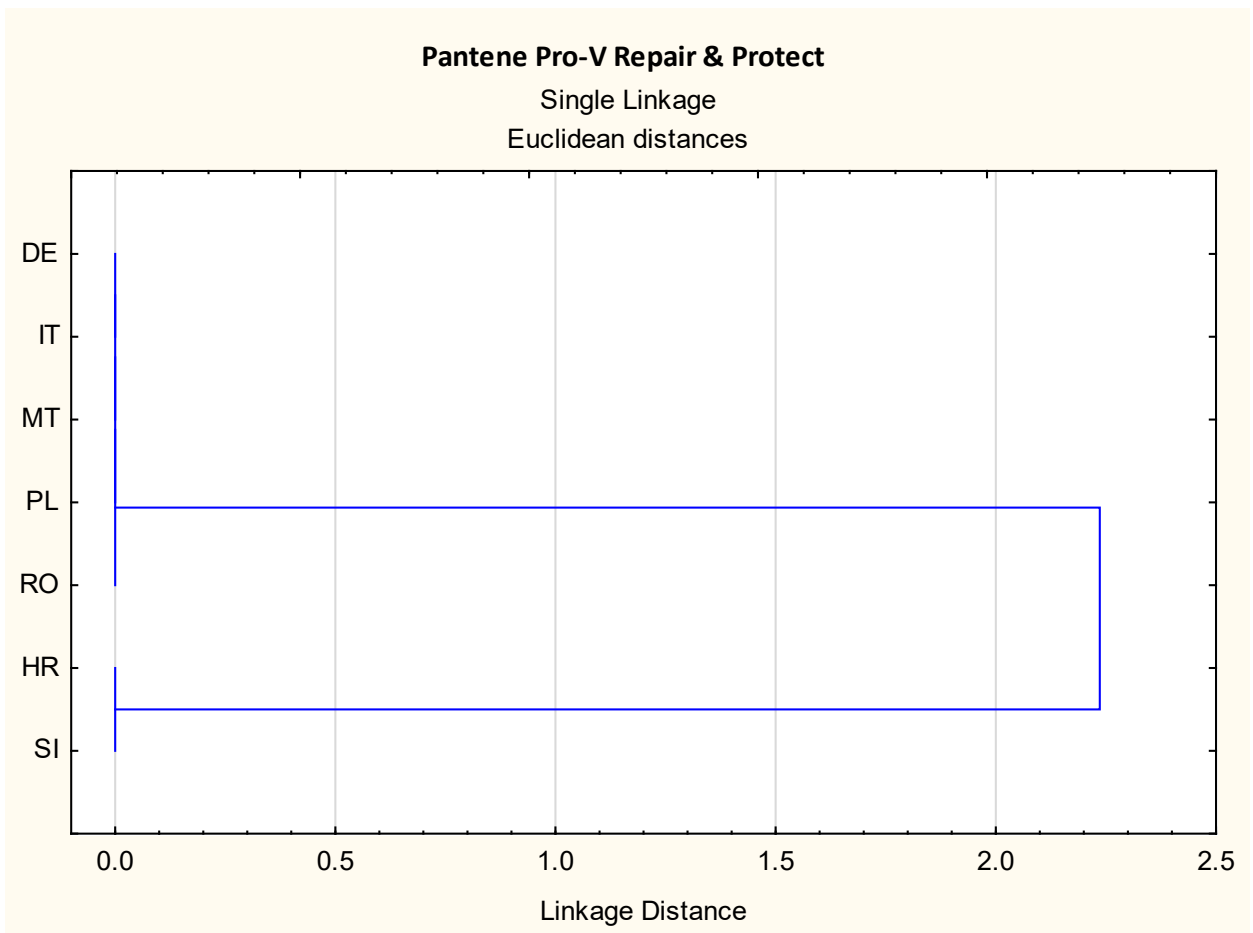
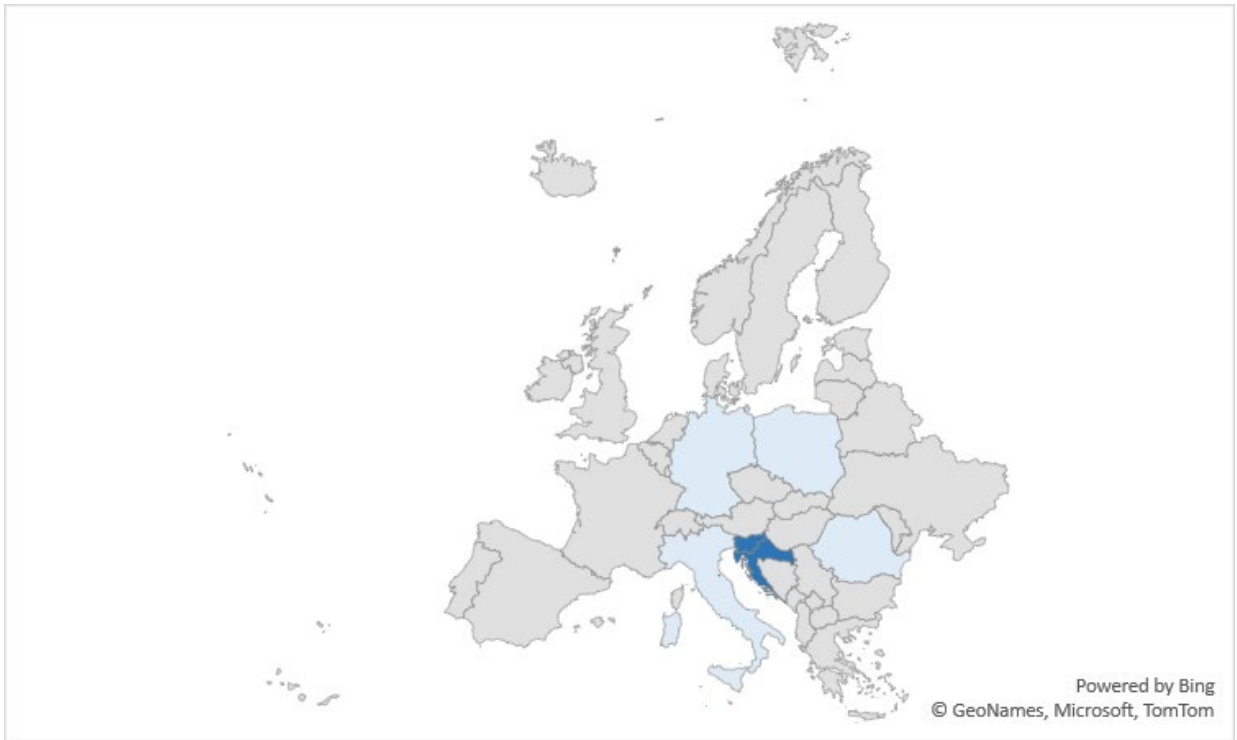
MT		<p>aqua, sodium laureth sulfate, sodium citrate, cocamidopropyl betaine, sodium xylenesulfonate, stearyl alcohol, sodium lauryl sulfate, sodium chloride, cetyl alcohol, parfum, citric acid, sodium benzoate, polyquaternium-6, guar hydroxypropyltrimonium chloride, tetrasodium edta, sodium hydroxide, trihydroxystearin, panthenol, panthenyl ethyl ether, hexyl cinnamal, hydroxycitronellal, histidine, magnesium nitrate, methylchloroisothiazolinone, magnesium chloride, methylisothiazolinone</p>
PL		<p>aqua, sodium laureth sulfate, sodium citrate, cocamidopropyl betaine, sodium xylenesulfonate, stearyl alcohol, sodium lauryl sulfate, sodium chloride, cetyl alcohol, parfum, citric acid, sodium benzoate, polyquaternium-6, guar hydroxypropyltrimonium chloride, tetrasodium edta, sodium hydroxide, trihydroxystearin, panthenol, panthenyl ethyl ether, hexyl cinnamal, hydroxycitronellal, histidine, magnesium nitrate, methylchloroisothiazolinone, magnesium chloride, methylisothiazolinone</p>
RO		<p>aqua, sodium laureth sulfate, sodium citrate, cocamidopropyl betaine, sodium xylenesulfonate, stearyl alcohol, sodium lauryl sulfate, sodium chloride, cetyl alcohol, parfum, citric acid, sodium benzoate, polyquaternium-6, guar hydroxypropyltrimonium chloride, tetrasodium edta, sodium hydroxide, trihydroxystearin, panthenol, panthenyl ethyl ether, hexyl cinnamal, hydroxycitronellal, histidine, magnesium nitrate, methylchloroisothiazolinone, magnesium chloride, methylisothiazolinone</p>

SI		<p>aqua, sodium laureth sulfate, sodium citrate, cocamidopropyl betaine, sodium xylenesulfonate, stearyl alcohol, sodium chloride, cetyl alcohol, parfum, sodium benzoate, citric acid, sodium salicylate, polyquaternium-6, guar hydroxypropyltrimonium chloride, sodium hydroxide, trihydroxystearin, tetrasodium edta, panthenol, panthenyl ethyl ether, hexyl cinnamal, histidine</p>
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Comment from the brand owner:

The HR and SI variant have the new formulation of the Pantene Repair Shampoo which we started selling in the EU as of February 2022.




The Pantene Repair Shampoo sampled in DE, IT, MT, PL, RO corresponds to our prior formulation. This formulation is no longer sold by P&G in the EU. The formulation now sold by P&G to customers across the EU is the new one.



## Pantene Repair Conditioner

Country	Photo	Ingredients
BE		<p>aqua, cetyl alcohol, stearamidopropyl dimethylamine, glycerin, stearyl alcohol, glutamic acid, bis-aminopropyl dimethicone, parfum, benzyl alcohol, sodium benzoate, citric acid, disodium edta, panthenol, panthenyl ethyl ether, histidine, hexyl cinnamal.</p>
DE		<p>aqua, cetyl alcohol, stearamidopropyl dimethylamine, glycerin, stearyl alcohol, glutamic acid, bis-aminopropyl dimethicone, parfum, benzyl alcohol, sodium benzoate, citric acid, disodium edta, panthenol, panthenyl ethyl ether, histidine, hexyl cinnamal</p>
HU		<p>aqua, cetyl alcohol, stearamidopropyl dimethylamine, glycerin, stearyl alcohol, glutamic acid, bis-aminopropyl dimethicone, citric acid, parfum, benzyl alcohol, disodium edta, phenoxyethanol, panthenol, panthenyl ethyl ether, histidine, hexyl cinnamal, hydroxycitronellal, magnesium nitrate, sodium chloride, methylchloroisothiazolinone, magnesium chloride, methylisothiazoline</p>



IT		<p>aqua, cetyl alcohol, stearamidopropyl dimethylamine, glycerin, steraryl alcohol, glutamic acid, bis-aminopropyl dimethicone, citric acid, parfum benzyl alcohol, disodium edta, phenoxyethanol, panthenol, panthenyl ethyl ether, histione, hexyl cinnamal, hydroxycitronellal, magnesium nitrate, sodium chloride, methylchloroisothiazolinone, magnesium chloride, methylisothiazolinone.</p>
MT		<p>aqua, cetyl alcohol, stearamidopropyl dimethylamine, glycerin, stearyl alcohol, glutamic acid, bis-aminopropyl dimethicone, citric acid, parfum, benzyl alcohol, disodium edta, phenoxyethanol, panthenol, panthenyl ethyl ether, histidine, hexyl cinnamal, hydroxycitronellal, magnesium nitrate, sodium chloride, methylchloroisothiazolinone, magnesium chloride, methylisothiazolinone.</p>
PL		<p>aqua, cetyl alcohol, stearamidopropyl dimethylamine, glycerin, stearyl alcohol, glutamic acid, bis-aminopropyl dimethicone, parfum, benzyl alcohol, sodium benzoate, citric acid, disodium edta, panthenol, panthenyl ethyl ether, histidine, hexyl cinnamal</p>

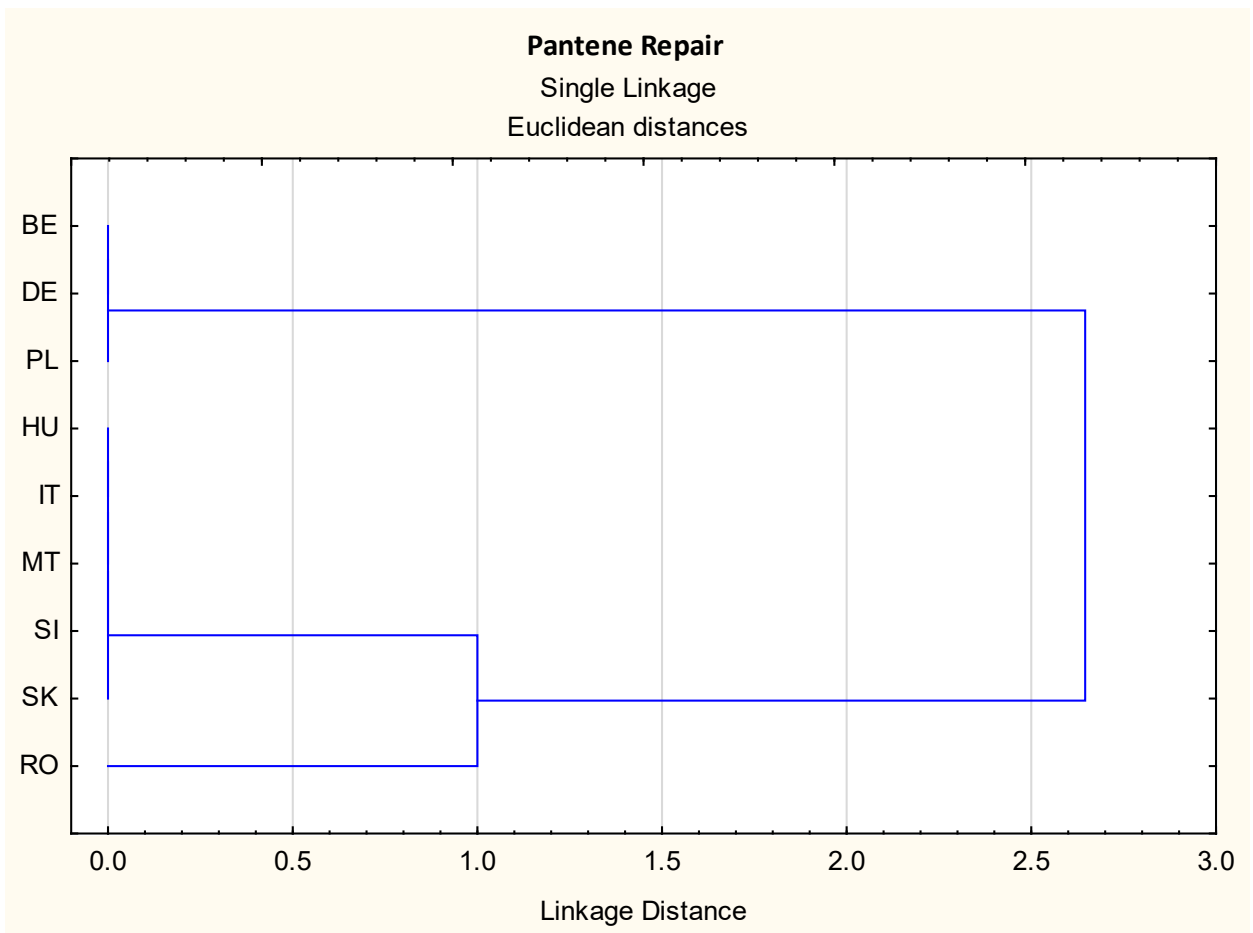
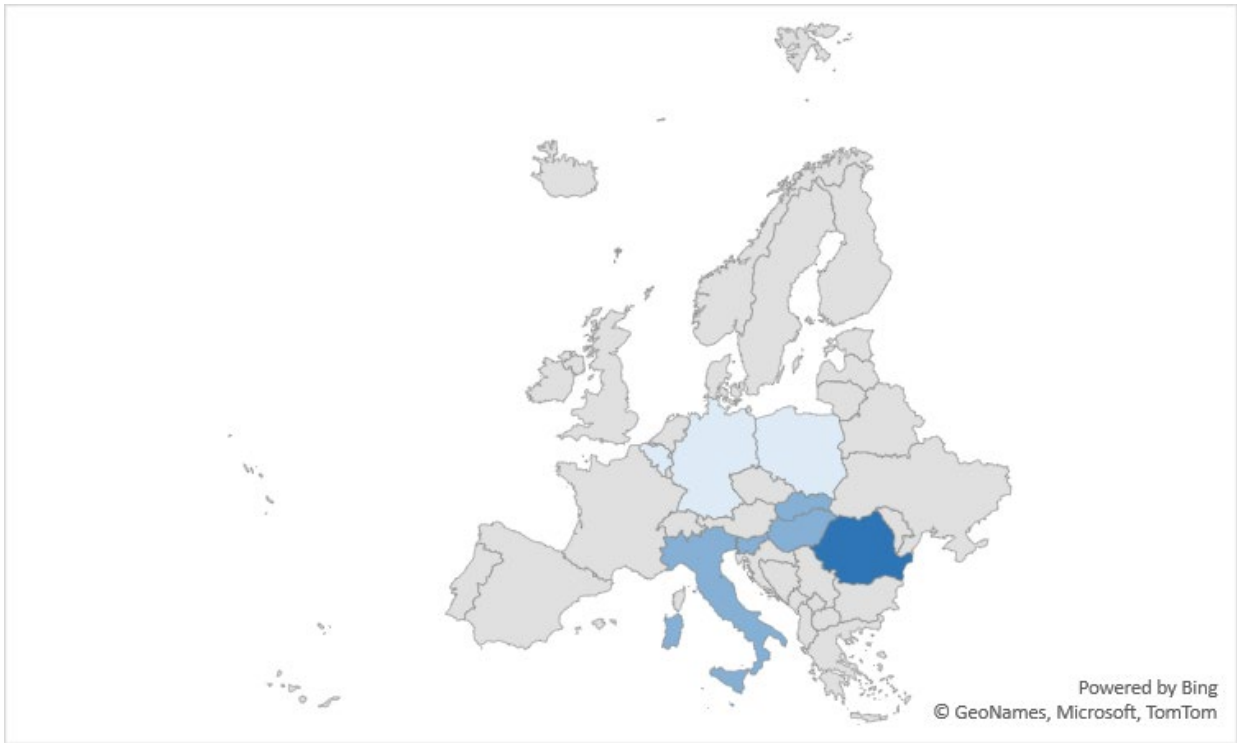
RO		<p>aqua, cetyl alcohol, stearamidopropyl dimethylamine, glycerin, stearyl alcohol, glutamic acid, bis-aminopropyl dimethicone, citric acid, parfum, benzyl alcohol, disodium edta, phenoxyethanol, panthenol, panthenyl ethyl ether, histidine, hexyl cinnamal, magnesium nitrate, sodium chloride, methylchloroisothiazolinone, magnesium chloride, methylisothiazolinone.</p>
SI		<p>aqua, cetyl alcohol, stearamidopropyl dimethylamine, glycerin, stearyl alcohol, glutamic acid, bis-aminopropyl dimethicone, citric acid, parfum, benzyl alcohol, disodium edta, phenoxyethanol, panthenol, panthenyl ethyl ether, histidine, hexyl cinnamal, hydroxycitronellal, magnesium nitrate, sodium chloride, methylchloroisothiazolinone, magnesium chloride, methylisothiazolinone</p>
SK		<p>aqua, cetyl alcohol, stearamidopropyl dimethylamine, glycerin, stearyl alcohol, glutamic acid, bis-aminopropyl dimethicone, citric acid, parfum, benzyl alcohol, disodium edta, phenoxyethanol, panthenol, panthenyl ethyl ether, histidine, hexyl cinnamal, hydroxycitronellal, magnesium nitrate, sodium chloride, methylchloroisothiazolinone, magnesium chloride, methylisothiazolinone</p>

Comment from the brand owner:




The DE, PL, BE variants have the new formulation of the Pantene Repair Conditioner variant which we started selling in the EU as of February 2022.

The RO variant corresponds to an intermediate formulation of Pantene Repair conditioner which we marketed as of May 2021 until we introduced the new formulation. This intermediate formulation had the same formulation as the old one except for the perfume, which explains the difference between the respective ingredient lists. This intermediate formulation is no longer sold by P&G to customers in the EU.




The HU, IT, MT, SI, SK variants correspond to an older formulation of Pantene Repair conditioner. This formulation is no longer sold by P&G to customers in the EU.



## Pantene Volume Shampoo

Country	Photo	Ingredients
AT		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, sodium xylenesulfonate, sodium chloride, parfum, citric acid, sodium benzoate, sodium citrate, sodium salicylate, hydroxypropyl methylcellulose, sodium hydroxide, tetrasodium edta, panthenol, panthenyl ethyl ether, hexyl cinnamal, histidine, glyoxal</p>
BE*)		<p><i>aqua, sodium laureth sulfate, cocamidopropyl betane, sodium xylenesulfonate, sodium chloride, parfum, citric acid, sodium benzoate, sodium citrate, sodium salicylate, hydroxypropyl methylcellulose, sodium hydroxide, tetrasodium edta, panthenol, panthenyl ethyl ether, hexyl cinnamal, histidine, glyoxal, biotin</i></p>
DE*)		<p><i>aqua, sodium laureth sulfate, sodium citrate, sodium xylenesulfonate, sodium lauryl sulfate, glycol distearate, cocamidopropyl betaine, sodium chloride, dimethicone, cocamide mea, parfum, sodium benzoate, stearyl alcohol, citric acid, sodium salicylate, cetyl alcohol, glycerin, guar hydroxypropyltrimonium chloride, polyquaternium-6, sodium hydroxide, tetrasodium edta, panthenol, panthenyl ethyl ether, histidine, hexyl cinnamal</i></p>

GR		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, sodium xylenesulfonate, sodium chloride, parfum, citric acid, sodium benzoate, sodium citrate, sodium salicylate, hydroxypropyl methylcellulose, sodium hydroxide, tetrasodium edta, panthenol, panthenyl ethyl ether, hexyl cinnamal, hydroxycitronellal, histidine, glyoxal</p>
HR		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, sodium xylenesulfonate, sodium chloride, parfum, citric acid, sodium benzoate, sodium citrate, sodium salicylate, hydroxypropyl methylcellulose, sodium hydroxide, tetrasodium edta, panthenol, panthenyl ethyl ether, hexyl cinnamal, histidine, glyoxal</p>
HU*)		<p><i>aqua, sodium laureth sulfate, sodium citrate, sodium xylenesulfonate, sodium lauryl sulfate, glycol distearate, cocamidopropyl betaine, sodium chloride, dimethicone, cocamide mea, parfum, stearyl alcohol, citric acid, sodium benzoate, cetyl alcohol, glycerin, tetrasodium edta, guar hydroxypropyltrimonium chloride, polyquaternium-6, sodium hydroxide, panthenol, panthenyl ethyl ether, histidine, hexyl cinnamal, magnesium nitrate, methylchloroisothiazolinone, magnesium chloride, methylisothiazolinone</i></p>

IT*)		<p><i>aqua, sodium laureth sulfate, sodium citrate, sodium xylenesulfonate, sodium lauryl sulfate, glycol distearate, cocamidopropyl betaine, sodium chloride, dimethicone, cocamide mea, parfum, stearyl alcohol, citric acid, sodium benzoate, cetyl alcohol, glycerin, tetrasodium edta, guar hydroxypropyltrimonium chloride, polyquaternium-6, sodium hydroxide, panthenol, panthenyl ethyl ether, histidine, hexyl cinnamal, magnesium nitrate, methylchloroisothiazolinone, magnesium chloride, methylsothiazolinone.</i></p>
MT		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, sodium xylenesulfonate, sodium chloride, parfum, citric acid, sodium benzoate, sodium citrate, sodium salicylate, hydroxypropyl methylcellulose, sodium hydroxide, tetrasodium edta, panthenol, panthenyl ethyl ether, hexyl cinnamal, hydroxycitronellal, histidine, glyoxal.</p>
PL		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, sodium xylenesulfonate, sodium chloride, parfum, citric acid, sodium benzoate, sodium citrate, sodium salicylate, hydroxypropyl methylcellulose, sodium hydroxide, tetrasodium edta, panthenol, panthenyl ethyl ether, hexyl cinnamal, hydroxycitronellal, histidine, glyoxal</p>

RO		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, sodium xylenesulfonate, sodium chloride, parfum, citric acid, sodium benzoate, sodium citrate, sodium salicylate, hydroxypropyl methylcellulose, sodium hydroxide, tetrasodium edta, panthenol, panthenyl ethyl ether, hexyl cinnamal, hydroxycitronellal, histidine, glyoxal.</p>
SK		<p>aqua, sodium laureth sulfate, cocamidopropyl betaine, sodium xylenesulfonate, sodium chloride, parfum, citric acid, sodium benzoate, sodium citrate, sodium salicylate, hydroxypropyl methylcellulose, sodium hydroxide, tetrasodium edta, panthenol, panthenyl ethyl ether, hexyl cinnamal, hydroxycitronellal, histidine, glyoxal.</p>

\*) different product variant according to the brand owner (excluded from the comparative assessment).

Comment by the brand owner:

A new formulation of the Pantene Volume Shampoo started selling in the EU as of February 2022. The AT and HR variant corresponds to our prior formulation. This formulation is no longer sold by P&G in the EU. The formulation now sold by P&G to customers across the EU is the new one.

The DE and IT and HU variants are Pantene Volume 3 in 1. As reflected in the INCI lists, the formula of this 3 in 1 product is different versus the 1-in-1 shampoos, in order to provide the 3 in 1 benefit.

# Pantene Volume Shampoo

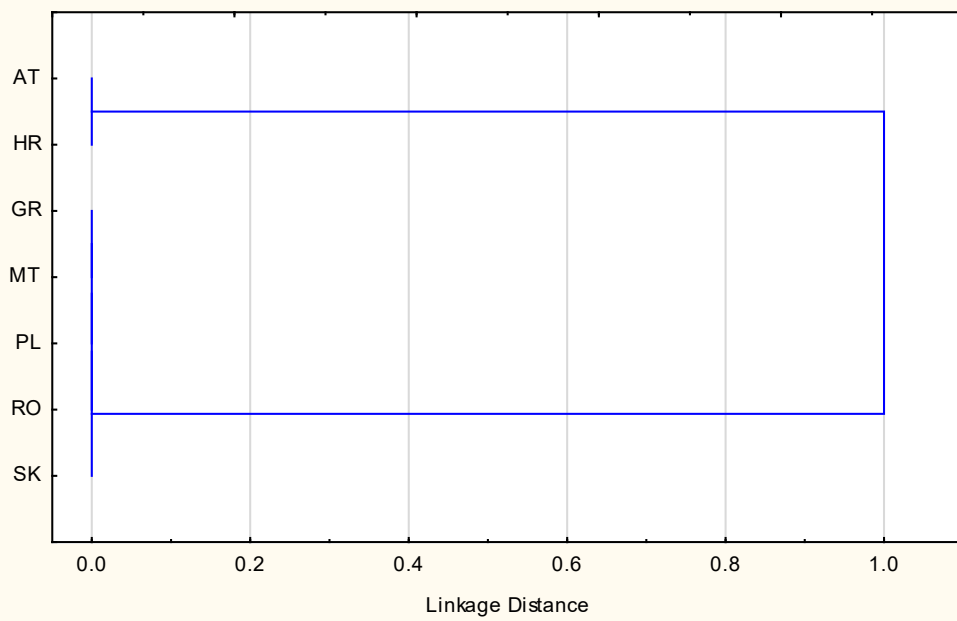


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## Pantene Volume Shampoo

Single Linkage




Euclidean distances





## Parodontax Extra Fresh toothpaste

Country	Photo	Ingredients
BE		<p>sodium bicarbonate, aqua, glycerin, cocamidopropyl betaine, aroma, xanthan gum, sodium fluoride, sodium saccharin, titanium dioxide, steviol glycosides, limonene, ci 77491</p>
FR*)		<p><i>sodium bicarbonate, aqua, glycerin, hydrated silica, sodium lauryl sulfate, aroma, xanthan gum, cocamidopropyl betaine, sodium saccharin, sodium fluoride, titanium dioxide, steviol glycosides, limonene, ci 77491</i></p>
GR		<p>sodium bicarbonate, aqua, glycerin, cocamidopropyl betaine, aroma, xanthan gum, sodium fluoride, sodium saccharin, titanium dioxide, steviol glycosides, limonene, ci 77491</p>

<p>HU</p>		<p>sodium bicarbonate, aqua, glycerin, cocamidopropyl betaine, aroma, xanthan gum, sodium fluoride, sodium saccharin, titanium dioxide, steviol glycosides, limonene, ci 77491</p>
<p>MT</p>		<p>sodium bicarbonate, aqua, glycerin, cocamidopropyl betaine, aroma, xanthan gum, sodium flouride, sodium saccharin, limonene, ci 77491.</p>
<p>NL</p>		<p>sodium bicarbonate, aqua, glycerin, cocamidopropyl betaine, aroma, xanthan gum, sodium fluoride, sodium saccharin, titanium dioxide, steviol glycosides, limonene, ci 77491</p>

RO		sodium bicarbonate, aqua, glycerin, cocamidopropyl betaine, aroma, xanthan gum, sodium fluoride, sodium saccharin, titanium dioxide, steviol glycosides, limonene, ci 77491
SK		sodium bicarbonate, aqua, glycerin, cocamidopropyl betaine, aroma, xanthan gum, sodium flouride, sodium saccharin, limonene, ci 77491

\*) different product variant according to the brand owner (excluded from the comparative assessment)

Comment from the brand owner:

When a product is refreshed or redesigned (e.g. for a new flavour, other formulation change or change in packaging), both the previous and updated versions will be available until the old version is sold out. This is standard industry practice. In this case, Malta and Slovakia still had the previous version of parodontax Extra Fresh available in their markets at the time of your review.

As a separate point, please note that the photograph and the ingredients listing that you highlight for France are for a different product from the others you have shared. They are for parodontax Complete Protection Extra Fresh. The product parodontax Extra Fresh - with the same ingredients listing as the other products you have highlighted - is also available in France.

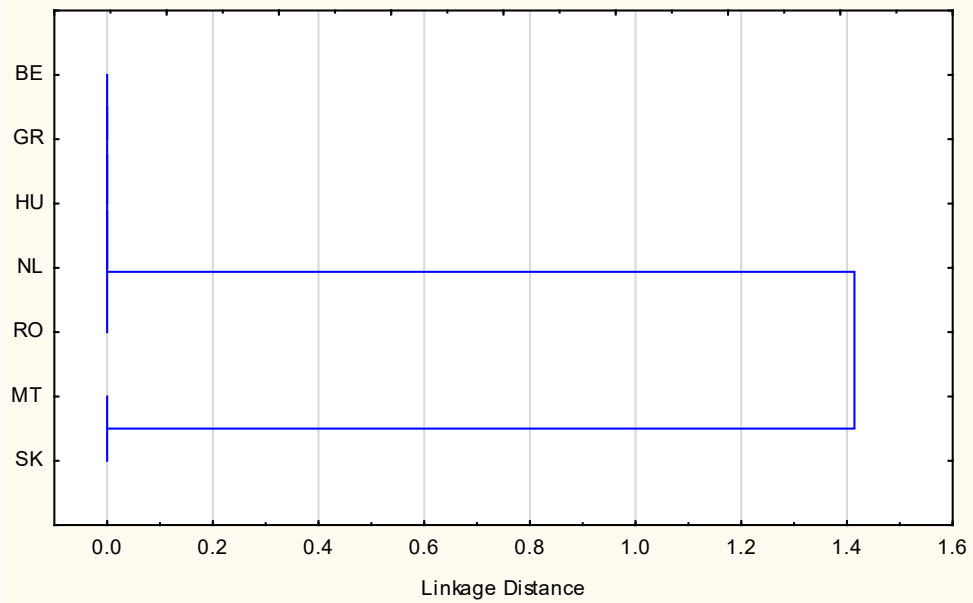
### Parodontax Extra Fresh







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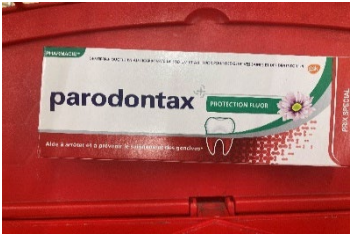



### Parodontax Extra Fresh

Single Linkage  
Euclidean distances





## Parodontax Fluoride

Country	Photo	Ingredients
AT		<p>sodium bicarbonate, aqua, glycerin, cocamidopropyl betaine, aroma, xanthan gum, sodium fluoride, sodium saccharin, titanium dioxide, steviol glycosides, limonene, cl 77491</p>
BE*)		<p><i>sodium bicarbonate, aqua, glycerin, cocamidopropyl betaine, aroma, xanthan gum, sodium fluoride, sodium saccharin, titanium dioxide, steviol glycosides, limonene, cl 77491</i></p>
DE		<p>sodium bicarbonate, aqua, glycerin, cocamidopropyl betaine, aroma, xanthan gum, sodium fluoride, sodium saccharin, titanium dioxide, steviol glycosides, limonene, ci 77491</p>
EE		<p>sodium bicarbonate, aqua, glycerin, cocamidopropyl betaine, aroma, xanthan gum, sodium fluoride, sodium saccharin, ci 77491.</p>

FR*)		<p>sodium bicarbonate, aqua, glycerin, hydrated silica, cocamidopropyl betaine, aroma, xanthan gum, sodium fluoride, sodium saccharin, titanium dioxide, limonene, ci 77491</p>
HR		<p>sodium bicarbonate, aqua, glycerin, cocamidopropyl betaine, aroma, xanthan gum, sodium fluoride, sodium saccharin, titanium dioxide, steviol glycosides, limonene, ci 77491</p>
IT*)		<p>sodium bicarbonate, aqua, glycerin, cocamidopropyl betaine, aroma, xanthan gum, sodium fluoride, sodium saccharin, titanium dioxide, steviol glycosides, limonene, ci 77491</p>
LT		<p>sodium bicarbonate, aqua, glycerin, cocamidopropyl betaine, aroma, xanthan gum, sodium fluoride, sodium saccharin, ci 77491</p>

LV		<p>sodium bicarbonate, aqua, glycerin, cocamidopropyl betaine, aroma, xanthan gum, sodium fluoride, sodium saccharin, ci 77491.</p>
MT		<p>sodium bicarbonate, aqua, glycerin, cocamidopropyl betaine, aroma, xanthan gum, sodium flouride, sodium saccharin, ci 77491,</p>
NL*)		<p><i>sodium bicarbonate, aqua, glycerin, cocamidopropyl betaine, aroma, xanthan gum, sodium fluoride, sodium saccharin, titanium dioxide, steviol glycosides, limonene, ci 77491</i></p>
RO		<p>sodium bicarbonate, aqua, glycerin, cocamidopropyl betaine, aroma, xanthan gum, sodium fluoride, sodium saccharin, ci 77491.</p>

SI		sodium bicarbonate, aqua, glycerin, cocamidopropyl betaine, aroma, xanthan gum, sodium fluoride, sodium saccharin, titanium dioxide, steviol glycosides, limonene, ci 77491
SK		sodium bicarbonate, aqua, glycerin, cocamidopropyl betaine, aroma, xanthan gum, sodium fluoride, sodium saccharin, titanium dioxide, steviol glycosides, limonene, ci 77491

\*) different product variant (excluded from the comparative assessment of Parodontax Fluoride, Paradontax Original included in the dendrogram for information)

Comment from the brand owner:

We seek to offer the same consistent quality throughout EU countries for these products. Moreover, we seek to ensure consistency of formulation, specification and manufacturing site across the EU for them where possible. However, there are a few scenarios in which more than one version of a product may be available in different EU countries at a given time.

When a product is refreshed or redesigned (e.g. for a new flavour, other formulation change or change in packaging), both the previous and updated versions will be available until the old version is sold out. This is standard industry practice. In this case, Estonia, Latvia, Lithuania, Malta and Romania still had the previous version of parodontax Fluoride available in their markets at the time of your review.



### Parodontax Fluoride

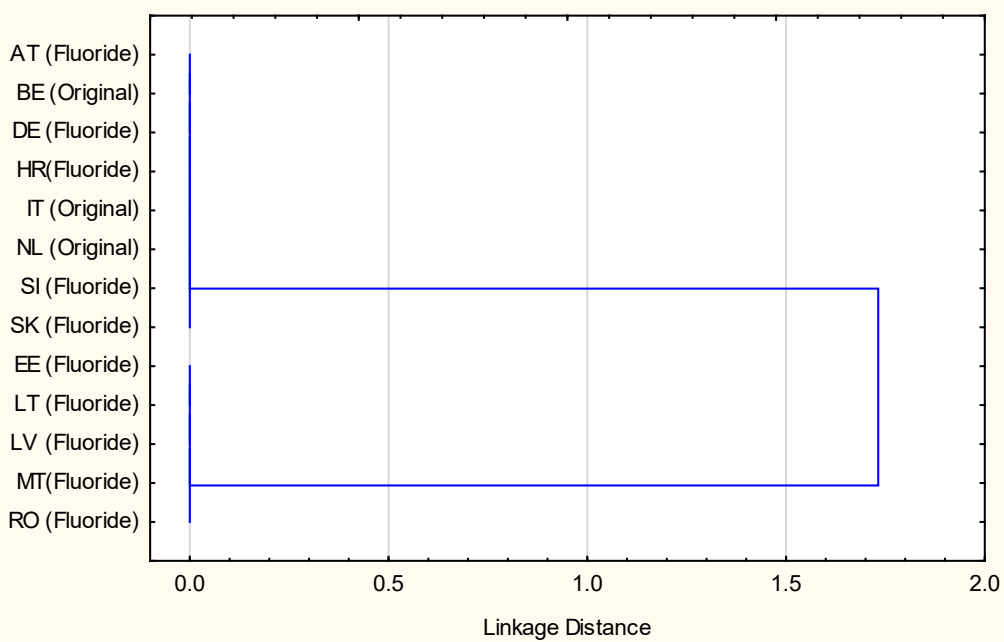


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### Parodontax Fluoride

Single Linkage

Euclidean distances



## Rexona - invisible on black + white Clothes

Country	Photo	Ingredients
BE		<p>butane, isobutane, propane, cyclopentasiloxane, aluminum chlorohydrate, ppg-14 butyl ether, parfum, disteardimonium hectorite, propylene carbonate, caprylic/capric triglyceride, gelatin crosspolymer, cellulose gum, sodium benzoate, hydrated silica, aqua, sodium starch octenylsuccinate, maltodextrin, hydrolysed corn starch octenylsuccinate, silica, bht, alpha-isomethyl ionone, benzyl alcohol, benzyl salicylate, citronellol, geraniol, hexyl cinnamal, hydroxycitronellal, limonene, linalool.</p>
FR*)		<p><i>butane, isobutane, propane, cyclopentasiloxane, aluminum chlorohydrate, ppg-14 butyl ether, parfum, disteardimonium hectorite, propylene carbonate, caprylic/capric triglyceride, gelatin crosspolymer, cellulose gum, sodium benzoate, hydrated silica, aqua, sodium starch octenylsuccinate, maltodextrin, hydrolyzed corn starch octenylsuccinate, silica, bht, alpha-isomethyl ionone, benzyl alcohol, benzyl salicylate, limonene, linalool</i></p>
GR*)		<p><i>butane, isobutane, propane, cyclopentasiloxane, aluminium chlorohydrate, ppg-14 butyl ether, parfum, disteardimonium hectorite, propylene carbonate, caprylic/capric triglyceride, sodium starch octenylsuccinate, bht, alpha-isomethyl ionone, benzyl alcohol, benzyl salicylate, citronellol, geraniol, hexyl cinnamal, linalool</i></p>

HR		<p>butane, isobutane, propane, cyclopentasiloxane, aluminum chlorohydrate, ppg-14 butyl ether, parfum, disteardimonium hectorite, propylene carbonate, caprylic/capric triglyceride, gelatin crosspolymer, cellulose gum, sodium benzoate, hydrated silica, aqua, sodium starch octenylsuccinate, maltodextrin, hydrolysed corn starch octenylsuccinate, silica, bht, alpha-isomethyl ionone, benzyl alcohol, benzyl salicylate, citronellol, geraniol, hexyl cinnamal, hydroxycitronellal, limonene, linalool.</p>
HU		<p>butane, isobutane, propane, cyclopentasiloxane, aluminum chlorohydrate, ppg-14 butyl ether, parfum, disteardimonium hectorite, propylene carbonate, caprylic/capric triglyceride, gelatin crosspolymer, cellulose gum, sodium benzoate, hydrated silica, aqua, sodium starch octenylsuccinate, maltodextrin, hydrolysed corn starch octenylsuccinate, silica, bht, alpha-isomethyl ionone, benzyl alcohol, benzyl salicylate, citronellol, geraniol, hexyl cinnamal, hydroxycitronellal, limonene, linalool</p>
LT		<p>butane, isobutane, propane, cyclopentasiloxane, aluminum chlorohydrate, ppg-14 butyl ether, parfum, disteardimonium hectorite, propylene carbonate, caprylic/capric triglyceride, gelatin crosspolymer, cellulose gum, sodium benzoate, hydrated silica, aqua, sodium starch octenylsuccinate, maltodextrin, hydrolysed corn starch octenylsuccinate, silica, bht, alpha-isomethyl ionone, benzyl alcohol, benzyl salicylate, citronellol, geraniol, hexyl cinnamal, hydroxycitronellal, limonene, linalool.</p>

LV		<p>butane, isobutane, propane, cyclopentasiloxane, aluminium chlorohydrate, ppg-14 butyl ether, parfum, disteardimonium hectorite, propylene carbonate, caprylic/capric triglyceride, gelatin crosspolymer, cellulose gum, sodium benzoate, hydrated silica, aqua, sodium starch octenylsuccinate, maltodextrin, hydrolysed corn starch octenylsuccinate, silica bht, alpha-isomethyl ionone, benzyl alcohol, benzyl salicylate, citronellol, geraniol, hexyl cinnamal, hydroxycitronellal, limonene, linalool</p>
NL*)		<p><i>butane, isobutane, propane, cyclopentasiloxane, ppg-14 butyl ether, aluminum sesquichlorohydrate, parfum, disteardimonium hectorite, glycine, calcium chloride, propylene carbonate, sodium starch octenylsuccinate, bht, maltodextrin, hydrolyzed corn starch octenylsuccinate, silica, alpha-isomethyl ionone, benzyl alcohol, benzyl salicylate, citronellol, geraniol, hexyl cinnamal, hydroxycitronellal, limonene, linalool</i></p>
PL		<p>butane, isobutane, propane, cyclopentasiloxane, aluminum chlorohydrate, ppg-14 butyl ether, parfum, disteardimonium hectorite, propylene carbonate, caprylic/capric triglyceride, gelatin crosspolymer, cellulose gum, sodium benzoate, hydrated silica, aqua, sodium starch octenylsuccinate, maltodextrin, hydrolysed corn starch octenylsuccinate, silica, bht, alpha-isomethyl ionone, benzyl alcohol, benzyl salicylate, citronellol, geraniol, hexyl cinnamal, hydroxycitronellal, limonene, linalool</p>

RO		<p>butane, isobutane, propane, cyclopentasiloxane, aluminum chlorohydrate, ppg-14 butyl ether, parfum, disteardimonium hectorite, propylene carbonate, caprylic/capric triglyceride, gelatin crosspolymer, cellulose gum, sodium benzoate, hydrated silica, aqua, sodium starch octenylsuccinate, maltodextrin, hydrolysed corn starch octenylsuccinate, silica, bht, alpha-isomethyl ionone, benzyl alcohol, benzyl salicylate, citronellol, geraniol, hexyl cinnamal, hydroxycitronellal, limonene, linalool.</p>
SK		<p>butane, isobutane, propane, cyclopentasiloxane, aluminum chlorohydrate, ppg-14 butyl ether, parfum, disteardimonium hectorite, propylene carbonate, caprylic/capric triglyceride, gelatin crosspolymer, cellulose gum, sodium benzoate, hydrated silica, aqua, sodium starch octenylsuccinate, maltodextrin, hydrolysed corn starch octenylsuccinate, silica, bht, alpha-isomethyl ionone, benzyl alcohol, benzyl salicylate, citronellol, geraniol, hexyl cinnamal, hydroxycitronellal, limonene, linalool</p>




\*) different product variant according to the brand owner (excluded from the comparative assessment)

Comment by the brand owner:




All products have the same formulation with the exception of:

- The NL product is part of a new innovation providing a more premium product. This has a completely different technology.
- The GR product (Rexona Active Protection + Invisible) is a different product / different variant. May be included in the assessment by mistake, due to the same (black and white clothing) logo in the bottom of the pack.
- The FR product is the male variant of the female products (black + white clothes) appearing in the assessment. This is a different AW and hardware. Same formulation but different perfume (seen in the different perfume allergens in the ingredients list).

## Schwarzkopf Gliss Hair Repair Shampoo

Country	Photo	Ingredients
AT		<p>aqua (water, eau), sodium laureth sulfate, cocamidopropyl betaine , peg-7 glyceryl cocoate, hydroxypropyl guar hydroxypropyltrimonium chloride, vitis vinifera (grape) seed oil, hydrolyzed keratin, disodium cocoamphodiacetate, sodium benzoate, citric acid, glycol distearate, hydrogenated castor oil, sodium chloride, sodium hydroxide, propylene glycol, potassium sorbate, phenoxyethanol, cocamide mea, peg-40 hydrogenated castor oil, peg-120 methyl glucose dioleate, laureth-4, parfum (fragrance), linalool, benzylsalicylate, amyl cinnamal, limonene, alpha-isomethyl ionone, benzyl alcohol</p>
BE		<p>aqua (water, eau), sodium laureth sulfate, cocamidopropyl betaine, peg-7 glyceryl cocoate, hydroxypropyl guar hydroxypropyl trimonium chloride, vitis vinifera (grape) seed oil, hydrolyzed keratin, disodium cocoamphodiacetate, sodium benzoate, citric acid, glycol distearate, hydrogenated castor oil, sodium chloride, sodium hydroxide, propylene glycol, potassium sorbate, phenoxyethanol, cocamide mea, peg-40 hydrogenated castor oil, peg-120 methyl glucose dioleate, laureth-4, parfum (fragrance), linalool, benzyl salicylate, amyl cinnamal, limonene, alpha-isomethyl ionone, benzyl alcohol</p>
CY		<p>aqua (water, eau), sodium laureth, sulfate, cocamidopropyl betaine, peg-7 glyceryl cocoate, hydroxypropyl guar hydroxypropyltrimonium chloride, vitis vinifera (grape) seed oil, hydrolyzed keratin, disodium cocoamphodiacetate, sodium benzoate, citric acid, glycol distearate, hydrogenated castor oil, sodium chloride, sodium hydroxide, propylene glycol, potassium sorbate, phenoxyethanol, cocamide mea, peg-40 hydrogenated castor oil, peg-120 methyl glucose dioleate, laureth-4, parfum (fragrance), linalool, benzyl salicylate, amyl cinnamal, limonene, alpha isomethyl ionone, benzyl alcohol</p>

DE		<p>aqua (water, eau), sodium laureth sulfate, cocamidopropyl betaine, peg-7 glyceryl cocoate, hydroxypropyl guar hydroxypropyltrimonium chloride, vitis vinifera (grape) seed oil, hydrolyzed keratin, disodium cocoamphodiacetate, sodium benzoate, citric acid, glycol distearate, hydrogenated castor oil, sodium chloride, sodium hydroxide, propylene glycol, potassium sorbate, phenoxyethanol, cocamide mea, peg-40 hydrogenated castor oil, peg-120 methyl glucose dioleate, laureth-4, parfum (fragrance), linalool, benzyl salicylate, amyl cinnamal, limonene, alpha-isomethyl ionone, benzy alcohol</p>
EE		<p>aqua (water, eau), sodium laureth sulfate, cocamidopropyl betaine, peg-7 glyceryl cocoate, hydroxypropyl guar hydroxypropyltrimonium chloride, vitis vinifera (grape) seed oil, hydrolyzed keratin, disodium cocoamphodiacetate, sodium benzoate, citric acid, glycol distearate, hydrogenated castrol oil, sodium chloride, sodium hydroxide, propylene glycol, potassium sorbate, phenoxyethanol, cocamide mea, peg-40 hydrogenated castrol oil, peg-120 methyl glucose dioleate, laureth-4, parfum (fragrance), linalool, benzyl salicylate, amyl cinnamal, limonene, alpha-isomethyl ionene, benzy alcohol.</p>
FR		<p>aqua (water, eau), sodium laureth sulfate, cocamidopropyl betaine, peg-7 glyceryl cocoate, hydroxypropyl guar hydroxypropyltrimonium chloride, vitis vinifera (grape) seed oil, hydrolyzed keratin, disodium cocoamphodiacetate, sodium benzoate, citric acid, glycol distearate, hydrogenated castor oil, sodium chloride, sodium hydroxide, propylene glycol, potassium sorbate, phenoxyethanol, cocamide mea, peg-40 hydrogenated castor oil, peg-120 methyl glucose dioleate, laureth-4, parfum (fragrance), linalool, benzyl salicylate, amyl cinnamal, limonene, alpha-isomethylionone, benzy alcohol</p>

GR		<p>aqua (water, eau), sodium laureth sulfate, cocamidopropyl betaine, peg-7 glyceryl cocoate, hydroxypropyl guar hydroxypropyltrimonium chloride, vitis vinifera (grape) seed oil, hydrolyzed keratin, disodium cocoamphodiacetate, sodium benzoate, citric acid, glycol distearate, hydrogenated castor oil, sodium chloride, sodium hydroxide, propylene glycol, potassium sorbate, phenoxyethanol, cocamide mea, peg-40 hydrogenated castor oil, peg-120 methyl glucose dioleate, laureth-4, parfum (fragrance), linalool, benzyl salicylate, amyl cinnamal, limonene, alpha-isomethyl ionone, benzyl alcohol</p>
HR		<p>aqua (water, eau), sodium laureth sulfate, cocamidopropyl betaine, peg-7 glyceryl cocoate, hydroxypropyl guar hydroxypropyltrimonium chloride, vitis vinifera (grape) seed oil, hydrolyzed keratin, disodium cocoamphodiacetate, sodium benzoate, citric acid, glycol distearate, hydrogenated castor oil, sodium chloride, sodium hydroxide, propylene glycol, potassium sorbate, phenoxyethanol, cocamide mea, peg-40 hydrogenated castor oil, peg-120 methyl glucose dioleate, laureth-4, parfum (fragrance), linalool, benzyl salicylate, amyl cinnamal, limonene, alpha-isomethyl ionone, benzyl alcohol</p>
HU		<p>aqua (water, eau), sodium laureth sulfate, cocamidopropyl betaine, peg-7 glyceryl cocoate, hydroxypropyl guar hydroxypropyltrimonium chloride, vitis vinifera (grape) seed oil, hydrolyzed keratin, disodium cocoamphodiacetate, sodium benzoate, citric acid, glycol distearate, hydrogenated castor oil, sodium chloride, sodium hydroxide, propylene glycol, potassium sorbate, phenoxyethanol, cocamide mea, peg-40 hydrogenated castor oil, peg-120 methyl glucose dioleate, laureth-4, parfum (fragrance), linalool, benzyl salicylate, amyl cinnamal, limonene, alpha-isomethyl ionone, benzyl alcohol.</p>



IT		<p>aqua (water, eau), sodium laureth sulfate, cocamidopropyl betaine, peg-7 glyceryl cocoate, hydroxypropyl guar hydroxypropyltrimonium chloride, vitis vinifera (grape) seed oil, hydrolyzed keratin, disodium cocoamphodiacetate, sodium benzoate, citric acid, glycol distearate, hydrogenated castor oil, sodium chloride, sodium hydroxide, propylene glycol, potassium sorbate, phenoxyethanol, cocamide mea, peg-40 hydrogenated castor oil, peg-120 methyl glucose dioleate, laureth-4, parfum (fragrance), linalool, benzyl salicylate, amyl cinnamal, limonene, alpha-isomethyl ionone, benzyl alcohol.</p>
LT		<p>aqua (water, eau), sodium laureth sulfate, cocamidopropyl betaine, peg-7 glyceryl cocoate, hydroxypropyl guar hydroxypropyltrimonium chloride, vitis vinifera (grape) seed oil, hydrolyzed keratin, disodium cocoamphodiacetate, sodium benzoate, citric acid, glycol distearate, hydrogenated castor oil, sodium chloride, sodium hydroxide, propylene glycol, potassium sorbate, phenoxyethanol, cocamide mea, peg-40, hydrogenated castrol oil, peg-120 methyl glucose doleate, laureth-4, parfum (fragrance), linalool, benzyl salicylate, amyl cinnamal, limonene, alpha-isomethyl ionone, benzyl alcohol.</p>
LV		<p>Aqua (water, eau), sodium laureth sulfate, cocamidopropyl betaine, peg-7 glyceryl cocoate, hydroxypropyl guar hydroxypropyltrimonium chloride, vitis vinifera (grape) seed oil, hydrolyzed keratin, disodium cocoamphodiacetate, sodium benzoate, citric acid, glycol distearate, hydrogenated castor oil, sodium chloride, sodium hydroxide, propylene glycol, potassium sorbate, phenoxyethanol, cocamide mea, peg-40 hydrogenated castor oil, peg-120 methyl glucose dioleate, laureth-4, parfum (fragrance), linalool, benzyl salicylate, amyl cinnamal, limonene, alpha-isomethyl ionone, benzyl alcohol.</p>




<p>NL</p>		<p>aqua (water, eau), sodium laureth sulfate, cocamidopropyl betaine, peg-7 glyceryl cocoate, hydroxypropyl guar hydroxypropyl trimonium chloride, vitis vinifera (grape) seed oil, hydrolyzed keratin, disodium cocoampho diacetate, sodium benzoate, citric acid, glycol distearate, hydrogenated castor oil, sodium chloride, sodium hydroxide, propylene glycol, potassium sorbate, phenoxyethanol, cocamide mea, peg-40 hydrogenated castor oil, peg-120 methyl glucose dioleate, laureth-4, parfum (fragrance), linalool, benzyl salicylate, amyl cinnamal, limonene, alpha-isomethyl lonone, benzyl alcohol</p>
<p>PL</p>		<p>aqua (water,eau), sodium laureth sulfate, cocamidopropyl betaine, peg-7 glyceryl cocoate, hydroxypropyl guar hydroxypropyltrimonium chloride, vitis vinifera (grape) seed oil, hydrolyzed keratin, disodium cocoamphodiacetate, sodium benzoate, citric acid, glycol distearate, hydrogenated castor oil, sodium chloride, sodium hydroxide, propylene glycol, potassium sorbate, phenoxyethanol, cocamide mea, peg-40 hydrogenated castor oil, peg-120 methyl glucose dioleate, laureth-4, parfum (fragrance), linalool, benzyl salicylate, amyl cinnamal, limonene, alpha-isomethyl lonone, benzyl alcohol</p>
<p>RO</p>		<p>aqua (water, eau) , sodium laureth sulfate , cocamidopropyl betaine , peg-7 glyceryl cocoate , hydroxypropyl guar hydroxypropyltrimonium chloride, vitis vinifera (grape) seed oil, hydrolyzed keratin, disodium cocoamphodiacetate, sodium benzoate, citric acid, glycol distearate, hydrogenated castor oil, sodium chloride, sodium hydroxide, propylene glycol, potassium sorbate, phenoxyethanol, cocamide mea, peg-40 hydrogenated castor oil, peg-120 methyl glucose dioleate, laureth 4, parfun (fragrance), linalool, benzyl salicylate, amyl cinnamal, limonene, alpha-isomethyl ionone, benzyl alcohol</p>

SI		<p>aqua (water, eau), sodium laureth sulfate, cocamidopropyl betaine, peg-7 glyceryl cocoate, hydroxypropyl guar hydroxypropyltrimonium chloride, vitis vinifera (grape) seed oil, hydrolyzed keratin, disodium cocoamphodiacetate, sodium benzoate, citric acid, glycol distearate, hydrogenated castor oil, sodium chloride, sodium hydroxide, propylene glycol, potassium sorbate, phenoxyethanol, cocamide mea, peg-40 hydrogenated castor oil, peg-120 methyl glucose dioleate, laureth-4, parfum (fragrance), linalool, benzyl salicylate, amyl cinnamal, limonene, alpha-isomethyl ionone, benzyl alcohol</p>
SK		<p>aqua (water, eau), sodium laureth sulfate, cocamidopropyl betaine, peg-7 glyceryl cocoate, hydroxypropyl guar hydroxypropyltrimonium chloride, vitis vinifera (grape) seed oil, hydrolyzed keratin, disodium cocoamphodiacetate, sodium benzoate, citric acid, glycol distearate, hydrogenated castor oil, sodium chloride, sodium hydroxide, propylene glycol, potassium sorbate, phenoxyethanol, cocamide mea, peg-40 hydrogenated castor oil, peg-120 methyl glucose dioleate, laureth-4, parfum (fragrance), linalool, benzyl salicylate, amyl cinnamal, limonene, alpha-isomethyl ionone, benzyl alcohol</p>




## Sensodyne Complex Daily

Country	Photo	Ingredients
FR		<p>aqua, sorbitol, hydrated silica, glycerin, potassium nitrate, cocamidopropyl betaine, aroma, zinc citrate, xanthan gum, titanium dioxide, sodium fluoride, sodium hydroxide, sodium saccharin, sucralose, limonene, cinnamal, eugenol</p>
IT		<p>aqua, sorbitol, hydrated silica, glycerin, potassium nitrate, cocamidopropyl betaine, aroma, zinc citrate, xanthan gum, titanium dioxide, sodium fluoride, sodium hydroxide, sodium saccharin, sucralose, limonene, cinnamal, eugenol</p>
MT		<p>aqua, sorbitol, hydrated silica, glycerin, potassium nitrate, cocamidopropyl betaine, aroma, zinc citrate, xanthan gum, titanium dioxide, sodium flouride, sodium hydroxide, sodium saccharin, sucralose, limonene, cinnamal, eugenol.</p>

## Sensodyne Fluoride

Country	Photo	Ingredients
BE		<p>aqua, sorbitol, hydrated silica, glycerin, potassium nitrate, cocamidopropyl betaine, aroma, xanthan gum, titanium dioxide, sodium fluoride, sodium saccharin, sodium hydroxide, sucralose, limonene</p>
GR		<p>aqua, sorbitol, hydrated silica, glycerin, potassium nitrate, cocamidopropyl betaine, aroma, xanthan gum, titanium dioxide, sodium fluoride, sodium saccharin, sodium hydroxide, sucralose, limonene.</p>
HR		<p>aqua, sorbitol, hydrated silica, glycerin, potassium nitrate, cocamidopropyl betaine, aroma, xanthan gum, titanium dioxide, sodium fluoride, sodium saccharin, sodium hydroxide, sucralose, limonene</p>




<p>HU</p>		<p>aqua, sorbitol, hydrated silica, glycerin, potassium nitrate, cocamidopropyl betaine, aroma, xanthan gum, titanium dioxide, sodium fluoride, sodium saccharin, sodium hydroxide, sucralose, limonene</p>
<p>LV</p>		<p>aqua, sorbitol, hydrated silica, glycerin, potassium nitrate, cocamidopropyl betaine, aroma, xanthan gum, titanium dioxide, sodium fluoride, sodium saccharin, sodium hydroxide, sucralose, limonene.</p>
<p>PL</p>		<p>aqua, sorbitol, hydrated silica, glycerin, potassium nitrate, cocamidopropyl betaine, aroma, xanthan gum, titanium dioxide, sodium fluoride, sodium saccharin, sodium hydroxide, sucralose, limonene</p>

RO		<p>aqua, sorbitol, hydrated silica, glycerin, potassium nitrate, cocamidopropyl betaine, aroma, xanthan gum, titanium dioxide, sodium fluoride, sodium saccharin, sodium hydroxide, sucralose, limonene.</p>
SI		<p>aqua, sorbitol, hydrated silica, glycerin, potassium nitrate, cocamidopropyl betaine, aroma, xanthan gum, titanium dioxide, sodium fluoride, sodium saccharin, sodium hydroxide, sucralose, limonene.</p>
SK		<p>aqua, sorbitol, hydrated silica, glycerin, potassium nitrate, cocamidopropyl betaine, aroma, xanthan gum, titanium dioxide, sodium fluoride, sodium saccharin, sodium hydroxide, sucralose, limonene</p>

## Sensodyne Repair & Protect Whitening


Country	Photo	Ingredients
AT		<p>glycerin, peg-8, hydrated silica, pentasodium triphosphate, aroma, sodium lauryl sulfate, titanium dioxide, carbomer, silica, stannous fluoride, cocamidopropyl betaine, sodium saccharin, limonene, eugenol.</p>
BE		<p>glycerin, peg-8, hydrated silica, calcium sodium phosphosilicate (novamin), cocamidopropyl betaine, sodium methyl cocoyl taurate, aroma, titanium dioxide, carbomer, silica, sodium fluoride, sodium saccharin, limonene</p>
FR		<p>glycerin, peg-8, hydrated silica, calcium sodium phosphosilicate (novamin), cocamidopropyl betaine, sodium methyl cocoyl taurate, titanium dioxide, aroma, carbomer, silica, sodium fluoride, sodium saccharin, limonene</p>



GR		<p>glycerin, peg-8, hydrated silica, calcium sodium phosphosilicate (novamin), cocamidopropyl betaine, sodium methyl cocoyl taurate, titanium dioxide, aroma, carbomer, silica, sodium fluoride, sodium saccharin, limonene.</p>
HU		<p>glycerin, peg-8, hydrated silica, calcium sodium phosphosilicate (novamin), cocamidopropyl betaine, sodium methyl cocoyl taurate, titanium dioxide, aroma, carbomer, silica, sodium fluoride, sodium saccharin, limonene.</p>
IT*)		<p><i>glycerin, peg-8, hydrated silica, pentasodium triphosphate, aroma, sodium lauryl sulfate, titanium dioxide, carbomer, sodium saccharin, stannous fluoride, cocamidopropyl betaine, limonene.</i></p>

<p>LT</p>		<p>glycerin, peg-8, hydrated silica, calcium sodium phosphosilicate (novamin), cocamidopropyl betaine, sodium methyl cocoyl taurate, titanium dioxide, aroma, carbomer, silica, sodium fluoride, sodium saccharin, limonene.</p>
<p>LV</p>		<p>glycerin, peg-8, hydrated silica, calcium sodium phosphosilicate (novamin), cocamidopropyl betaine, sodium methyl cocoyl taurate, titanium dioxide, aroma, carbomer, silica, sodium fluoride, sodium saccharin, limonene</p>
<p>MT</p>		<p>glycerin, peg-8, hydrated silica, calcium sodium phosphosilicate (novamin), cocamidopropyl betaine, sodium methyl cocoyl taurate, titanium dioxide, aroma, carbomer, silica, sodium flouride, sodium saccharine, limonene.</p>

<p>NL</p>		<p>glycerin, peg-8, hydrated silica, calcium sodium phosphosilicate (novamin), cocamidopropyl betaine, sodium methyl cocoyl taurate, aroma, titanium dioxide, carbomer, silica, sodium fluoride, sodium saccharin, limonene</p>
<p>PL</p>		<p>glycerin, peg-8, hydrated silica, calcium sodium phosphosilicate (novamin), cocamidopropyl betaine, sodium methyl cocoyl taurate, titanium dioxide, aroma, carbomer, silica, sodium fluoride, sodium saccharin, limonene</p>
<p>RO</p>		<p>glycerin, peg-8, hydrated silica, calcium sodium phosphosilicate (novamin), cocamidopropyl betaine, sodium methyl cocoyl taurate, titanium dioxide, aroma, carbomer, silica, sodium fluoride, sodium saccharin, limonene.</p>

SK		<p>glycerin, peg-8, hydrated silica, calcium sodium phosphosilicate (novamin), cocamidopropyl betaine, sodium methyl cocoyl taurate, titanium dioxide, aroma, carbomer, silica, sodium fluoride, sodium saccharin, limonene</p>
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\*) different product variant according to the brand owner (excluded from the comparative assessment)

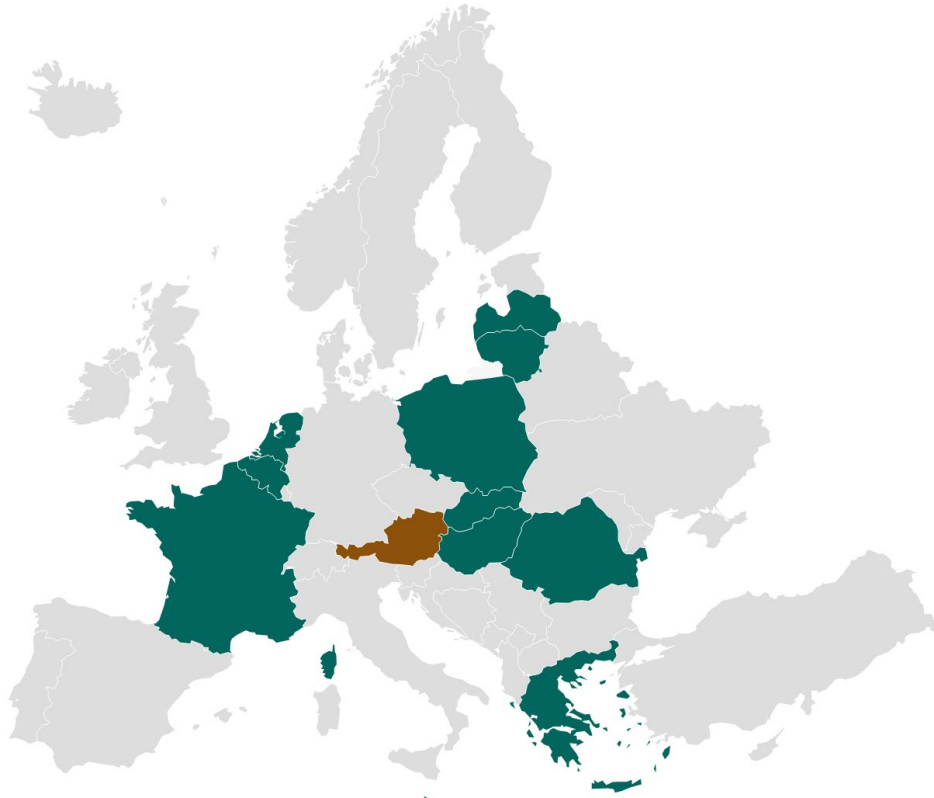
Comment from the brand owner:

*Sensodyne Repair & Protect Whitening*, sold in Austria, has a different formulation to the product sold in other countries highlighted and therefore it is sold with different claims on pack. The product sold in Austria contains stannous fluoride, with claims on pack relating to stannous fluoride. The others highlighted include NovaMin, with the claims on pack relating to NovaMin. Studies support the respective on-pack claims of both the stannous fluoride and NovaMin formulations, with both ingredients (NovaMin and stannous fluoride) having proven suitability for people with dentine hypersensitivity.

As a separate point, please note that the products you have identified in Lithuania and Latvia are the old version - which will gradually be replaced by the updated version (the current new version on the EU market) until it is sold out.

The photograph and ingredients listing for Italy are for a different product from the others you have highlighted. They are for a product called *Sensodyne Complete Protection*. But the product *Sensodyne Repair & Protect Whitening* - with the same ingredients listing as the other products you highlight - is also available in Italy.

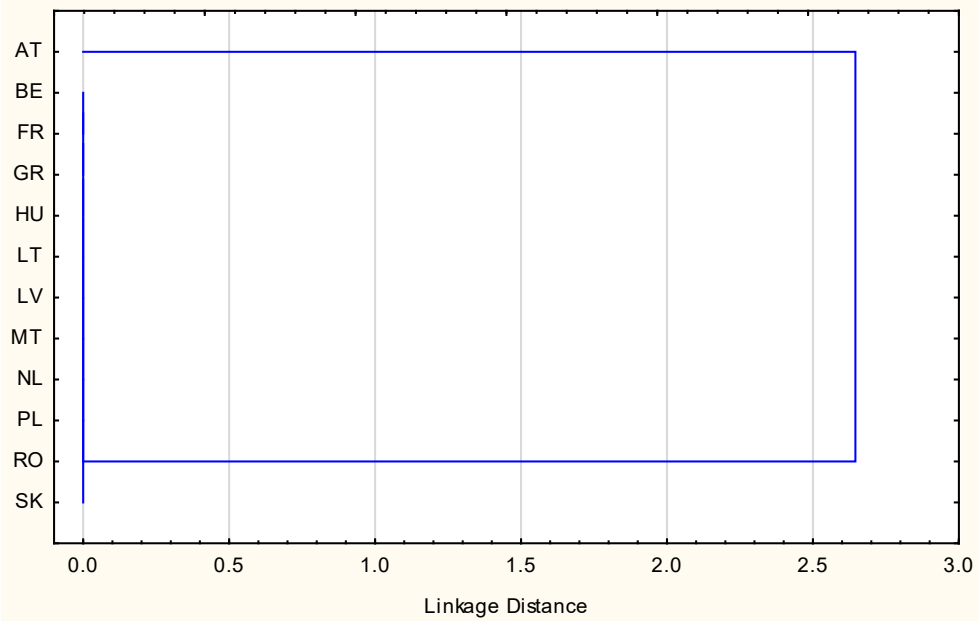
## Sensodyne Repair & Protect Whitening



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## Sensodyne Repair & Protect Whitening


Single Linkage  
Euclidean distances



## Signal White System

Country	Photo	Ingredients
BE		<p>calcium carbonate, aqua, hydrogenated starch hydrolysate, hydrated silica, sodium lauryl sulfate, sodium monofluorophosphate, aroma, cellulose gum, benzyl alcohol, trisodium phosphate, sodium saccharin, glycerin, sodium laureth sulfate, ci 74160.</p>
FR		<p>calcium carbonate, aqua, hydrogenated starch hydrolysate, hydrated silica, sodium lauryl sulfate, sodium monofluorophosphate, aroma, cellulose gum, benzyl alcohol, trisodium phosphate, sodium saccharin, glycerin, ci 74160.</p>
HR		<p>calcium carbonate, aqua, hydrogenated starch hydrolysate, hydrated silica, sodium lauryl sulfate, sodium monofluorophosphate, aroma, cellulose gum, benzyl alcohol, trisodium phosphate, sodium saccharin, glycerin, sodium laureth sulfate, ci 74160.</p>

<p>HU</p>		<p>calcium carbonate, aqua, hydrogenated starch hydrolysate, hydrated silica, sodium lauryl sulfate, sodium monofluorophosphate, aroma, cellulose gum, benzyl alcohol, trisodium phosphate, sodium saccharin, glycerin, sodium laureth sulfate, ci 74160.</p>
<p>MT</p>		<p>clacium carbonate, water, hydrogented starch hydrolysate, hydrated silica, sodium lauryl sulfate, sodium monofluorophosphate, aroma, cellulose gum, benzyl alcohol, trisodium phosphate, sodium saccharin, glycerin, sodium laureth sulfate, ci 74160.</p>
<p>SI</p>		<p>calcium carbonate, aqua, hydrogenated starch hydrolysate, hydrated silica, sodium lauryl sulfate, sodium monofluorophosphate, aroma, cellulose gum, benzyl alcohol, trisodium phosphate, sodium saccharin, glycerin, sodium laureth sulfate, ci 74160.</p>


SK		calcium carbonate, aqua, hydrogenated starch hydrolysate, hydrated silica, sodium lauryl sulfate, sodium monofluorophosphate, aroma, cellulose gum, benzyl alcohol, trisodium phosphate, sodium saccharin, glycerin, sodium laureth sulfate, ci 74160.
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## Syoss Renew 7

Country	Photo	Ingredients
DE		<p>aqua (water, eau), sodium laureth sulfate, cocamidopropyl betaine, peg-7 glycerin cocoate, sodium chloride, nymphaea caerulea flower extract, glycine, lysine hcl, disodium cocoamphodiacetate, parfum (fragrance), sodium benzoate, citric acid, cocoamide mea, dimethicone, guar hydroxypropyltrimonium chloride, glycol distearate, hydrogenated castor oil, laureth-4, propylene glycol, sodium hydroxide, linalool, hydrolyzed keratin, laureth-23, salicylic acid, phenoxyethanol, potassium sorbate</p>
HR		<p>aqua (water, eau), sodium laureth sulfate, cocamidopropyl betaine, peg-7 glyceryl cocoate, sodium chloride, nymphaea caerulea flower extract, glycine, lysine hcl, disodium cocoamphodiacetate, parfum (fragrance), sodium benzoate, citric acid, cocoamide mea, dimethicone, guar hydroxypropyltrimonium chloride, glycol distearate, hydrogenated castor oil, laureth-4, propylene glycol, sodium hydroxide, linalool, hydrolyzed keratin, laureth-23, salicylic acid, phenoxyethanol, potassium sorbate</p>
HU		<p>aqua (water, eau), sodium laureth sulfate, cocamidopropyl betaine, peg-7 glyceryl cocoate, sodium chloride, nymphaea caerulea flower extract, glycine, lysine hcl, disodium cocoamphodiacetate, parfum (fragrance), sodium benzoate, citric acid, cocoamide mea, dimethicone, guar hydroxypropyltrimonium chloride, glycol distearate, hydrogenated castor oil, laureth-4, propylene glycol, sodium hydroxide, linalool, hydrolyzed keratin, laureth-23, salicylic acid, phenoxyethanol, potassium sorbate</p>

<p>LT</p>		<p>aqua (water, eau), sodium laureth sulfate, cocamidopropyl betaine, peg-7 glyceryl cocoate, sodium chloride, nymphaea caerulea flower extract, glycine, lysine hci, disodium cocoamphodiacetate, parfum (fragrance), sodium benzoate, citric acid, cocamide mea, dimethicone, guar hydroxypropyltrimonium chloride, glycol distearate, hydrogenated castor oil, laureth-4, propylene glycol, sodium hydroxide, linalool, hydrolyzed keratin, laureth-23, salicylic acid, phenoxyethanol, potassium sorbate</p>
<p>RO</p>		<p>aqua (water, eau), sodium laureth sulfate, cocamidopropyl betaine, peg-7 glyceryl cocoate, sodium chloride, nymphaea caerulea flower extract, glycine, lysine hcl, disodium cocoamphodiacetate, parfum (fragrance), sodium benzoate, citric acid, cocamide mea, dimethicone, guar hydroxypropyltrimonium chloride, glycol distearate, hydrogenated castor oil, laureth-4, propylene glycol, sodium hydroxide, linalool, hydrolyzed keratin, laureth-23, salicylic acid, phenoxyethanol, potassium sorbate.</p>
<p>SI</p>		<p>aqua (water, eau), sodium laureth sulfate, cocamidopropyl betaine, peg-7 glyceryl cocoate, sodium chloride, nymphaea caerulea flower extract, glycine, lysine hcl, disodium cocoamphodiacetate, parfum (fragrance), sodium benzoate, citric acid, cocamide mea, dimethicone, guar hydroxypropyltrimonium chloride, glycol distearate, hydrogenated castor oil, laureth-4, propylene glycol, sodium hydroxide, linalool, hydrolyzed keratin, laureth-23, salicylic acid, phenoxyethanol, potassium sorbate.</p>

SK		<p>aqua (water, eau), sodium laureth sulfate, cocamidopropyl betaine, peg-7 glyceryl cocoate, sodium chloride, nymphaea caerulea flower extract, glycine, lysine hcl, disodium cocoamphodiacetate, parfum (fragrance), sodium benzoate, citric acid, cocamide mea, dimethicone, guar hydroxypropyltrimonium chloride, glycol distearate, hydrogenated castor oil, laureth-4, propylene glycol, sodium hydroxide, linalool, hydrolyzed keratin, laureth-23, salicylic acid, phenoxyethanol, potassium sorbate.</p>
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## Vichy Hydrating Milk SPF 30

Country	Photo	Ingredients
FR*)		<p><i>aqua/water, homosalate, octocrylene, ethylhexyl salicylate, butyl methoxydibenzoylmethane, alcohol denat., propanediol, ethylhexyl triazone, propylene glycol, dimethicone, bis-ethylhexyloxyphenol methoxyphenyl triazine, glycerin, acrylates/dimethicone copolymer, p-anisic acid, ascorbyl palmitate, carbomer, disodium edta, drometrizole trisiloxane, glyceryl oleate, hydrogenated palm glycerides citrate, lecithin, nylon-12, peg-8 laurate, phenoxyethanol, styrene/acrylates copolymer, tocopherol, triethanolamine, parfum/fragrance.</i></p>
GR*)		<p><i>aqua/water, homosalate, octocrylene, ethylhexyl salicylate, butyl methoxydibenzoylmethane, alcohol denat., propanediol, ethylhexyl triazone, propylene glycol, dimethicone, bis-ethylhexyloxyphenol methoxyphenyl triazine, glycerin, acrylates/dimethicone copolymer, p-anisic acid, ascorbyl palmitate, carbomer, disodium edta, drometrizole trisiloxane, glyceryl oleate, hydrogenated palm glycerides citrate, lecithin, nylon-12, peg-8 laurate, phenoxyethanol, styrene/acrylates copolymer, tocopherol, triethanolamine, parfum/fragrance</i></p>
IT		<p><i>aqua/water, c12-15 alkyl benzoate, glycerin, propylene glycol, isohexadecane, titanium dioxide [nano]/titanium dioxide, butyl methoxydibenzoylmethane, nylon-12, octocrylene, zea mays starch/corn starch, alcohol denat., potassium cetyl phosphate, synthetic wax, ethylhexyl triazone, acrylates/c10-30 alkyl acrylate crosspolymer, aluminum hydroxide, bis-ethylhexyloxyphenol methoxyphenyl triazine, caprylyl glycol, dimethicone, disodium edta, drometrizole trisiloxane, glyceryl stearate, palmitic acid, peg-100 stearate, phenoxyethanol, silica [nano]/silica, stearic acid, tocopherol, triethanolamine, xanthan gum, parfum/fragrance</i></p>

LT*)		<p>aqua/water, homosalate, octocrylene, ethylhexyl salicylate, butyl methoxydibenzoylmethane, glycerin, isohexadecane, alcohol denat., propanediol, dicaprylyl ether, ethylhexyl triazone, propylene glycol, silica, perlite, dimethicone, bis-ethylhexyloxyphenol methoxyphenyl triazine, acrylates/dimethicone copolymer, ascorbyl palmitate, carbomer, drometrizole trisiloxane, glyceryl oleate, hydrogenated palm glycerides citrate, lecithin, oxidized starch acetate, p-anisic acid, peg-8 laurate, phenoxyethanol, sodium dodecylbenzenesulfonate, sodium hyaluronate, styrene/acrylates copolymer, tocopherol, triethanolamine, trisodium ethylenediamine disuccinate, parfum/fragrance.</p>
PL		<p>aqua/water, isopropyl palmitate, alcohol denat. ethylhexyl salicylate, butyl methoxydibenzoylmethane, ethylhexyl triazone, glycerin, propanediol, isopropyl myristate, bis-ethylhexyloxyphenol methoxyphenyl triazine, oxidized starch acetate, copernicia cerifera cera/carnauba wax, c12-22 alkyl acrylate/hydroxyethylacrylate copolymer, acrylates copolymer, acrylates/c10-30 alkylacrylate crosspolymer, caprylyl glycol, drometrizole trisiloxane, hydroxyacetophenone, tocopherol, triethanolamine, trisodium ethylenediamine disuccinate, xanthan gum, parfum/fragrance</p>
SK		<p>aqua/water, c12-15 alkyl benzoate, glycerin, propylene glycol, isohexadecane, titanium dioxide [nano]/titanium dioxide, butyl methoxydibenzoylmethane, nylon-12, octocrylene, zea mays starch/corn starch, alcohol denat., potassium cetyl phosphate, synthetic wax, ethylhexyl triazone, acrylates/c10-30 alkyl acrylate crosspolymer, aluminum hydroxide, bis-ethylhexyloxyphenol methoxyphenyl triazine, caprylyl glycol, dimethicone, disodium edta, drometrizole trisiloxane, glyceryl stearate, palmitic acid, peg-100 stearate, phenoxyethanol, silica [nano]/silica, stearic acid, tocopherol, triethanolamine, xanthan gum, parfum/fragrance</p>

\*) different product variant according to the brand owner (excluded from the comparative assessment of Vichy Hydrating Milk SPF 30; the dendrogram including Vichy Capital Soleil Melting Milk Gel SPF 30 and Vichy Capital Multi Protection Milk SPF 30 is shown for information only)

Comment by the brand owner:

The quality and safety of our products are our priority. Our cosmetic products correspond to the highest quality and safety standards.

- The products collected are different products from different product lines with different names, texture, and provide different consumer experience. Therefore, they are not comparable.

- The products collected in FR and GR are VICHY Capital Soleil Melting Milk Gel SPF 30 , a specific gel technology which could be applied on dry and wet skin and ensure a maintained protection on wet skin.
- The product collected in LT is VICHY Capital Multi Protection Milk SPF 30 , a technology which ensure a multi protection anti sand, salt, chlorine and wind
- The products collected in IT/ SK and PL are VICHY Hydrating Milk SPF 30 . They are from the same product line but the product collected in PL is the newly renovated version/composition (available since 2022) of the products collected in IT and SK.

The previous product as well as the renovated one can be found on the market depending on the product turnover in the shops where they were collected.

### Vichy Hydrating Milk SPF 30

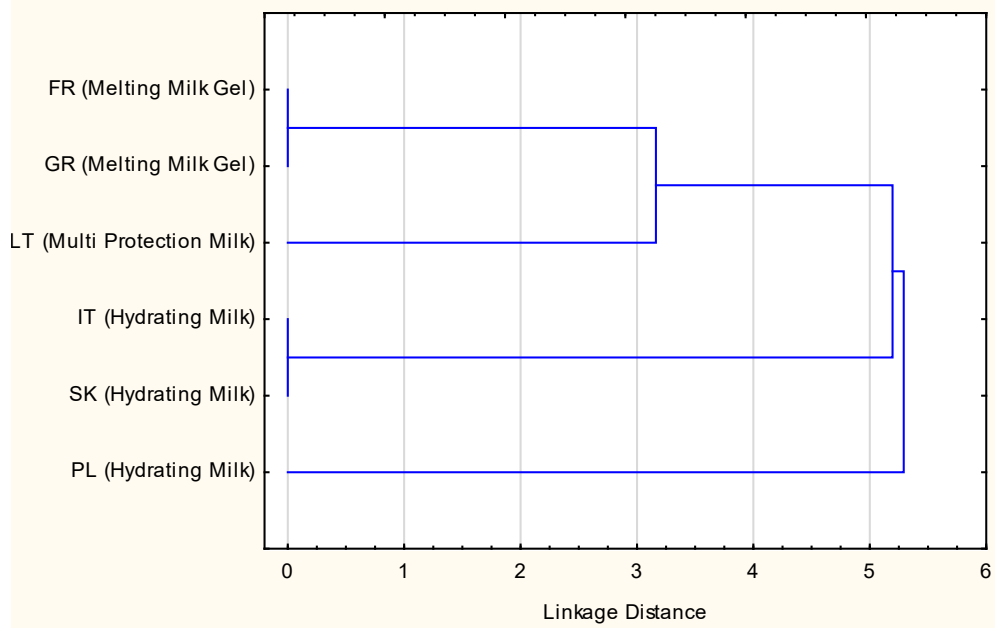


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### Vichy Capital Soleil SPF30

Single Linkage

Euclidean distances



## Yves Rocher Anti-Hair Loss

Country	Photo	Ingredients
BE		<p>aqua/water, alcohol denat., hydrolyzed lupine protein, fructooligosaccharides, inulin, 1,2-hexanedlol, caprylyl glycol, magnesium gluconate, panthenol, zinc gluconate, butylene glycol, manganese gluconate, niacinamide, potassium gluconate, pyridoxine hcl, swertia japonica extract</p>
IT		<p>aqua/water, alcohol denat., hydrolyzed lupine protein, fructooligosaccharides, inulin, 1,2-hexanediol, capryl glycol, magnesium gluconate, panthenol, zinc gluconate, butylene glycol, manganese gluconate, niacinamide, potassium gluconate, pyridoxine hcl, swertia japonica extract</p>
PL		<p>aqua/water/eau, alcohol denat., hydrolyzed lupine protein, fructooligosaccharides, inulin, 1,2-hexanediol, caprylyl glycol, magnesium gluconate, panthenol, zinc gluconate, butylen glycol, manganese gluconate, niacinamide, potasium gluconate, pyrydoxine hcl, swertia japonica extract</p>



<p>RO</p>	 <p>The image shows the packaging for Yves Rocher Anti-Chute hair loss treatment. The packaging is black with a green agave leaf illustration. Text on the packaging includes: 'YVES ROCHER', 'AUX FRUCTANES D'AGAVE Microencapsulés de Capé (active agave)', 'WITH AGAVE FRUCTANS activated scalp microcirculation', 'ANTI-CHUTE ANTI-HAIR LOSS', 'CHEVEUX VITALES LIPESS HAIR', 'Cure intensive 1 mois Intensive treatment 1 month', '+6480 CHEVEUX HAIR', 'LIPESS HAIR LIPESS HAIR', and 'e 4 x 15 ml/ml'.</p>	<p>aqua/water/eau, alcohol denat, hydrolyzed lupine protein, fructooligosaccharides, inulin, 1,2-hexanediol, caprylyl glycol, magnesium gluconate, panthenol, zinc gluconate, butylene glycol, manganese gluconate, niacinamide, potassium gluconate, pyridoxine hcl, swertia japonica extract.</p>
<p>SI</p>	 <p>The image shows the packaging for Yves Rocher Anti-Chute hair loss treatment, SI version. The packaging is black with a green agave leaf illustration. Text on the packaging includes: 'YVES ROCHER', 'AUX FRUCTANES D'AGAVE Microencapsulés de Capé (active agave)', 'WITH AGAVE FRUCTANS activated scalp microcirculation', 'ANTI-CHUTE ANTI-HAIR LOSS', 'CHEVEUX VITALES LIPESS HAIR', 'Cure intensive 1 mois Intensive treatment 1 month', '+6480 CHEVEUX HAIR', 'LIPESS HAIR LIPESS HAIR', and 'e 4 x 15 ml/ml'.</p>	<p>aqua/water/eau, alcohol denat, hydrolyzed lupine protein, fructooligosaccharides, inulin, 1,2-hexanediol, caprylyl glycol, magnesium gluconate, panthenol, zinc gluconate, butylene glycol, manganese gluconate, niacinamide, potassium gluconate, pyridoxine hcl, swertia japonica extract.</p>



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