Lorealistar Benelux Community Terms and Conditions

Lorealistar is located at https://benelux.lorealistar.com/ (our "**site**"), which is hosted by TokyWoky SAS.

Lorealistar in the Benelux is managed by L'Oréal Nederland B.V., registered with the Dutch Chamber of Commerce under number 32025040, with our office at Scorpius 141, 2132LR Hoofddorp, The Netherlands, ("**we**", "**us**", or "**our**").

You can contact us by writing to us at bnl.lorealistar@loreal.com.

Overview applicable terms

Thank you for your interest in our Community! Before participating, please review this summary of the key terms and conditions that govern your membership and participation in the Community:

(a) These Community Terms;

(b) Our Talent/Influencer Privacy Policy, which can be found here.
This describes how we use your personal data when you use our Site. It is your responsibility to keep your personal data up to date. By signing up to and continuing to use our Site and/or the Community, you warrant that all data provided by you is accurate and confirm acknowledgement of our Privacy Policy; and

(c) Our Cookie Settings tool, which can be found on our website.
This sets out information, and gives you choices, about the cookies on our Site.

The Community Terms and Conditions

1. General

1.1 These Lorealistar Benelux Community terms and conditions (the " **Terms**") apply to all members ("**you**") of L'Oréalistar (the "**Community**"). By using our Site and/or participating in the Community, the Site and/or Missions, you agree to the applicability of these Terms.

1.2 These Terms include two (2) schedules, which form an integral and inseparable part hereof. Schedule 1 contains our Community Guidelines (these set out requirements for how you interact), and Schedule 2 contains our Guidelines and standards for Content (particularly relevant when you participate in a Mission).

2. Changes to these Terms or our Site

2.1 We may amend these Terms from time to time. Your use of our Site following any amendment constitutes your agreement to follow and be bound by these Terms.

2.2 We cannot guarantee that our Site will always be available or uninterrupted. If the need arises, we may suspend access to our Site, or close it temporarily or indefinitely. We reserve the right to amend, suspend, withdraw or restrict the availability of all or any

part of our Site and/or your access to the Site without notice, for example due to maintenance.

2.3 This amended Terms were revised as of 12 October 2026.

3. Access to our Site

3.1 Our Site is made available free of charge.

3.2 Access to certain sections of our Site may require the use of identification codes or passwords. Please treat such information as confidential. You must not disclose it to any third party or share your credentials with anybody else. We may limit the number of attempts you make to access the Site and/or certain sections thereof in order to prevent any fraudulent use. If you know or suspect that anyone other than you knows your user identification code or password, or in case of any fraudulent use that you may become aware of, you must promptly notify us. You can notify us via the Community inbox at https://benelux.lorealistar.com/ (by clicking on the inbox icon in the top right corner of the Community page once you are logged into your account), or via the email address: bnl.lorealistar@loreal.com.

4. Your Membership to the Community

4.1 Membership to our Community does not impose any purchase obligation on you.

4.2 Membership to our Community is open to everyone, provided that you meet our Eligibility Requirements (as defined below). Your membership is subject to your continuous compliance. To be and to remain eligible, you must:

(a) be a resident in the Netherlands, Belgium or Luxembourg;
(b) be aged 18+;
(c) have an email address and an open personal Instagram, YouTube and/or TikTok account (i.e., an account that is not set to 'private' or an AI/parody/fan/fake account);
(d) have a minimum of 2 000 followers across each participating account on Instagram, YouTube or TikTok; and
(e) you must participate in at least one Mission (as defined below) every 180 days Failure to meet this requirement will result in a you being classified as an "Inactive Member".

(the "**Eligibility Requirements**").

4.3 We reserve the right to review your membership entry against the Eligibility Requirements. If your membership entry is found not to have satisfied the Eligibility Requirements, we reserve the right to reject your entry or add you as an applicant to our waiting list, with notification to you. In such a situation, you will be kept on the waiting until either (i) you meet the Eligibility Requirements, in which case you will become a Community member, or (ii) you notify us at bnl.lorealistar@loreal.com of your wish to be removed from the waiting list, reminders will be sent on a twice yearly basis. In addition, we reserve the right to review your membership against the Eligibility Requirements on an ongoing basis. If you are found to no longer satisfy the Eligibility Requirements, we reserve the right to revoke your membership at any time, and remove you from the Community by deleting your account.

4.4 L'Oréal staff (including interns), employees of L'Oréal's contractors and/or agencies, and any individuals with an actual or potential conflict of interest are ineligible for Lorealistar Membership.

4.5 You have the right to terminate your membership in the Community at any time, with immediate effect. You can send us an email via: bnl.lorealistar@loreal.com. Upon termination, all privileges associated with your membership shall cease.

4.6 Please be informed that the Community is in no way sponsored, endorsed or administered by, or associated with Instagram, YouTube or TikTok.

4.7 Membership of Lorealistar is personal and limited to one (1) account per individual. The creation or use of more than one account by the same person is prohibited and may constitute a violation of these Terms, which may result in the suspension or closure of the additional accounts.

5. Membership, Promotions, Perks and Points

5.1 Once you are accepted as a member of the Community, you will join the points-based reward program which will unlock benefits as set out in the Community membership level table below.

5.2 In order to gain certain benefits ("**Perks**"), you will be asked to undertake certain actions on your user account (such as posting about one of our products) and to complete specified tasks, challenges and missions ("**Missions**"), to collect Community points ("**Membership Points**" or "**Points**").

5.3 Missions available to you will be listed in the 'My Missions' section of your user account. This section will list out the Missions already completed, provide details on the actions required for Missions you have not yet completed and set out how many Points you can earn for completing each Mission. Points will be awarded to your user account provisionally following completion of each Mission and if you caption your Mission submission with the hashtags specified in the Mission brief. Any post made following a mission should at least remain online and publicly visible for 90 days after the mission end date. We reserve the right to validate your Mission submission at any time within 30 days from the period that you post such Mission submission. If your Mission submission has not been deemed invalid within 30 days from the date it is posted, then the provisional points will automatically be upgraded to Membership Points. Collected Points will be stored in your account, unless (a) you terminate your user account, or (b) we terminate your user account.

5.4 All Missions are optional, and you are under no obligation to take part in them. However, please note the provisions regarding Inactive Members above.

5.5 In case you are rewarded with free products following your Membership to our Community, please note that these products were carefully selected specifically for you. You may not resell or distribute these products or dispose of them in any other way (such as giveaways or contests) unless otherwise requested in the Mission you participate in. Please note, It is your sole responsibility to comply with any fiscal or tax obligations arising from or relating to your participation in the Community and any Missions or Promotions.

6. Content and Promotions

6.1 Any and all comments, images, videos or any other material, which is generated by you, or are posted or sent on or through our Site and/or on your social media, and which relates to the Community and/or our any of our brands, irrespective of whether it follows your participation in a Promotion, hereinafter: the "**Content**", must comply with:

(i) these Terms;

(ii) any applicable laws and regulations (including the Dutch Advertising Code, and specific Advertising Codes such as Advertising Code for Social Media & Influencer Marketing (RSM), Advertising Code for Cosmetic Products (RCP) 2023), and the Dutch Mediawet 2008 the Belgian Code of Economic Law).

To ensure your understanding and proper execution of all applicable laws, you are encouraged to complete the certification program available at influencerregels.com (NL) or https://influencercertificaat.be/ (BE).

6.2 On our Site we may offer and advertise Missions (as described above) and prize promotions to you from time to time (together: "**Promotions**"). Any specific terms and conditions will be referenced on the Promotion brief or content on our Site (including, where applicable, expected performance criteria, such as number of views, comments, interactions and related considerations). In case your Content relates to a Promotion, the relevant Promotions criteria and rules also apply. To the extent that a provision of a Promotion directly conflicts with a provision in these Terms (for example with regards to the transfer of intellectual property rights for content submitted as part of a Promotion), the provision of the Promotion will take precedence.

6.3 We reserve the right to request amendment and/or removal of any Content which, in our reasonable opinion, is non-compliant.

6.4 Should you not meet the expected performance criteria of a Promotion, such as number of views, comments, interactions and related considerations, you will be informed thereof, and if after a reasonable period you have unfortunately not been able to meet the requirements the Points may not be rewarded and/or you may be removed from the Community membership.

7. <u>Interactive services and user Content</u>

7.1 We may, from time to time, provide interactive services on our Site such as public chat rooms or product bulletin boards. Please note: information and materials posted or sent by others on these interactive services have not been verified or approved by us. Consequently, views expressed by other users on our Site are their own, and do not necessarily represent our views or values.

7.2 While we want to ensure that the Community is a safe place to interact and we may moderate Content (whether on a human or technical basis) with the aim of ensuring this, we are under no obligation to oversee, monitor or moderate (a) any interactive service we provide on our Site or Content posted on it, or (b) any Content posted on social media as part of the Community. We expressly exclude our liability for any loss or damage arising out of or in connection with the use of any interactive service or any social media platform by a user in contravention of our Content standards as set out in these Terms, whether the service is moderated or not.

7.3 If you wish to complain about information and materials uploaded by us or by other users, please contact bnl.lorealistar@loreal.com. Should you have any questions,

concerns or objections about moderation taking place on Lorealistar, please contact us for clarification.

8. Rights you are giving us when you upload Content

8.1 By posting any Content on our Site or on your social media, you:

(i) confirm that you have the right to post the Content on our Site or social media, including the express consent of anyone else who features in the Content for us to use their personal data;

(ii) confirm the Content you post does not infringe any third party intellectual property rights (in particular, be aware that any standard personal-use libraries or 'trending' sounds on social media platforms may not be licensed for commercial/branded content. If you would like to use music, please use fully licensed and royalty-free music, or original audio); and

(iii) you grant us a perpetual, irrevocable, worldwide, royalty-free, fully sub-licensable and transferable license to use, reproduce, copy, modify, delete in its entirety, adapt, display, repost, communicate, publish, translate, create derivative works from and distribute your Content, together with your username/name, image, likeness, voice, signature and biograph, for any legitimate business reason that we see fit, including for marketing, business development and internal administrative purposes, and/or to incorporate such Content into any form, medium or technology, including (but not limited to):

(a) on all electronic, IT, digital, multimedia and internet media including our Site or other websites of companies within our group of companies, social media pages and other online presences;

(b) on all advertising media both online and offline;

(c) on our internal communications within our group of companies;

(d) for corporate, financial communication and public relations communications and disclosures; and

(e) on retailer-and client-facing media.

9. Our Intellectual property rights

9.1 We are the owner or the licensee of all intellectual property rights in our Site and in any content published on it or on social media that is related to the Community and our brands. Those works are protected by copyright laws and treaties around the world. All such rights are reserved.

9.2 You may print off one copy, and may download extracts, of any page(s) from our Site for your personal non-commercial reference and you may draw the attention of others to material posted on our Site. You must not modify the paper or digital copies of any materials you have printed off or downloaded in any way, and you must not use any illustrations, photographs, video or audio sequences or any graphics separately from any accompanying text.

9.3 Our status (and that of any identified contributors) as the authors of Content on our Site must always be acknowledged.

9.4 You must not use any part of the Content on our Site for commercial purposes without obtaining a license to do so from us or our licensors. If you are in doubt, always feel free to contact us at bnl.lorealistar@loreal.com for clarification.

10. No reliance

10.1 Although we make reasonable efforts to update the information on our Site, content on our site may be out of date at any given time. We make no promises and provide no assurances that the content on our Site is accurate, complete or up to date. The content on our Site is provided for general information only. It is not intended to amount to advice on which you should rely.

11. Links from our Site

11.1 Where our Site contains links to other sites and resources provided by third parties, these links are provided for your information only. We have no control over the contents of those sites or resources and accept no responsibility for them.

11.2 We may, at our sole discretion, remove any third party links, including any third party links that you post on our Site.

12. Viruses

12.1 We cannot guarantee that our Site will be secure or free from bugs or viruses, and we are not responsible for bugs or viruses on our Site. You are responsible for configuring your information technology, computer programs and platform to access our Site. We will not be liable for any loss or damage caused by a distributed denial-of-service attack, viruses or other technologically harmful material that may infect your computer equipment, computer programs, data or other proprietary material due to your use of our Site or to your downloading of any material posted on it, or on any website linked to it. You are advised to use your own virus protection software.
You must not misuse our Site by knowingly introducing viruses, trojans, worms, logic bombs or other material which is malicious or technologically harmful. You must not attempt to gain unauthorised access to our Site, the server on which our Site is stored or any server, computer or database connected to our Site. You must not attack our site via a denial-of-service attack or a distributed denial-of service attack. Please note, by breaching this provision, you would also commit a criminal offence. We will report any such breach to the relevant law enforcement authorities and we will co-operate with those authorities by disclosing your identity to them.

13. Our responsibility for loss or damage suffered by you

13.1 Unless in conflict with mandatory laws, in no event shall we or our affiliates, directors, officers, employees, agents, or licensors be liable to you or any third party for any indirect damages, consequential damages, loss of profits, or immaterial/punitive/exemplary damages, as a consequence of or in connection with:

(i) the use, or the inability to use, of our Site (including any websites linked to it and any materials posted on it);

(ii) your participation in the Community, and/or

(iii) your participation in a Promotion; and/or

(iv) our use or non-use of any of your Content.

13.2 Notwithstanding the limitation of liability as included in these Terms, and in any event, except to the extent in conflict with mandatory applicable laws, our total aggregate

liability to you for any and all damages shall be limited to the higher of: (i) the amount paid by us to you via the Community in the twelve (12) months preceding the event giving rise to the claim; or (ii) the value of the products received by you via this Community in the twelve (12) months preceding the event giving rise to the claim; subject always to the condition that such damages are proven to be the direct result of our gross negligence or willful misconduct.

14. Indemnity

14.1 You agree to indemnify, defend, and hold harmless us, our affiliates, our employees, representatives and agents, from and against any and all claims, actions, demands or other proceedings by a third party, to the extent that such claim, suit, actions, suits, demands, liabilities, damages, losses, costs, and/or expenses (including reasonable expert and attorney's fees) arises out of or in connection with:

(a) your use of our Site and/or any Content produced by you;

(b) any breach by you of the Community Terms;

(c) any claim that the Content produced by you:

(i) infringes any intellectual property rights and/or rights of privacy of any third party;

(ii) is libelous or defamatory, or otherwise results in injury or damage to a third party;

(iii) any deletions, additions, insertions, or alterations to, or any unauthorised use of, our Site and/or the Community by you; and/or

(iv) any misrepresentation or breach of representation of warranty made by you contained herein.

14.2 References in this section of the Terms to your use of our Site shall be deemed to include any use by a third party where such a third party accesses our Site using your computer.

14.3 Breach of these Terms

14.4 When we consider that a breach of these Terms has occurred, or is reasonably anticipated, we may take such action as we deem appropriate.

14.5 Any actions, posts, Content, comments or behaviors, both online and /or in person, that breach these Terms may lead to the immediate termination of your membership to the Community, without any liability or further obligation. Furthermore, we reserve the right to request an amendment or deletion of your Content.

14.6 Both parties acknowledge that trust and the preservation of their good name, brand image and reputation are essential for the performance under these Terms (including the Promotions). If any circumstances arise, or threaten to arise, which in our reasonable opinion could damage or adversely affect our good name, brand image or reputation, we are entitled to terminate your membership in the Community with immediate effect, without any liability or further obligation.

15. Applicable law and disputes

15.1 Unless in contradiction with mandatory applicable laws, these Terms and any dispute or claim arising out of or in connection with them shall be governed by and construed in accordance with the laws of the Netherlands.

15.2 Unless in contradiction with mandatory applicable laws, the Courts of Amsterdam will have exclusive jurisdiction over any claim arising from, or related to, these Terms. If you are a consumer, you will be granted a period of at least one month after we have invoked this clause in writing to opt for the settlement of the dispute by the court that is competent according to the law.

Schedule 1 to the Community Terms

Community Guidelines and Content Standards

These Community Guidelines and Content Standards are part of our Community Terms as set out above. Please read these Community Guidelines and Content Standards carefully before you start to use and engage with our Site.

We are proud to champion inclusive communities, and our online communities are no different. By asking you to follow the ground rules outlined below, we hope to make our Community a creative, safe and happy space for all our members to discuss ideas, thoughts and content.

1. Our commitments

We are committed to respecting all people, and we celebrate beauty in all its diversity. To this end, we act every day to build a business with inclusivity at its heart and to collaborate with people of all genders, identities, cultures, situations and backgrounds. We only wish to work with you if you share our values and ethical principles – integrity, respect, courage, and transparency - and we have selected you based on our Eligibility Requirements, which are objective and legitimate. We reserve the right to pursue due diligence on you, based on information already in the public domain. We may terminate your Community membership if we consider that these values and ethical principles are no longer shared.

We are fully transparent when communicating about the nature of our relationship with you, to comply with the applicable regulations worldwide, and to ensure and retain consumer trust.

We provide you with the creative liberty of relaying the message of our brands and products in your style and voice, within a responsible frame.

We comply with our obligations in terms of image and intellectual property rights of our partners as well as third parties, while safeguarding our consumers' personal and purchasing data.

We act and communicate respectfully with you during all interactions.

2. Your Commitments

You share with us the same ethical principles and values and commit to communicating authentically, and to sharing creative, engaging, and valuable content, in line with our Terms and specifically these Community Guidelines and Content Standards. You do not mislead our consumers to believe in the unachievable effects of our products, through any kind of techniques, including photo editing, filters and post-production. If you deploy artificial Intelligence (AI) in the creation of your Content, this must always be in compliance with these Terms, and you must disclose this in a clear and transparent manner. The use of such AI should not replace your human role in connection to and in creating the content. Under no circumstances you may use our information, data or materials to train, finetune-tune or otherwise develop any AI systems. You are free to share honest opinions about our products and brands while refraining from posting defamatory or untruthful content on them.

By agreeing to these Community Terms, you confirm that you have built your following and reputation through your own efforts and talent. We may check that you have not bought or artificially inflated your follower count or engagement through paid-for or 'like-for-like' means.

You commit to respecting the Community terms including expectations, objectives and timelines, and to refrain from disclosing confidential information about our brands and products to any third party, or disparaging our products and/or brands.

You are transparent about the nature of your relationships with us by fully disclosing your commercial interests to your audience, by always starting any Content with: "Advertisement – (...)". This must be in a prominent location which must be visible up-front, before a consumer engages with your Content. Additionally, you must ensure you use any built-in TikTok and/or Instagram disclosure tool (such as Paid Partnership label).

3. Product Claims

Please refer to: Schedule 2 **GUIDELINES AND STANDARDS FOR CONTENT** attached below for further information about what claims are allowed to be made about L'Oréal products.

A **DO's** and **DON'T's** document will **be provided to ensure our guidelines are followed.**

4. Behaviour at our events

We may, from time to time, invite you to one or more of our brand events. It is important for you to remember that, as a member of our Community, you are representing us at all times, particularly when attending such events or posting Community Content online.

Inappropriate conduct at any of our events, including but not limited to disrespectful or abusive behaviour towards our staff, your fellow Community members or any other event attendees, including event partners and their staff, will constitute a breach of these Community Guidelines and Content Standards and may result in the termination of your access to the event and/or termination of your Community membership.

5. Prohibited uses

You may use our Site or social media only in a way that is honest and legal and may not use our Site or social media platforms:

(a) in any way that breaches any applicable laws, including national and international laws;

(b) in any way that is unlawful or fraudulent, or has any unlawful or fraudulent purpose or effect; or

(c) to send, upload, download, use or re-use any Content which does not comply with our content standards set out in these Terms.

Additionally, you must not disrupt, interfere with or misuse our Site, for instance by knowingly introducing viruses or anything else which is technologically harmful – please see our Community Terms for further details.

6. Content standards

We aim to provide you with a safe Community based on inclusiveness and understanding. In order to ensure that you feel welcome, you need to follow our content standards for all Content.

The content standards in this section must be complied with in spirit as well as to the letter. The standards apply to each and every part of any Content. In order to keep the Community a safe environment, we will determine, in our absolute discretion, whether Content breaches these content standards.

Content must not:

(a) contain any material which is malicious or defamatory to any person, be likely to deceive any person;

(b) contain rude, obscene, offensive, hateful or inflammatory language or images;

(c) promote violence;

(d) include threatening, abusive or invasive comments relating to another's privacy, or anything which causes annoyance, inconvenience or needless anxiety;

(e) promote discrimination based on race, sex, religion, nationality, disability, sexual orientation or age and/or include comments or actions which are discriminatory of any person, company or group of individuals, for example comments of a racist, sexist or homophobic nature;

(f) be designed to harass, upset, embarrass, alarm or annoy any other person;

(g) contain sexually explicit material, sexual innuendo, sexual language or sexual acts, actions or gestures;

(h) promote any illegal or unlawful activity such as drug use or violence;

(i) be made for political or propaganda purposes;

(j) infringe any copyright, database right, trade mark or any other intellectual property right of any other person, including using third party intellectual property without prior authorisation, or be made in breach of any legal duty owed to a third party, such as a contractual duty or a duty of confidence;

(k) allow the identification of another individual(s) without their prior and express consent for us to use it in line with their data privacy rights under the General Data Protection Regulation and its national implementation laws; including but not limited to their last name, postal address, email address or telephone number;

(l) impersonate any person, or misrepresent your identity or affiliation with any person;

(m) give the impression that it emanates from us, if this is not the case;

(n) include any materials (whether written or visual) that directly or indirectly show any intention of promoting any competitor brands; or

(o) contain any direct or indirect advertising or solicitation to buy or promote or endorse any services, products or web links of third parties not affiliated with us.

7. Social media disclosures

If you decide to take part in a Mission or prize promotion, you must ensure you take the following steps:

(a) be honest in any review you post (whether positive / neutral / negative);
(b) The post must include clear disclaimers that the products are gifted to you or that there was a paid collaboration, both within the post itself and in the post's description. *This can be done:*
    a. *by starting your post with "Advertisement – " before any further text, which must be immediately visible; AND*
    b. *by stating in the post that you were gifted the products from us, or that this concerns a paid collaboration with us*.
        ⇨ This must be stated this in a clear and transparent manner for the reader. It is your legal responsibility to disclose the benefits received to comply with your legal obligations following Consumer Protection Regulations.
(c) ensure that your post meets all of the requirements set out in the Terms and the terms and conditions for each Mission or prize promotion, including but not limited to applying the Mission/prize promotion-specific hashtags or other tags.

8. Rights you are giving us when you upload materials or posts

By posting any Content on our site or on social media, you confirm that you have the right to make the post and that it does not infringe anyone's intellectual property rights (such as copyrights and trademarks).

You also agree that we can use all Content posted on our site or on social media for any purpose, including for marketing, business development and internal administrative purposes. Please see our Community Terms for further details.

Thank you for helping us to make the Community a great place to interact!

Schedule 2 to the Community Terms

GUIDELINES AND STANDARDS FOR CONTENT

1. Competition and Market Authority

Bloggers and online publishers need to ensure that all content posted on their websites for which a (financial or other) remuneration was received, is clearly identifiable to readers/viewers as paid content.

3. Standards for content

3.1 All Content must:

3.1.1 be accurate (when stating facts);

3.1.2 be genuine (when expressing opinions); and

3.1.3 comply with applicable laws in the Netherlands or any other country from which they are posted.

4. Product claims

<u>Section 1</u>:

Content may not contain any claim about the product(s) or its/their benefits that has not been objectively substantiated or which contains any exaggeration about the Product(s) or its/their benefits.

Definition cosmetics:
The term 'cosmetic product' is defined as: any substance or mixture intended to be placed in contact with the external parts of the human body (epidermis, hair system, nails, lips, and external genital organs) or with the teeth and the mucous membranes of the oral cavity with a view exclusively or mainly **to cleaning them, perfuming them, changing their appearance, and/or correcting body odors, and/or protecting them, or keeping them in good condition. Regarding the timeline, in addition to the final shade chart visual and the educational video, the main variable is product fulfillment. Depending on your current stock levels and the lead time for internal orders (IOs), we need to factor in the time required to order and distribute the specific shades once participants have made their selections. This will inevitably impact the date by which they receive the products and, consequently, when they can post about them.**

The terms "product claims" refer to "the text, denominations, trademarks, pictures, and figurative or non-figurative signs" used in the labeling, making available on the market, and advertising of cosmetic products."

In advertising for cosmetic products (see definition of cosmetic products above), it is not prohibited to refer to properties relating to health and hygiene provided that the product actually possesses these properties. Terms describing diseases can only be used if they do not claim or suggest any therapeutic or prophylactic (preventative) properties in relation to the disease(s) concerned for the cosmetic products. Examples of diseases include acne, rosacea, rashes, atopic eczema (atopy).

Therefore, you will find below some examples of the type of claims that are not deemed acceptable for any sponsored content about the Product(s) (cosmetics), including, but not limited to:

Non-cosmetic claims:

I. Medical claims:

Terms which attribute a direct prophylactic (preventative) or therapeutic effect or a direct prophylactic (preventative) or therapeutic action on the illness to cosmetic products are prohibited.

Examples:
« treats (the disease) »
« cures (the disease) »
« prevents (the disease) »
« heals (the disease) »
« combats (the disease) »
« stops (the disease) »

(However, terms such as 'combats' and 'effective against'... may be used to describe an effect on purely aesthetic phenomena such as wrinkles, dark circles under the eyes, etc.).

The product(s) does/do not have:

- Anti-inflammatory effects
- Antibacterial/antifungal properties
- Deep penetration into the skin

II. Medical diseases

The product(s) cannot have **any effect** on medical disease – except to conceal (where applicable) in the case of make-up products:

- Acne
- Atopy
- Eczema
- Dermatitis
- Psoriasis
- Rosacea
- Burns/wounds
- Cancer

Unsubstantiated cosmetic claims

The product(s) may not be described as "revolutionary", "groundbreaking", "cutting edge", or a "breakthrough".

Denigrating claims:

Content may not contain any material that is defamatory of any person, entity, or competitor product.

Claims regarding cumulative effects:

The benefits of the product(s) cannot increase with prolonged and consistent use. Therefore, the benefits of the product(s) should be assessed within one day of use. Reference can, however, be made to the period of time over which the product(s) has/have been used daily, for example "I have used the product(s) all week." The benefits cannot increase over time (such as benefits on day 1 versus benefits on day 7). For example: "After 1 week, my skin/hair looks ..."

The only time-related claims that are acceptable are:

- Lasts for x hours (8, 12, 24, 48 etc., depending on the performance of the product(s))
- Lasts all day

Recommendations that Deviate from the Standard Instructions for Use of the product(s):

It is not permitted to recommend applying or using the product(s) in any way other than as specified in the instructions for use on the packaging of the product(s).

Section 2:

All Content must be accurate (when stating facts) and genuine (when expressing opinions).

Acceptable claims are those claims that are found on the product packaging and in the product briefings you have received.

For commonly accepted skin problems such as redness, pimples, pigment spots etc. for which the product(s) can be used, we recommend that claims include words such as 'feels/looks/appears' that clearly explain that the benefits concern a temporary/superficial effect that is visible and noticeable. The table below contains a non-exhaustive list of examples:

Acceptable claim
Spots **appear** reduced/**are less visible**
Imperfections **appear** reduced
Pores **look** smaller/**appear** smaller
Pores **appear** to have disappeared
Skin **looks** smoother
Skin **feels** softer/smoother
Skin texture **looks** refined
Skin **looks** brighter
Skin tone **appears** more even
Shine **appears** reduced/has disappeared
Blackheads **appear** reduced
Hair **looks** thicker
Hair **feels** stronger
Split ends **appear** sealed
Natural/healthy-**looking** glow

Claims regarding ingredients:
It is not permitted to link a product result to a specific ingredient in the product(s). The product result must be attributed to the formula as a whole. The table below provides a non-exhaustive list of examples:

Not-acceptable claim	**Acceptable claim**
The shampoo contains aloe vera which soothes the scalp.	The shampoo contains aloe vera and soothes the scalp. The shampoo, which is enriched with/contains aloe vera, soothes the scalp.
The cream contains retinol which is known to reduce the appearance of wrinkles.	The cream contains retinol and reduces the appearance of wrinkles. The cream, which contains retinol, reduces the appearance of wrinkles.

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Claims regarding superiority/favorites/preferences:

All Content must be genuine (when expressing opinions). All best-in-class claims must be phrased as a (genuine) opinion, for example “the best product **I have ever used**” or “**in my opinion** this is the best product for x, y, z”. Specific product results may not be compared to other products (e.g., "My hair is cleaner when I use this shampoo than when I use competitor x's shampoo.").