



COSMETICS EUROPE:
N° 9: VOLUNTARY LABELLING OF FLUORIDE IN
TOOTHPASTE WITH ppmF

MARCH 2000



COLIPA RECOMMENDATION N°9

VOLUNTARY LABELLING OF FLUORIDE IN TOOTHPASTE WITH "ppmF"

Annex III of the Cosmetics Directive requires, *inter alia*, the labelling of "contains x" where x is the fluoride containing material. The maximum level of such ingredients allowed in cosmetic products is 1500 ppm (or 0.15%), calculated as fluoride (when mixed with other fluorine compounds permitted under Annex III, the level of fluoride must not exceed 1500 ppm).

There is currently no legal requirement to indicate the level of the fluoride containing material on the pack, although some manufacturers include this on a voluntary basis.

The identity of the fluoride containing material present in the toothpaste does not necessarily assist the consumer or the dental professional even if the level is declared, due to the wide ranging fluoride content of the materials listed in Annex III of the Cosmetics Directive.

The Oral Care Working Group feels strongly that industry should be pro-active in helping consumers and dental professionals choose the most appropriate toothpastes for themselves, their children and their patients. This is in agreement with requests from dental professionals and consumer groups, namely that more information should be provided by toothpaste manufacturers. Both consumers and dental professionals want to be aware of the level of fluoride in toothpaste, especially with respect to use by infants and children.

RECOMMENDATION:

The fluoride level should be declared on a voluntary basis on the toothpaste packaging, at least on the pack visible to the consumer at the point of sale (outer pack), as "ppm F" rounded to the nearest 50 ppm.

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