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Saudi Arabia Issues Draft Regulation on Cosmetic Products Claims

On 17 June 2015, the Saudi Arabia Standards Organization (SASO) issued a draft technical regulation on Cosmetic Products Claims. The draft regulation specifies the basic criteria of what is considered an acceptable claim. The “basic criteria” include the following: compliance with all laws and cultural values within the Gulf Arab states; the claim shall not be based on false or irrelevant information; the claim shall not overstate the attributes of the product; and labeling must not be used to denigrate other competitors. The draft regulation further provides a non-exhaustive list of examples of unacceptable claims. The list is intended as a guideline and includes examples such as: “Reverses aging”; “Soothes irritated skin”; “Kills germs”; “Antiseptic”; “Kills 99% of bacteria”; “detoxifies.” Moreover, the regulation defines “unacceptable claims” as claims that do not comply with the definition of basic criteria and/or claims of treating medical conditions, claims of changing the body’s physiological functions, and claims of influencing the body’s metabolism. The proposed dates of adoption and entry into force have not been set. Comments on the new draft will be accepted no later than 18 August 2015.

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