



Why work with AllergyCertified

Use AllergyCertified because

- Customers can easily see, your products are skin friendly
- You get a third party assessment of your products
- You distinguish your products from others

AllergyCertified was founded in 2015 in Denmark. By now we have certified more than 2000 products from over a 100 brands. The certified products are available in 94 countries and the certified market shares grow with more than 30% every year.

More than 25% of the adult population in Europe is allergic to one or more ingredients. When living with an allergy it is proven, that your quality of life drops. This is why it is important and usefull for your brand to have a legible way for people to navigate towards products without allergens.

We also asses the products to make sure, that there are no carcinogens or hormone disrupting chemicals in the products to make them even safer.

You have 2 seconds to convince consumers to buy your product
- Let the AllergyCertified label make the choice easier.

On the following pages we will attach some examples of using our logo and at last some info about applying for certification.

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AllergyCertified in Use



To the left: AllMatters using our logo for assurance in their re-branding.

Top right: Ivy Aia using our logo on the front of their packaging

Bottom right: GOSH Playing with our logo using the texture of their makeup.

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Applying for Certification

Costs to become certified

The average cost of certifying one product is 495 euros. The price will be less if you have several products that are similar to each other, and it will be more if you have complicated products with many different raw material suppliers. But in average; 495 euros.

Once your product is certified you pay a fee for using the AllergyCertified label. The fee is 0,45 % of the turnover you have on the certified product.

Example: your turnover is 1 million euros, you pay 4.500 euros for using the label.

Process to become certified

We need to have the full formulation of your product. This means INCI, CAS and concentrations. On top of that we need to see MSDS and TDS on every raw material used in the product. Once we have all the information needed you can expect to hear from us within three weeks. There are a few ingredients that will require a laboratory test, but we will let you know as soon as we see your formulation.

So what now

You send a mail to lene@allergycertified.com who will send you a document you need to fill out.

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