

1 Material in wet wipes

The requirements in this section refer to the cloth in wet wipes. These requirement replaces section 12 for Cosmetics (2018:1) and section 18 for Chemical products (2018:1).

- 1.1** The wet wipe cloth must come from 100% bio-based raw material. Examples of permitted raw materials are cotton, viscose, lyocell and paper.
- 1.2** *For chemical products:* Recycled material may be used provided it is bio-based. Both pre-consumer waste and post-consumer waste may be used.
- For cosmetic products:* Recycled material may be used provided it is bio-based and consist of pre-consumer waste. Post-consumer waste may not be used.
- 1.3** As for recycled raw material, the licensee must have knowledge about the raw materials origin in terms of country and supplier. Forest based virgin raw material must come from 100% FSC certified forestry. Virgin cotton material must be organically farmed and/or cultivated in transition and certified with IFOAM Family of Standards. Other types of certifications can be approved at the discretion of Naturskyddsforeningen. If this becomes relevant, it will be announced to the public by Naturskyddsforeningen which new tests or certifications that will be approved.
- 1.4** Fiber content and amount of recycled material must be visible on the packaging. It must be presented in percent based on the European regulation regarding textile fiber names and related labelling and marking requirements (EU 1007/2011).
- 1.5** If the wet wipes are sold/ marketed as biodegradable or compostable, this has to be verified with a test according to the European standard EN 13432. Other types of tests can be approved at the discretion of Naturskyddsforeningen. If this becomes relevant, it will be announced to the public by Naturskyddsforeningen which new tests or certifications that will be approved.
- 1.6** Bleaching with chlorine is not permitted.
- 1.7** Dye or optical brighteners are not permitted.
- 1.8** The following substances may not be used at any stage of the production of the material: organic flourine compounds, substances on the Candidate list (echa.europa.eu/sv/candidate-list-table) as well as substances listed in Annex XIV and Annex XVII in the REACH regulation (EG 1907/2006).
- 1.9** The licensee must have an action plan for how the total emissions from the production of the cloth, i.e. from pulp to finished cloth, to air and water of chemical pollutants will be reduced over time. The action plan must contain a compilation of the five most environmentally harmful chemical pollutants that are released during production, as well as a justification for the choice of pollutants. Relevant pollutants are those mentioned in BAT. The plan should also contain at least three timed targets for how emissions are to be reduced. The licensee must annually follow up and, if necessary, update the action plan.
- 1.10** The licensee must have an action plan on how cloth waste material from production of wet wipes should be reduced over time. The amount of waste that the production of wet wipes produce should be calculated and there must be a plan regarding how the amount of waste should be reduced or be reused as raw material.

Bio-based raw materials refer to natural polymers as defined in the EU commission's guidance to the [directive](#) for certain plastics.

BAT refers to the conclusions regarding best [available practices](#) for the production in the textile industry that complied in accordance with the direction on industrial emission.

Motivation to the requirements

[1.1] Many disposable wet wipes contain synthetical fibers made from fossil raw material. Since it is possible to produce this type of product without synthetical fibers it is advised to do that. The risk of plastic materials polluting the nature can be avoided and production can be made from renewable raw materials.

[1.2] Recycled material is from a resource point of view the best option and should be chosen when possible. Post-consumer waste is excluded in cosmetic products for precautionary reasons.

[1.3] Recycled raw material is to prefer when possible. FSC certified forestry does not guarantee a sustainable forestry but gives a better traceability than uncertified forestry. Conventionally grown cotton has a big impact on the environment when you look at the amount of pesticides that are used. Organic farming prohibits these kinds of pesticides and artificial fertilizers.

[1.4-1.5] Accounting for fiber content gives the consumer full information about the product, as well as makes it easier to understand how it should be recycled. It is important to the consumer that it is clear what should happen to the product after it has been used. If you market the product as biodegradable or compostable this has to be tested so that the consumer can for example be sure that the product will degrade in the home compost.

[1.6] If chloride from for example bleaching in a pulp mill pollutes the environment with dioxins, they will be a threat to aquatic organisms as well as humans. Dioxins are toxic, fat-soluble and persistent. Today there are good alternatives to chlorine bleaching to be used.

[1.7] All chemicals have an impact on the environment, including dye and optical brighteners.

[1.8] These substances have such properties that they can cause serious and lasting environmental and health effects.

[1.9] The cloth production has a significant part in the entire product's environmental impact. The requirement aims for the licensee to have a continuous dialogue with its producers about which polluting substances that are released and take action for the pollution to decrease.

[1.10] A positive environmental gain that can be made in production of wet wipes is to get the waste to a minimum. The requirement aims for the licensee to move towards circularity in production.

Bra Miljöval är en oberoende miljömärkning som bedrivs av Sveriges största miljöorganisation Naturskyddsföreningen med över 200 000 medlemmar. Bra Miljöval startade 1990 och märkningen bygger på två grundidéer: att naturresurser måste sparas samt att den biologiska mångfalden och människans hälsa inte får hotas. Våra kriterier för licenstagarna är strikta och under ständig utveckling. Produkter och tjänster som bär märkningen Bra Miljöval måste därför utvecklas kontinuerligt för att bli skonsammare för hälsan och miljön.

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