

# ANNUAL REPORT 2024



Schweizerischer Kosmetik-  
und Waschmittelverband

Association suisse des cosmétiques  
et des détergents

The Swiss Cosmetic  
and Detergent Association

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# Foreword

2024 was a special year for the SKW, its members, and me!

The spectacular 125th anniversary celebration at the Casino Zug theatre was the absolute highlight of my entire term of office. The stunning location in the old casino hall, together with the varied programme, provided the ideal setting for us to celebrate our 125th anniversary in style. It was an occasion that not only commemorated our past, but also demonstrated and strengthened the unity of our industry. I will never forget the many wonderful experiences we had that day.

In addition, the past year has been marked by significant political developments that directly affect our industry. The discussions on Switzerland's new bilateral agreements with the EU will bring both benefits and complex regulatory requirements.

The bilateral approach is undoubtedly the best option for Switzerland, but it is a challenging one from a regulatory point of view.

Our association must continue to act as a mediator and advocate to ensure that the concerns of our members are heard. Harmonisation with EU standards must not be at the expense of the innovative capacity and flexibility of Swiss companies. At the same time, unilateral Swiss approaches should be avoided as far as possible in order to ensure market access for our importing members.

It is a balancing act that we have successfully maintained for many years and will continue to do so.

The trade battle between East and West is intensifying on a global scale. This is creating a dilemma in many sectors: companies are effectively being forced to take sides.

Fortunately, the cosmetics industry has been relatively unaffected so far. Our products are in demand the world over and allow us to build bridges rather than walls. However, the threat of US tariffs and the turmoil that the new President Trump is stirring up in the US and worldwide pose unexpected problems for which we must prepare.

Switzerland must adopt a strategic stance in this volatile global environment. It is vital to maintain strong relationships with all groups and to keep the doors open for exports to all countries. Our industry is ideally positioned for this. Swiss cosmetics are renowned around the world for their quality, safety and innovation.

Imports are subject to the same rules as exports. We must keep our regulation to a minimum, avoid unnecessary Swiss-specific requirements and, ideally, remove barriers to make it easier for our international members to enter the Swiss market with existing and new products.

In this regard, the work of our association is likely to be more important than ever in the future. We are committed to ensuring that legislation does not stifle innovation, but rather creates opportunities for growth and development. Our close relationships with policy-makers, international partners and other associations enable us to effectively represent the interests of our members.

The work of our Management Board, our astute Managing Director, Dr Bernard Cloëtta, and his dedicated team at the association's headquarters deserve special recognition this year. Their tireless efforts have helped us stay strong and make a difference in a difficult political climate.

What's more, together with their organising committee, they gave us an anniversary party that moved us all deeply.

Thank you so much!

I'm looking forward to 2025 and meeting all of you at various events. Let's work together to shape the future of our industry and celebrate the successes we have achieved against all odds.

Thomas Früh  
SKW President



Thomas Früh  
SKW President



## The EU sets the pace

Switzerland generally follows the EU in virtually all legislation relevant to the SKW.

This is done either by means of “dynamic references”, which allow the automatic and simultaneous incorporation of EU law – for example, Article 57 of the Swiss Ordinance on Foodstuffs and Utility Articles (LGV), which refers directly to Annexes II-VI of the EU Cosmetics Regulation.

Alternatively, “autonomous implementation” of Swiss law takes place through the ordinary legislative process, as in the case of chemicals and environmental legislation or legislation on corporate social responsibility.

One of the SKW’s most important tasks is to represent interests to avoid technical trade barriers and exploit the scope for autonomous implementation. There is potential for improvement here regarding content and timing compared to the EU legislation.

# Legislation



## Cosmetics legislation

### Swiss special regulation for furanocoumarins

The Swiss regulation of furanocoumarins differs significantly from EU law.

According to Article 6 (1) of the Swiss Ordinance on Cosmetics (VKos), in force since 2017, the furanocoumarin concentration in cosmetic products that remain on the skin and may be directly exposed to sunlight must be less than one ppm.

EU law only requires this restriction for sun-screen and self-tanning products. Due to the Cassis de Dijon principle, this special Swiss regulation is currently not applicable.

Even though 40 associations and organisations from the entire value chain clearly voiced their objections during the consultation process, the Federal Council approved the Federal Food Safety and Veterinary Office's (FSVO) request to abolish the Cassis de Dijon principle for Art. 6 (1) VKos in a decision of 8 December 2023.

The relevant new regulation is contained in Art. 2 (c) (11) of the Swiss Ordinance on the Marketing of Products on the Basis of International Regulations (VIPaV).

According to the Federal Council's decision, cosmetic products that do not comply with the legal standards may continue to be imported, manufactured and labelled in accordance with the previous law until 31 December 2025 and may still be sold to consumers until stocks run out.

The FSVO began revising Art. 6 (1) VKos at the end of 2024.

Thanks to the communication between industry and the authorities coordinated by SKW, we have been able to incorporate important industry concerns into the draft:

- A transition period until the end of 2025, with the possibility to continue selling products until stocks run out.
- An agreement on markers: the eight markers proposed by the International Fragrance Association (IFRA) have been included in the draft legislation. This brings us much closer to our goal of harmonising the new Art. 6 (1) VKos of the future furanocoumarin regulation with the 52nd amendment of the IFRA standards.

There were no other noteworthy changes to the cosmetics legislation in 2024. The amendments (Adaptations to Technical Progress – ATPs) to the EU CLP Regulation (EC) No. 1272/2008, i.e. the chemical legislation provisions incorporated into the Annexes to the EU, and therefore also the Swiss Cosmetics Regulation, posed the greatest challenges for the industry.

## Chemicals legislation

Swiss chemicals legislation is regularly harmonised with EU legislation, and technical trade barriers have been largely avoided. However, full adoption (for example, within the REACH notification system) is impossible without Switzerland joining the EU.

### Revision of the Chemicals Ordinance, Annexes 2 and 3 (ChemO)

In consultation with the Federal Office for the Environment (FOEN) and the State Secretariat for Economic Affairs (SECO), the Federal Office of Public Health (FOPH) has amended the technical regulations in Annex 2 ChemO and the list of substances of very high concern (candidate list) in Annex 3 ChemO to reflect recent developments in EU legislation.

### Annexe 2 ChemO has been amended in the following areas:

- Harmonised classifications and labelling requirements of substances (implementation of the 21st ATP to the EU-CLP Regulation): twenty-eight substances or substance groups were added to the List of Harmonised Classifications and Labelling Requirements and 24 existing entries were amended.
- The new EU hazard classes for endocrine disruptors and persistent chemicals that accumulate in organisms (bioaccumulation) or that can enter surface water, groundwater and ultimately drinking water due to their mobility, are now relevant in Switzerland. They will become mandatory in stages, starting with substances and moving on to preparations.
- The latest developments in testing methods (OECD Test Guidelines, UN Manual of Tests and Criteria) have been incorporated into the Swiss legislation.

Seven additional substances were added to ChemO Annex 3 (Candidate List of Substances of Very High Concern) and one entry was updated.

The changes came into force on 1 September 2024.



*The sharing of up-to-date information greatly simplifies our day-to-day work, ensuring that we are always informed about new regulations. We are hugely grateful to the SKW for the exceptional support.*

**Bernhard Schober**  
General Manager  
Unilever Switzerland  
SKW Board Member

## Revision of the Ordinance on Biocidal Products (OBP)

This revision of the OBP introduces a new obligation to report the quantities of biocidal products placed on the market annually. This reporting obligation applies to authorisation holders, manufacturers and importers.

In addition, indicators have been defined based on measurements in water bodies. These will help assess and minimise the risks of biocidal products. Authorisations for biocidal products may be amended or revoked if the limits set out in the Water Protection Ordinance are repeatedly and significantly exceeded.

Reporting must be completed every year by 31 May of the following year. The obligation to report the quantities of biocidal products placed on the market (Art. 10a of the Chemicals Act (ChemA) specified in the new Art. 30c OBP applies to all biocidal products.

The reporting obligation must be completed by the first person in the supply chain who places a biocidal product on the Swiss market (= initial market placement). Only the first person in the supply chain has to submit the report. This ensures that several parties in the same supply chain do not report the same biocidal product (same batch) multiple times in the same year. This primarily affects authorisation holders and manufacturers in Switzerland and Swiss importers of biocidal products whose authorisation holders are based in the EU.

Distributors and direct points of sale (e.g. pharmacies) and professional or commercial users are not affected if they obtain the authorised products from upstream parties in the Swiss supply chain. The report must be submitted electronically in the format specified by the Notification Authority. The data must be entered in the Chemical Product Register (CPR). To facilitate quantity reporting, a search by authorisation number or brand name of the biocidal product is available, as is an automatic transfer of the active substance, its concentration and the product type associated with the authorisation.

The changes came into force on 1 January 2024.

The lists of active substances under Article 10 OBP have also been adapted in line with the EU. The following amendments were made:

Annex 1:

One new active substance was added.

Annex 2:

- a) One new active substance/product type combination was added.
- b) The approval expiry date for five current active substance/product type combinations (three active substances) was postponed.

The changes came into force on 15 June and 1 September 2024.

### 19th and 20th ATP to the CLP Regulation (EC) No. 1272/2008

The 19th ATP adds new notes 10, 11 and 12 to Annex VI Part 1 of the CLP Regulation. The notes in Part 1 contain rules assigned to individual substance entries or group entries in Part 3 of Annex VI. These must be taken into account when categorising these substances.

The 20th ATP assigns the new Note 11 to various borates. In future, the sum of these borates will have to be calculated before classification. If it exceeds 0.3%, it must be classified as Repr. 1B. The same will apply to 2-ethylhexanoic acid and its salts in the future. Again, the principle of additivity (new Note 12) will apply to classification for reproductive toxicity here. In addition, the entry for 2-ethylhexanoic acid and its salts receives a new Note X. This clarifies that the classification of a group of substances in a single entry is based solely on the hazardous properties of that part of the substance which is common to all the substances in that entry. For non-common parts, the manufacturer must independently assess whether their hazardous properties require a stricter classification.

**Deadlines in the EEA:** mandatory from 1 February 2025

**Implementation in Switzerland:** in force since 1 October 2023 (Annex 2 (1) ChemO amendment), mandatory from 1 February 2025 (Annex 2 (14) ChemO)

### 21st ATP to the CLP Regulation (EC) No. 1272/2008

The amendment adds 28 new substances to Annex VI of the CLP Regulation and amends 24 existing entries.

A total of 24 substances have now been assigned an Acute Toxicity Estimate (ATE) value by the 21st ATP. This must be used when calculating the acute toxicity of preparations containing a substance with a harmonised ATE value.

**Deadlines in the EEA:** mandatory from 1 February 2025

**Implementation in Switzerland:** in force since 1 October 2023 (Annex 2 (1) ChemO amendment), mandatory from 1 February 2025 (Annex 2 (14) ChemO)

### ATP includes new hazard classes for CLP Regulation

Annex I of the EU CLP Regulation includes four new European hazard classes:

- ED HH with categories 1 and 2 (endocrine disruptors that affect human health)
- ED ENV with categories 1 and 2 (endocrine disruptors that affect the environment)
- PBT (persistent, bioaccumulative, toxic) vPvB (very persistent, very bioaccumulative)
- PMT (persistent, mobile, toxic), vPvM (very persistent, very mobile)

These hazard classes include hazard identification criteria as well as standard hazard communication elements for endocrine disruptors and persistent chemicals that (i) accumulate in organisms (bioaccumulation) or (ii) can enter surface water, groundwater and ultimately drinking water due to their mobility.

Implementation in Switzerland (planned)

- In force since 1 September 2024 (Annex 2 (1) ChemO amendment)
- Mandatory from 1 November 2026 for substances and from 1 May 2028 for preparations (Annex 2 (15) ChemO)

## Environment legislation

### Upcoming amendment of the Chemical Risk Reduction Ordinance (ORRChem)

The ORRChem was not amended in 2024.

In December 2024, a comprehensive regulatory package was put out to consultation as part of the “**Environment 2025**” amendment package. This included an amendment to the ORRChem.

The deadline for submitting a response is 5 March 2025. The SKW is in the process of formulating a joint position statement with its partner associations.

### Switzerland and the EU Green Deal

In recent years, the European Union has made significant efforts to make progress with its sustainability goals through extensive regulation. At the centre of these initiatives is the European Green Deal, an ambitious programme aimed at making the EU climate-neutral by 2050. This roadmap has resulted in several new directives and regulations that affect all sectors of the economy and present significant challenges for companies.

One of the over 160 new laws is the Corporate Sustainability Reporting Directive (CSRD). Despite the fact that the deadline for implementation has passed, 17 EU member states have failed to transpose the directive into national law on time. This led the European Commission to initiate infringement procedures against these countries in September 2024. These delays demonstrate the difficulty of implementing the directive's rules in practice. As a result, the directive undermines legal certainty and European market harmonisation.

It is in Switzerland's best interests to achieve conformance with EU rules and international standards while not limiting its own flexibility.

The EU may now be forced to revise its extensive regulation from recent years in light of the current economic conditions. Switzerland must consequently act prudently and align itself with global standards.

An independent, compatible, and balanced sustainability policy will boost the domestic economy, while also preserving Switzerland's attractiveness as a business location.

Developments in the EU clearly highlight the challenges associated with implementing complex or practically unworkable sustainability regulations. Switzerland now has the opportunity and duty to learn from these experiences and chart a course that meets global sustainability goals while also ensuring our economy's competitiveness. It is time to establish practical and effective solutions for companies, the environment, and society.

## Planned draft law on reporting obligations for companies

On 26 June 2024, the Federal Council began a consultation on new laws governing company reporting obligations. In the future, more companies will be required to report on the environmental, human rights, and corruption risks associated with their commercial activities and the measures taken to mitigate these risks, in accordance with EU member state rules.

Large Swiss corporations are already required to create transparency in certain areas of their operations. This is a legal requirement. These companies must report on environmental, social, labour, human rights, and anti-corruption risks and the measures taken to mitigate them (mandatory sustainability reporting). With this rule, Switzerland has chosen internationally harmonised legislation.

However, in recent years, EU law has evolved in the area of sustainable corporate governance. Because of their close economic interdependencies, both large and small Swiss companies are directly or indirectly impacted by the new EU rules. The corresponding regulatory impact assessment (RIA) on sustainability reporting currently estimates that up to 50,000 companies will be affected.

Specifically, around 3500 companies will be required to report on their environmental, human rights, and corruption risks and the measures they have taken to mitigate them. Companies in Switzerland (in addition to public companies) with 250 employees, a balance sheet total of CHF 25 million, and a turnover of CHF 50 million will also be required to report, just like in the EU, but only if they meet two of the three thresholds for two consecutive years. Currently, this only applies to companies with 500 or more employees (balance sheet total of CHF 20 million and a turnover of CHF 40 million turnover) and affects approximately 300 companies. In addition, reporting will now be verified by an external auditing firm or a conformity assessment body.

The new rules on sustainable corporate governance will entail costs for the companies concerned. The Federal Council is currently examining how the Confederation can provide support to Swiss companies in implementing the new requirements (Postulate 23.4062).

However, unlike companies in the EU, Swiss companies should have the option of basing their sustainability reporting on either the EU standard or another equivalent standard. The Federal Council will define these standards in the corresponding ordinance.

The consultation process ran until 17 October 2024. The SKW has provided feedback on this in consultation with its network partners.

The Federal Council now wants an external study to assess the impact on Swiss companies before deciding how to proceed.



*The support provided by SKW to address media investigations and ingredient regulation has been critical to our company. Their strong expertise makes them a credible and authoritative voice for the industry. Their dedication to fostering dialogue and a collaborative environment ensures that our messages are effectively communicated and well received by key stakeholders. We are grateful for their ongoing partnership and look forward to continued success together.*

### Jasmin Aziz

Country Manager  
The Estée Lauder Companies  
Switzerland  
SKW Board Member





## Antitrust compliance is a priority

The association affords a unique opportunity for its member companies to share information and gain insights into technical and legal matters.

This exchange, in turn, helps the association better understand and successfully represent its members' common concerns and interests.

Clear and controlled antitrust and competition rules are essential.

All SKW events are therefore subject to strict compliance rules. This allows participants to use the association as a service and knowledge platform and a network without any concerns.

# Meetings & Events

## Association bodies

### 125 years of the SKW Anniversary Annual General Meeting

The SKW Annual General Meeting (AGM) 2024 was held on 23 May 2024 in the Theatre Casino Zug. It commemorated the association's 125th anniversary and was held under the motto "SKW – 125 years of successful networking".

In addition to the usual financial business, the by-law-related part of the meeting included the election of new Management Board members. Newly elected:

- Frédéric Beyeler, L'Oréal Suisse
- Marco Schwarz, Solenis
- Christian Zimlich, P&G

Re-elected to the Executive Committee for a further year:

- President Thomas Früh, Sirion Solutions
- Vice President Christian Koch, Steinfels Swiss
- Sandra Banholzer, Rausch

Newly elected to the Executive Committee:

- Michel Brülisauer, Wetrok

President Thomas Früh then opened the public segment of the event with his welcome address.

Martin Hotz of Hotz & Furrer then gave a presentation on "Market information on HPC products and current developments in the specialist and retail trade".

Next, Director Bernard Cloëtta conducted an interview with Marco Baumann, co-owner of RAUSCH AG, on "My time at the SKW," providing an authentic and interesting look back at the SKW's history and his decades of service in numerous fields.

The main part was headlined: "The SKW, as good as its members". In video interviews conducted prior to the AGM, twelve SKW company representatives (employees and management) were asked about their collaboration with the SKW, their best experiences, and their future expectations.

After the video clip presentation, Tama Vakeezan (SRF) chaired a panel discussion with the interviewees and the audience. The event concluded with a celebratory gala dinner.

## Management Board

The spring meeting was held on 18 April to prepare the agenda for the 2024 SKW Annual General Meeting, while the year-end meeting was held on 5 December.

### SKW Stakeholder Council (SC)

The SKW Stakeholder Council is an independent advisory body to the Management Board and the Administrative Office. It currently comprises eight members from the key stakeholders dealing with products represented by the SKW (see the "Organisation" section).

The SC provides a permanent platform for dialogue and knowledge sharing. It supports the SKW with advice and recommendations.

No meetings were held in 2024. Instead, written updates were provided.

### Expert groups

The SKW expert groups are both a source of knowledge and a driving force behind our work. More than 500 managers and employees from member companies participate in one or more of these open platforms.

We provide them with targeted internal information and, where necessary, obtain information that is important to us.

This enables the association management to identify members' ever-changing concerns and needs and make the right decisions about projects and services in a timely and informed manner.

Compliance with antitrust regulations is paramount in this exchange of information and experience.

Business contacts are made and joint positions are developed in the expert groups. They also act in an advisory capacity to the Management Board, giving them significant influence over the SKW's strategic objectives.

The SKW expert groups are open to all individuals delegated by the member companies. Expertise and a willingness to play an active role in shaping the association's work are necessary.

This exchange of information is not limited to events, however: we receive questions and suggestions from members all year round, forward them anonymously to the entire expert group, and then report back to the expert group – once again, anonymously.

### SKW Managing Directors' Conference (MDC)

The SKW Administrative Office finds it particularly useful to gauge the current situation within this group and gather suggestions for its day-to-day work and future strategies.

It is open to CEOs, country managers and executives from all member companies.

In 2024, we informed the SKW Managing Directors' Conference about:

- Sustainability reporting
- The Digital Product Passport/GS 1
- The abolition of industrial tariffs
- The Swiss "Business and Human Rights" forum

### Technical Committees

With around 300 representatives from member companies, the two Technical Committees for Detergents and Cleaning Agents and Cosmetics are the SKW's largest and most active expert groups.

They receive regular updates from the SKW on technical and regulatory matters.

They are an invaluable source of information for the SKW. The meetings are often well-attended.

An online update on the development of Swiss and EU legislation took place on 4 July covering the following topics:

- SKW information and an update on Swiss cosmetics legislation
- An update on EU legislation on detergents and cosmetics
- An update on Swiss chemicals legislation
- Green Deal legislation
- Sustainable procurement

On 20 November, we hosted a live meeting with the Packaging and Environment expert team to discuss the same subjects, with an emphasis on the EU Green Deal, the Packaging and Packaging Waste Regulation (PPWR), the Ecodesign for Sustainable Products Regulation (ESPR), the EU Deforestation Regulation (EUDR), the Corporate Sustainability Reporting Directive, and recycling.

### Swissness and Export Working Group (WG)

The Swissness and Export expert group comprises around 160 representatives from the 70 Swiss manufacturing companies in the SKW.

This expert group primarily deals with the issues and challenges facing a Swiss manufacturer with international reach. There is a particular need for information and knowledge sharing concerning the practical management of exports, registration, market access and distribution channels in the different target markets here.

A particular advantage is our global network of information on regulatory requirements for products in key export markets. This means that critical internal tasks can be delegated to the SKW in a cost-effective and timely manner.

At this expert group's annual meetings, we provide presentations on individual export countries and there is also knowledge sharing between individual member companies and services from partner organisations and associations.

The SKW initiated the "Swiss-Made Cosmetics Ordinance" and has been involved in enforcing Swissness legislation abroad since it came into force. This is accomplished through the SKW's membership of the [Swissness Enforcement](#) public-private partnership.



*For us, the SKW is a valuable point of contact for specific technical issues. The regular newsletters and in-depth information provided at technical committee meetings help keep us up to date with the latest developments in cosmetics regulation. We especially value the personal interaction with others in the industry and the welcoming SKW team. Thank you for your dedication!*

**Christina Gujan**  
Development & QM  
Ultrasun AG

On 29 May, this expert group met and exchanged experiences at the Radisson Blu Hotel, Zurich Airport, on the following primary topics:

1. Regulatory Update on China, **Yu-Lun Huan**, Cosmetics Europe, Technical Regulatory & International Affairs Manager
2. Exporting Cosmetics to India – Market Information and Regulatory Overview, **Deepti Sharma**, Senior Consultant India and South Asia, Switzerland Global Enterprise, S-GE
3. Market and Consumer Information on selected ASEAN countries, Japan and Taiwan, **Ming Cheng Wu**, SKW Advisor South-east Asia

### **Packaging and the Environment Expert Team**

Environmental and packaging issues and social responsibility are critical in the day-to-day operations of consumer goods companies across all sectors.

The greatest challenge is to meet the stringent requirements of investors, NGOs, legislation and customers while always maintaining control over costs and product performance.

We organise webinars and live events for this expert group, where industry representatives can discuss current issues and exchange ideas with the relevant stakeholders.

This expert group's main objectives are:

- To improve the industry's unified presence in the areas of packaging and the environment through increased expertise and collaboration
- To support circular economy projects, such as Swiss Recycle's "Sammlung 25"
- To coordinate activities in the field of packaging with stakeholders and national and international umbrella and partner associations
- To create an expert network through the direct involvement of in-house specialists and external experts if necessary
- To act as an advisory body to the Management Board and the Administrative Office

This expert group boasts approximately 100 company representatives.

The Packaging and Environment ET meeting took place on 30 November in Zurich at the same time as the Technical Committees' meeting.

### **VOC Expert Team**

The incentive tax on volatile organic compounds (VOCs) is a unique aspect of Swiss environmental law. This tax is levied by the Federal Office for Customs and Border Security (FOCBS) on both imports into Switzerland and domestic production. The tax is refunded (border adjustment) if products containing VOCs are exported to other countries.

Depending on the product, this levy can be very costly for companies. On the one hand, there is the tax itself, but also the associated administrative costs (determining the VOC content of products, arranging payments, etc.).

The team of approximately ten experts is tasked with assisting the SKW in all matters pertaining to this tax, in particular with devising practical proposals to simplify the procedure.

This expert group did not hold any meetings in 2024. The SKW management obtained its feedback by correspondence.

### **Professional haircare WG (PHC WG)**

The PHC expert group comprises ten members who supply hairdressing businesses with products and services in the B2B sector. They have special requirements for the SKW in terms of technical and legal issues.

Another key function of this expert group is to work with the Swiss industry association Coiffure Suisse on projects such as apprentice training or event sponsorship.

A meeting was held at the SKW in Zurich on 28 November to provide the latest information on antitrust regulations, exchange ideas about collaboration with stakeholders, and collect market figures.



## Professional washing and cleaning

Over 20 company representatives comprise the expert group of manufacturers and importers of detergents, cleaning agents and disinfectants in the B2B sector. They supply commercial and professional customers, such as cleaning businesses, hospitals, homes, hotels and restaurants.

Their products are often subject to different regulations than household products in the regulatory area.

The SKW collects three statistics from this expert group for products, machines and equipment and regularly holds information and experience-sharing events.

A meeting was held at KWZ in Dübendorf on 9 April. Current legislative and technical issues, the structure of this expert group's statistics and various concerns of the participants were discussed.

## Natural cosmetics

Several natural cosmetics manufacturers and importers are affiliated with the SKW. Some contract manufacturers produce natural cosmetic products for customers. There are always companies looking to enter this product market. Nearly 50 company representatives are members of this working group.

The SKW provides them with a platform in the form of an expert group within which all interested association members can exchange information and access specific information and services in an antitrust-protected environment, regardless of whether and which certified natural cosmetics they offer.

No events were held in 2025, but the opportunity for an informal exchange of experiences via the SKW Administrative Office was frequently exploited.

## Communication

The SKW Administrative Office works closely with the communication managers of its member companies. To this end, we have recorded them as an expert group in our CRM, divided into the areas of cosmetics, and detergents and cleaning products.

The aim is to support the association's external communications. The Administrative Office contacts members of the Communications expert group to obtain feedback on media topics and prepare a position statement. We then post these on the SKW website if necessary.

Thanks to the ARGUSavenue online portal, the Administrative Office is informed on a daily basis about current media issues and can respond quickly to any media enquiries.

All SKW members also have access to this portal. All relevant print, internet, TV or radio press releases are stored on it based on around 60 search keywords specified by the SKW.



*As a distributor of more than 20 brands from all over the world, it is essential for us to stay up to date on the latest ingredients, regulations, and market developments. Our cooperation with the SKW plays an important role in this. The continuous exchange provides us with useful information that helps us position our brands in the market safely and in accordance with the rules.*

*The collaboration with the SKW office is always highly professional. Enquiries are handled quickly and efficiently, providing us with effective support in our day-to-day operations.*

*I personally believe that we are stronger together. The association allows us to protect our interests and cooperate with the authorities. Our beauty industry is a sector that is relevant to everyone in Switzerland. It is a fantastic industry, and the SKW provides a valuable foundation. Thank you for your cooperation, SKW!*

**Mark Brunner**  
CEO Marwell





## 125 years of successful networking

One of our primary roles is to build and maintain a comprehensive network of all relevant stakeholders and partner organisations at national and international level.

We are THE national and international network of the Swiss cosmetics, detergents and cleaning products industry.

Below is a brief overview of the year's most significant interactions and the benefits they brought to the SKW's members.

# Network

## Authorities

### Federal Food Safety and Veterinary Office (FSVO)

- Various meetings were held to discuss mutual concerns in cosmetics legislation and enforcement. The FSVO assisted members and their representatives nationally and internationally by responding to SKW enquiries about ingredients and other legislative issues.
- In the matter of furanocoumarins, we were able to inform the FSVO about the ongoing projects and activities of the IFRA and Cosmetics Europe.

### Federal Office of Public Health (FOPH)

- The FOPH is our primary point of contact for Swiss chemicals legislation, which is updated annually in response to changes in the EU (REACH, CLP Regulation).
- Together with our partner associations, we represented the interests of our members at various coordination meetings. Our primary objective was to avoid technical trade barriers due to Switzerland's independent legislative action.

### Federal Office for the Environment (FOEN)

- The FOEN is the point of contact for Swiss environmental legislation, particularly for the implementation of EU legislative proposals in this area (Green Deal, Chemicals Strategy for Sustainability, microplastics, etc.). The SKW's main responsibility is ensuring that legislation is in line with the EU standards and promptly communicating any particular features to businesses.
- Switzerland has not adopted the EU's regulation on single-use plastics. As a result, several proposals have been submitted to parliament that exceed the EU regulation. We must work closely with our partners here to prevent Switzerland from going it alone.
- In general, the SKW's role is to act as a point of coordination between the activities of the European umbrella organisations A.I.S.E. and Cosmetics Europe. There is a high mutual need for information. For more information on this, see the "Sustainability" section.

### Commission of Experts for the VOC Incentive Tax

- The FOEN chairs the Commission of Experts for managing the VOC Incentive Tax, which consists of representatives from the sectors most affected, the cantonal authorities and the Federal Government.
- There is currently little legislative activity in this area.

### State Secretariat for Economic Affairs (SECO)

- SECO is always the point of contact for the SKW when a proposed regulation in Swiss law could result in a technical trade barrier.
- During the reporting year, there was intensive debate with SECO about the Swiss special rule for furanocoumarins.

### Institute of Intellectual Property (IPI), Swissness Enforcement Association

- Since 1 January 2017, legal requirements have applied to products and services that producers want to advertise with a Swiss cross or with the "Swiss Made" label, etc. The aim is to better protect the "Switzerland" brand from copycats, while also securing an important long-term competitive advantage for companies that produce in Switzerland. The "Swiss-Made Cosmetics Ordinance", initiated by the SKW at the time, applies to cosmetics.
- Following the enactment of the new Swissness legislation, the Institute of Intellectual Property advanced the establishment of a public-private partnership to enforce rights in the event of misuse of the "Swiss Made" designation of origin or the use of the Swiss flag on products abroad and founded the Swissness Enforcement Association.
- Swissness Enforcement is a joint private and public sector initiative. The aim of this association is to effectively combat the misuse of Swiss indications of origin abroad through close coordination between business and administration. In the event of individual cases of misuse affecting both public and private interests, intervention is carried out on behalf of the association.
- The SKW is represented on the board of this organisation by its President, Thomas Fröh.

## National associations and organisations

### Economiesuisse

- The managing director attended a number of online meetings of the Competition Commission, which coordinates the position of trade associations on antitrust and competition legislation. This allows the business community to present a united front within the legislative process.

### scienceindustries/Swiss Association for the Paint and Varnish Industry (VSLF)

- At regular coordination meetings, the SKW regularly exchanges information on current political and legal topics with these partner associations, which share technical and legislative similarities.

### The Swiss Flavour and Fragrance Industry Association (SFFIA)

- The SKW places great value on the continuous exchange of information regarding fragrances and aromatic substances. These raw materials are found in a wide variety of cosmetic, laundry and cleaning products and are subject to rigorous and ever-changing regulation.
- The SFFIA serves as the IFRA's "representative" in Switzerland and provides technical support to the SKW.

### Swiss Medtech / Disinfectants Expert Group

- By participating in several meetings of the Swiss Medtech Disinfectants Expert Group, we were able to coordinate activities of common interest with the SKW ProCI WG.

### Swiss Recycle / Sammlung 25

- Swiss Recycle is a private-sector centre of excellence in Switzerland that promotes optimal separate collection, recycling and a fully circular economy. We help our stakeholders to close material cycles.
- Swiss Recycle establishes uniform standards, ensures appropriate framework conditions and enables comprehensive communication at the overarching organisational level.
- The SKW has been supporting Swiss Recycle with projects for some time, and various SKW member companies have also joined as active partners.

- The SKW serves as a link between the European umbrella organisations A.I.S.E. and Cosmetics Europe and their recycling projects and activities. For more on this, see the "Sustainability" section.
- As part of the "Sammlung 2025" project, organisations from across the value chain have been working on a circular economy for plastic packaging and beverage cartons. The newly established organisation, "RecyPac – Kreislauf Plastik und Getränkekarton", will put this into practice. In the future, the organisation will coordinate the collection and recycling of plastic packaging (except PET bottles) and beverage cartons throughout Switzerland.

### Helvetic Association for Cosmetic Ingredients (HCI) and the European Federation for Cosmetic Ingredients (EFFCI)

- The HCI is a Swiss trade association for ingredient manufacturers and providers of services such as packaging, testing and consulting. It is a member of the European Federation for Cosmetic Ingredients (EFFCI), which comprises more than 100 companies from national associations based in France, Germany, the United Kingdom, Italy and Switzerland or from directly affiliated companies.
- Many SKW members are particularly interested in working closely with this association of suppliers, as cosmetic ingredients will be subject to extremely strict regulations in the future.
- The SKW regularly invites the management of the HCI to the meetings of the Cosmetics Technical Committee.

### Various NGOs

- The SKW Managing Director is a board member of GINETEX Switzerland, the country's national textile labelling association, where he represents the detergent industry's interests.
- The SKW and the Swiss Retailers Association (IG DHS) exchange information on matters relating to the enforcement of cosmetics and chemicals legislation. These coordination meetings aim to share non-binding information on industry and trade positions on legislative matters.
- We regularly exchange a range of useful information on technical and legal issues relating to cosmetics with the Swiss Association of Druggists (SDV).

## Look Good Feel Better Switzerland

- Look Good Feel Better is represented in 27 countries worldwide. The Look Good Feel Better Switzerland foundation was established in 2005 by a group of cosmetics companies.
- This foundation has its secretariat in the SKW headquarters, resulting in highly beneficial synergies for both organisations.

## International associations and organisations

### Cosmetics Europe – Active Association Members (AAM)

- Cosmetics Europe (CE) is the cosmetics industry's umbrella organisation. The SKW is a member and acts as an interface for CE's activities and projects in Switzerland. Therefore, the SKW Managing Director regularly attends CE meetings, mainly those of the national association representatives.
- The SKW continuously informs the Swiss authorities about innovations in Cosmetics Europe's sustainability projects. For more on this, see the "Sustainability" section.
- The SKW's participation in the "Task Force China", which coordinates Cosmetics Europe's collaboration with Chinese authorities on legislative initiatives and offers current information, is crucial for Swiss manufacturers. Exporters to China face extreme challenges under the new Chinese Cosmetic Supervision and Administration Regulation (CSAR). The entire European cosmetics industry must speak in unison on this issue as well.

### A.I.S.E. – National Associations Committee (NAC)

- A.I.S.E. is the European umbrella organisation for the detergent and cleaning agents industry. The SKW is also a member here and serves as an interface for the A.I.S.E.'s activities in Switzerland.
- The Managing Director attended various NAC meetings and coordinated the topics discussed there at national level, particularly in microplastics, raw materials and environmental issues.
- An important part of our work is to keep the Swiss authorities informed about new developments in the A.I.S.E.'s sustainability projects. For more on this, see the "Sustainability" section.

### International Associations Collaboration (IAC)

- The IAC brings together the world's leading industry associations and international corporations in the cosmetics industry.
- The objective is to share information and coordinate activities in the fields of legislation, law enforcement and communication on a global scale.
- The IAC affords an excellent opportunity for companies to establish global relationships and expand their international network. This is particularly beneficial to export companies within the SKW.
- The focus of various online meetings was worldwide cooperation and the knowledge sharing on global media issues, NGO campaigns and legislative activities, plus the Coronavirus crisis.

### The German Cosmetic, Toiletry, Perfumery and Detergent Association (IKW)

- We are connected to our German partner foundation by language and through shared media, NGO activities and several shared members. The IKW, like the SKW, represents the interests of the cosmetics and the detergent and cleaning agents industries. Therefore, close collaboration is beneficial to all parties concerned, and it has worked very well for many years.
- In addition to joint activities, especially in communications, the SKW Managing Director participates in beauty and home care specialist committees and provides information about Swiss legislative and media issues. This allows the participating associations to coordinate their activities.

### Industry Association for Hygiene and Surface Protection (IHO)

- The German Industry Association for Hygiene and Surface Protection for industrial and institutional use brings together manufacturers of cleaning agents, detergents and disinfectants for professional and industrial applications.
- Their products are extremely important to society, for example, in terms of consumer and health protection, food safety and ensuring hygiene standards in public spaces.
- The SKW works closely with the IHO to address the issues of its Professional Washing and Cleaning expert group.

## Cos D-A-CH

- The annual meeting of the German-speaking cosmetics associations, which was also attended by the associations from Hungary and Romania, took place on 14 August 2024 in Frankfurt am Main.
- A discussion was held on current specialist topics and regulatory issues, the work of Cosmetics Europe and communication coordination.



*We really value our long-standing and trusting relationship with the SKW. I have been working with the association for more than 30 years and have seen first-hand how the regulatory framework in Switzerland has evolved. During that time, Switzerland has made significant changes to meet the EU requirements for cosmetics, detergents and cleaning products. A much more liberal attitude is evident, particularly in the area of health claims. The SKW has also contributed to this by actively campaigning against Switzerland going it alone, for example, on furanocoumarins.*

*Future adaptation to the European Green Deal legislation and the continued development of plastic recycling will bring new challenges. This will require close dialogue among authorities, associations and industry.*

*We are always delighted to participate in the SKW's information events on current issues in Switzerland. Furthermore, the association is always available to answer specific enquiries and provide advice.*

### **Dr Alfred Markowetz**

Environmental and Consumer Protection P&G – Germany/  
Austria/Switzerland





## The voice of the industry

Our job in communications is to represent our members' interests, promote confidence in the industry and provide the public and stakeholders with transparent, factual information about products, their safety and sustainability.

# Communication

## Media relations

Swift, coordinated action and clear wording are necessary for press releases, position statements and background discussions. In 2024, a variety of media outlets enquired about industry trends, market data, ingredients and legal and professional matters.

Here are the most pressing topics that we have provided commentary on:

- Director's interview in the May issue of "Wirkstoff" magazine (Swiss Association of Druggists – SDV)
- NZZ on the "current state of the Swiss cosmetics industry"
- Expression-Cosmétique.fr: enquiry about the advantages of "Swiss-Made" cosmetics production
- BLICK on cocoa and cosmetics prices
- RTS "A Bon Entendeur" on MICA
- SRF-Kassensturz and "A Bon Entendeur" on Sephora Kids, for which we wrote an SKW position statement
- Radio SRF 1 Espresso on collagen
- "Wirkstoff", interview on sustainability in the cosmetics industry

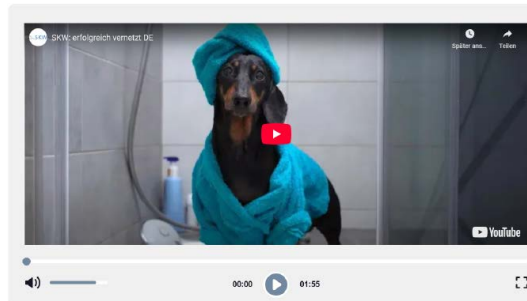
## New SKW website

We began the relaunch of our website in early 2024, and completed it before the end of the year.

We wanted to make our website more of a showcase for the industries the SKW represents, simplify communication and create a more focused dialogue with stakeholders. We also wanted to focus more attention on the issue of sustainability.

## "What does the SKW do exactly?" promotional video

The short [promotional video](#), completed in May 2024, provides an interesting insight into the SKW's tasks and activities.



## SKW satisfaction and service analysis

In autumn 2024, we conducted an annual satisfaction and service analysis among the SKW's members. The evaluation of the online survey of all SKW stakeholder groups was extremely positive, and the SKW Management Board was pleased with the outcome. The results were then distributed to all respondents.

## Online publications

The SKW has various online publications on legal and technical topics relating to the various products in the cosmetics, detergents and cleaning products industry, which are primarily aimed at consumers. These need to be regularly reviewed and updated as necessary.



## Popular services

We offer a comprehensive package of services that makes SKW membership extremely attractive to both international groups and Swiss manufacturers.

This package mainly consists of legal and technical information and advice, training events, the issue of free sale and GMP certificates for export and access to Argus online media monitoring.

# Services

## Information

We send regular updates to our members' various expert divisions and working groups on professional and legislative developments at national and international level.

The main topics of the legal and technical communications were cosmetics and chemicals law, Swissness legislation, the Federal Law on Technical Barriers to Trade, ingredients, claims, warning labels and, in particular, the differences to EU law.

Internationally, the focus was on REACH (Registration, Evaluation, Authorisation of Chemicals), GHS (Globally Harmonized System of Classification and Labelling of Chemicals) and the resulting EU CLP Regulation (Regulation on Classification, Labelling and Packaging of Substances and Mixtures), DetNet and the EU Cosmetics Regulation.

The SKW keeps its members and stakeholders informed about current projects and campaigns by the two European umbrella organisations, A.I.S.E. and Cosmetics Europe, and their extensive activities in the area of sustainability (see the "Sustainability" section for more information on this).

## Information for members and stakeholders

Responding to members' questions is an integral part of the Administrative Office's day-to-day work. We also receive a wide range of enquiries from consumers, businesses, students, authorities, NGOs and other associations.

In the year under review, the information provided to members was primarily concerned with implementing legal provisions and ingredients under cosmetics and chemicals law in Switzerland and the EU.

Additionally, the SKW frequently dealt with business and competition law matters.

Swiss manufacturers have access to our comprehensive global network that can answer all their questions about registration, market access and regulatory requirements. Several questions were asked about the formalities and legislation of various export destinations.

Many stakeholders, particularly educational institutions and consumer groups, contact the SKW with queries about the cosmetics and detergent industry and its products.

## Information for international companies and organisations

Despite the SKW's and Federal Council's harmonisation efforts, Swiss law still differs significantly from EU law. Many international firms no longer have their own regulatory and technical offices in Switzerland.

The SKW excels in supporting its members with head offices abroad, as demonstrated by the numerous enquiries received from these companies and enquiries from the European umbrella organisations (A.I.S.E. and Cosmetics Europe, the IFRA, etc.).

## Free sale and GMP certificates

We issued 156 free sale or GMP certificates for exports to our members in the year under review. The majority of the certificates were issued for China, Morocco and the United Arab Emirates.

## Exports and trade fairs

We provide specialised export support to our 70 Swiss manufacturers. They can join the "Swissness and Export" expert group and access the global SKW network in the "Regulatory International" field.

The SKW has continuously expanded this network through global partnerships with international associations and companies. The SKW's members have access to information on legislation and product registration, events, consultancy services and publications from the main industry associations, trade fairs and export organisations.

The SKW is in regular contact with its partner "Switzerland Global Enterprise, S-GE" to voice its members' concerns to this highly important organisation for trade fairs.

## ARGUSavenue

All SKW members have access to the ARGUSavenue media portal, allowing them to quickly find and analyse relevant media reports. This extremely useful tool is also used for reporting.

The SKW also sends out a weekly media review to its members by email for the cosmetics, detergents and cleaning agents sectors.

## NielsenIQ – Special conditions for new SKW clients

The SKW has a long-standing collaboration with NielsenIQ and regularly receives market figures for its annual report and website (see the “Figures” section).

NielsenIQ provides a comprehensive range of market information derived from extensive sources and advanced management information tools. These enable us to measure market success and analyse market and consumer trends.



*Together, we are a powerful force for a sustainable future in the world of cosmetics and beauty. Our collaboration amplifies our voice, enabling us to champion responsible practices. By working hand in hand, we engage with stakeholders, advocate for change and demonstrate our sector's positive social impact. Let us continue to unite our efforts, driving innovation and inspiring a more beautiful and sustainable world.*

**Claire Dieudonné**  
Market Coordinator  
L'Oréal Suisse





## Our responsibilities

The cosmetics, detergents and cleaning products industry recognises its responsibility and is committed to taking sustainable action.

SKW members are rising to the challenge and devoting extensive knowledge and resources to meeting the ever-increasing demands. Member companies are primarily responsible for planning, implementing and communicating their sustainability efforts.

The SKW's main responsibility is to facilitate the exchange of information and knowledge between the industry and the relevant stakeholders.

# Sustainability

...at national level:

- Informing members about relevant sustainability issues in Swiss and European legislation, specialist publications and stakeholder activities
- Inter-association sustainability knowledge sharing (best practices) in the SKW “Packaging and Environment” expert team
- Information and experience sharing between industry and stakeholders (authorities, NGOs). Participation in stakeholder organisation project groups, participation in events
- Point of contact for politics and administration, statements of position on CSR projects and draft laws in the fields of human rights and the environment
- Participation in “Go for Impact”, a collaboration between Swiss business associations, the Federal Government, and environmental organisations to promote sustainable supply chains and the exchange of information on relevant topics: <https://www.go-for-impact.ch/>
- Supporting the SKW member company partnership with [Swiss Recycle](#), “Drehscheibe Kreislaufwirtschaft” (Circular Economy Hub) and “Sammlung 25”

... at international level

(Text in English, as all referred information is in English, for German please check our website)

The SKW informs the relevant stakeholders and partner associations about sustainability issues and activities in the Swiss legislation, publications and stakeholder activities

We help codesigning and implementing the activities and projects of the European umbrella and partner associations in the field of sustainability, informing the Swiss Authorities and supporting the members in their implementation at national level, for example the projects of:

## 1. Cosmetics Europe

Cosmetics Europe’s mission is to support the development of an innovative, sustainable, competitive and respected cosmetics industry in Europe, which best serves consumers.

- **Driving Sustainable Development** – All consumer products create environmental impacts throughout their life cycle. Recognising the need to design products and processes that minimise their environmental footprint, companies in the cosmetics industry have implemented a broad range of strategies to help improve the sector’s sustainability.
- **Commit for Our Planet Initiative** – How to reduce the cosmetics sector’s environmental footprint in Europe and across the value chain through joint efforts and action. Each company can chart its own sustainability path.
- **Environmental Sustainability Report** – Cosmetics Europe’s mission is to support the development of an innovative, sustainable, competitive and respected cosmetics industry in Europe, which best serves consumers.
- **Green in Action** – Case studies on environmental sustainability in the cosmetics industry. The European Green Deal is one of the most important strategic initiatives ever undertaken within the European Union. The goal is to entirely stop the increase in the greenhouse gases on earth by 2050.
- **All About Plastic Microbeads** – Data gathered by Cosmetics Europe in 2018 shows that 97.6% of plastic microbeads used for exfoliating and cleansing purposes in wash-off cosmetic and personal care products were phased out between 2012 and 2017.
- **Environmental Footprint Category Rules for Shampoos** – The European Commission conducted a series of pilots on the Product Environmental Footprint (PEF) of organisations and products to guide future policy proposals. In parallel, Cosmetics Europe is studying the PEF of shampoos.
- **Guidance Document for the Cosmetics Industry on the “EU ABS Regulation”**
  - The cosmetics industry fully supports the objectives of the Convention on Biological Diversity (the Convention) and of the Nagoya Protocol, the international instrument adopted on 29 October 2010 by the Parties to the Convention. It also welcomes the EU ABS Regulation which establishes rules governing compliance with access and benefit-sharing for genetic resources and associated traditional knowledge, in accordance with the Nagoya Protocol.

## 2. The International Association for Soaps, Detergents and Maintenance Products (A.I.S.E.)

A.I.S.E. is actively contributing to relevant sustainability dossiers under the Green Deal.

- **Driving Sustainable Development** – A.I.S.E. has developed documents for members including “Good Sustainability Practice for the Cosmetics Industry”, which provides practical advice on developing an effective sustainability strategy and “Ten Steps to Sustainability: all you need to know and do for a successful start”, which helps companies (particularly SMEs) starting out on their sustainability journey.
- **Circular Economy** – In 2015, the European Commission adopted its Action Plan for the Circular Economy, including measures to stimulate Europe’s transition towards a circular economy, foster sustainable economic growth and generate new jobs. In 2018, the Commission adopted other initiatives in this context, including the EU Strategy for Plastics in the Circular Economy. As a driving force in sustainable development, A.I.S.E. has launched several initiatives that contribute directly to the objectives of this circular economy strategy.
  - Guiding Principles on Sustainable Plastic Packaging Design
  - Voluntary Industry Plastic Packaging Initiative
- **Guiding Principles on Sustainable Sourcing of Bio-Based Materials** – A.I.S.E. has developed these principles to support all the companies operating in the European detergents, cleaning and maintenance products industry and using – or intending to use – bio-based materials in final products and/or packaging material. It builds on the learnings from the A.I.S.E. Charter for Sustainable Cleaning in the domain of bio-based materials and on the most recent developments triggered by the objective to strive towards a Circular Economy, also contributing to the global Sustainable Development Goals (SDGs).
- **CSR Guidance** – The A.I.S.E. Social Responsibility Guidance includes detailed recommendations, resources and a self-evaluation tool to support all industry players, especially small and medium-sized enterprises, in managing and implementing a social responsibility programme as part of their overall sustainable development goal.

- **Engaging with consumers** – One of A.I.S.E.’s key priorities is to steer the sustainable development agenda and reduce the environmental footprint linked to the production and consumption of detergents and maintenance products. To achieve this goal, A.I.S.E. runs a broad range of activities such as voluntary Product Stewardship Programmes, but also, the comprehensive A.I.S.E. Charter for Sustainable Cleaning which is implemented by nearly 250 companies in Europe.
- **cleanright.eu** – Cleaning industry portal for consumers.
- **Sustainable Cleaning** – Cleaning and hygiene products and services are essential to society and our commitment is to deliver impactful projects in a responsible way, promoting sustainable production, design and consumption. By working together to tackle water quality through chemical safety, reducing our environmental footprint and embracing the circular economy, we steer best practices and aim to be a role model industry. See the Activity and Sustainability Reports.
- **Consumer Habits Survey 2020** – Consumer Habits Research
- **I Prefer 30°** – Low Temperature Washing Campaign
- **PEF Guidance to Industry** – Product Environmental Footprint (PEF):

## 3. International Fragrance Association (IFRA)

IFRA and its members engage in a series of projects relating to sustainability. The IFRA Sustainability Charter is a collective, voluntary and inclusive effort to raise the bar for sustainability in the flavour and fragrance sectors.

- **IFRA-IOFI Sustainability Charter** – The Charter builds on the Fragrance and Flavour industries’ proud heritage and on the long-standing commitment to the multiple dimensions of sustainable development shown by many individual companies. The Charter complements company sustainability programmes, helping our industries to make advances in sustainability by sharing best practice and benchmarking progress.

To learn more about the IFRA-IOFI Sustainability Charter, download the [Sustainability Reports](#) documents.

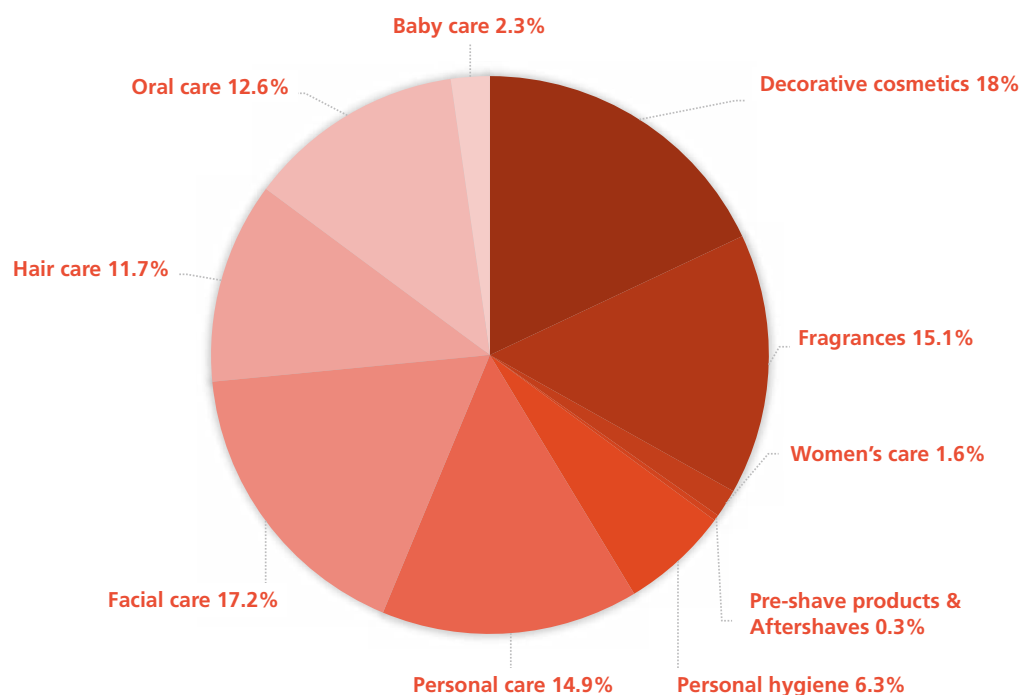
## Cosmetics market

The figures below are the product of a collaboration with NielsenIQ and represent the entire Swiss cosmetics market.

The figures are extrapolated using NielsenIQ Retail and Prestige Panel scanning data. There may be some discrepancies in the total due to the rounding of the product category figures.

Sales in CHF mn	2022	2023	2024
(Consumer prices)	CHF	CHF	CHF
Decorative cosmetics	287.4	292.7	286
Fragrances	320.4	326.6	324.4
Women's care	36.7	35.8	35.2
Pre-shave products & Aftershaves	7.6	7.4	7.2
Personal hygiene	135.7	137.4	134.2
Personal care	307.7	322.6	319.9
Facial care	365.1	377.3	369.1
Hair care	228.9	240.8	250.7
Oral care	255.7	266.2	270
Baby care	53.9	51.6	48.3
<b>Total</b>	<b>1,999.1</b>	<b>2,058.4</b>	<b>2,045.0</b>

## Market shares





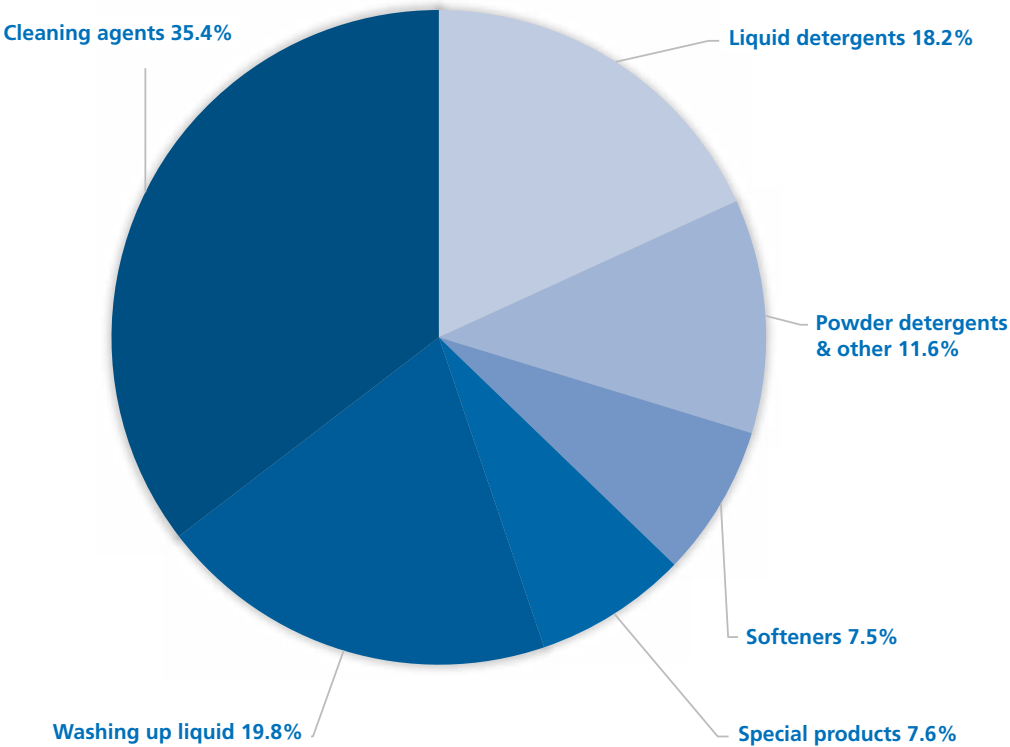
Detergents and cleaning agents

The figures below are the product of a collaboration with NielsenIQ and represent the entire Swiss detergent and cleaning agents market.

The figures are extrapolated using NielsenIQ Retail Panel scanning data. There may be some discrepancies in the total due to the rounding of the product category figures.

Sales in CHF mn	2022	2023	2024
(Consumer prices)	CHF	CHF	CHF
Liquid detergents	119.4	123.3	128.9
Powder detergents & other	74.1	80.6	82.0
Softeners	45.6	49.7	53.1
Special products	60	58.6	53.7
Washing up liquid	139.6	141.1	140.6
Cleaning agents	258.2	261.1	251.1
Total	696.9	714.4	709.4

Market shares



The SKW is synonymous with service, expertise and development. The association makes a valuable contribution to the protection of interests in politics and society. It contributes to the important cohesion within our industry. I appreciate the proactive and personal collaboration.

David Thöny  
Head of Chemicals Development  
Wetrok AG



## Personnel

At the end of March 2024, Ms Marina Donabauer took her well-deserved retirement after more than 30 years of service to the SKW. We would like to take this opportunity to thank her once again for her commitment and wish her all the best for the future.

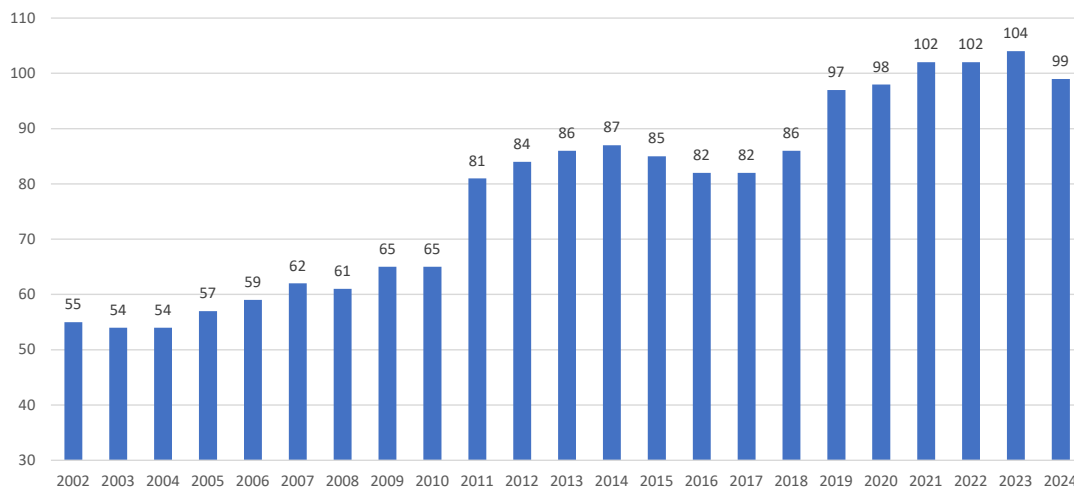
Ms Donabauer's successor, Ms Monika Moser, joined the SKW on 1 April and took over her predecessor's duties as Head of Finance and the Back Office.

## Membership trends

The SKW had 99 members on 1 January 2025 (compared with 55 on 1 January 2002). Union membership is around 90 percent.

This high level of representativeness is a critical justification for politicians, authorities, stakeholders and the media to take the association's activities seriously.

### Membership trends



## List of members

### as of 31 December 2024

Abhati Suisse AG, Appenzell  
 Alcina AG, Muttenz  
 ananné group GmbH, Rüslikon  
 ASM Aerosol-Service AG, Möhlin  
 Bayer (Schweiz) AG, Zurich  
 Beiersdorf AG, Basel  
 Belle Luce Cosmétiques Sàrl, Versegere  
 Bergerat SA, Pfäffikon SZ  
 Blidor AG, Baar  
 Blue Box Distribution AG, Kriens  
 Bolton Swiss S.A., Lugano Massagno  
 BTC Laboratoire SA, Le Mont-sur-Lausanne  
 BULGARI GLOBAL OPERATIONS SA, Neuchâtel  
 Chanel SARL, Geneva  
 Chemical Works Schärer and Schläpfer AG, Rothrist  
 Cocooning Nature SA, Bavois  
 Cosmetics SA Worben, Worben  
 Cosmotec SA, Vouvry  
 Coty Beauty Swiss SARL, Hünenberg  
 CRB S.A., Puidoux  
 CVL COSMETICS S.A., Morges  
 delta pronatura Schweiz AG, Muttenz  
 Dicopar SA, Münchenstein  
 Diversey - A Solenis Company, Münchwilen  
 Dobi-Inter AG, Suhr  
 Ecolab (Schweiz) GmbH, Reinach  
 Epigeneva AG., Kilchberg ZH  
 Estée Lauder GmbH, Zurich  
 Farfalla Essentials AG, Uster  
 FCC - Fragrances, Cosmetics & Consulting SA, Aigle  
 Filabé of Switzerland AG, Schaffhausen  
 Frike Cosmetic AG, Ebnat-Kappel  
 GABA Schweiz AG, Therwil  
 Galderma SA, Zug  
 Gerda Spillmann AG, Ittigen  
 HELVECOS AG, Bühler  
 Henkel & Cie. AG, Pratteln  
 INSTYTUTUM AG, Zug  
 Intercosmetica Neuchâtel SA, Neuchâtel  
 JUST International AG, Walzenhausen  
 Jüstrich Cosmetics AG, Berneck  
 Juvena Marlies Möller AG, St. Margrethen  
 Kanebo Cosmetics (Europe) AG, Zurich  
 Kao Switzerland AG, Baar  
 Kärcher AG, Dällikon  
 Kenvue Switzerland, Zug  
 KWZ AG, Dübendorf  
 La Colline Cellular Research Laboratories S.A., Sion  
 La Prairie Group AG, Zurich  
 Laboratoires Biologiques ARVAL SA, Conthey  
 LAC BLEU LABORATOIRES SA, Zug  
 Lalique Beauty SA, Zurich  
 Lifeorce GmbH, Küssnacht am Rigi  
 L'OREAL SUISSE SA, Vernier

L'OREAL SUISSE SA, Professional Products Division, Vernier  
 Louis Widmer SA, Schlieren  
 Maison Noir SA, Zurich  
 Marwell AG, Münchenstein  
 Mavala SA, Geneva  
 Mavex SA, Lamone  
 Melisana AG, Zurich  
 Mizensir SA, Meinier  
 MUSK Collection Switzerland, Wollerau  
 Natur i de Hand AG, Niederlenz  
 Naturalps Sàrl, Montreux  
 Nazan Schnapp GmbH, Volketswil  
 PFCH Luxe SA, Meyrin  
 Phytomed AG, Hasle/Burgdorf  
 Pierre Fabre (Suisse) S.A., Allschwil  
 PM Care Systems AG, Zurich  
 PP Prestige Products SA, Montreux  
 Pramol-Chemie AG, Bazenheid  
 Procter & Gamble International Operations SA, Petit-Lancy  
 Proderma AG, Schötz  
 RAUSCH AG KREUZLINGEN, Kreuzlingen  
 RB Hygiene Home Switzerland AG, Wallisellen  
 Reckitt Benckiser (Switzerland) AG, Wallisellen  
 Schwabe Pharma AG, Küssnacht am Rigi  
 Schwarzkopf Professional Schweiz, Pratteln  
 skin689 (Switzerland) AG, Zurich  
 Soeder AG, Zurich  
 SOGLIO-PRODUKTE AG, Castasegna  
 Sorein-Fabrik GmbH, Pfäffikon  
 Steinfels Swiss, Winterthur  
 Swifiss AG, Urnäsch  
 Swiss Fragrance GmbH, Winterthur  
 SWISS lab dr.gerny GmbH, Freienbach  
 Swissclinical S.A., Lausanne  
 T&MC Industry SA, Lugano  
 Tanner SA, Cham  
 Temmentec AG, Sumiswald  
 The Grooming Expert GmbH, Aesch  
 The Powder Company AG, Einsiedeln  
 Unilever Switzerland GmbH, Thayngen  
 Valeve SA, Fribourg  
 Vepochemie AG, Stallikon  
 Verfora AG, Villars-sur-Glâne  
 Vilhelm Perfumes SA, Geneva  
 WALA Schweiz AG, Bern  
 Walco Lin SA, Giubiasco  
 Weita AG, Aesch  
 Weleda AG, Arlesheim  
 Wella Switzerland SARL, Allschwil  
 Wetrok AG, Kloten  
 Winstons Cosmetics SA, Gebenstorf  
 Witty Vertriebs- und Controlling GmbH, Herisau  
 XOVÉ Laboratories Sàrl, Geneva

## Organs

### Management Board

Thomas Früh, President\*

Dr Beat Müller, Louis Widmer  
Bernhard Schober, Unilever Switzerland  
Christian Koch, Steinfels Swiss, Vice President\*  
Christian Zimlich, Procter & Gamble  
Frédéric Beyeler, L'Oréal Suisse  
Heike Huber, Beiersdorf  
Jasmin Aziz, Estée Lauder  
Marco Schwarz, Diversey – A Solenis Company  
Markus Reinhard, GABA Schweiz  
Michel Brülisauer, Wetrok\*  
Sandra Banholzer, Rausch\*

### Honorary members

Hans Rudolf Bircher, Zollikon  
Klaus Erny, Ebnet-Kappel  
Meinrad Schnider, Binningen  
Rolf Münch, Oberwil

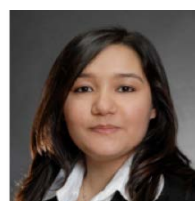
### Administrative Office



Bernard Cloëtta,  
Dr jur., Director



Monika Moser,  
Finance & Back Office  
(since 01/04/2024)



Jasmin Jaghuri,  
Secretariat,  
Expert Groups &  
Communication

### Inspection body

BDO AG, Zurich

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\* Executive Committee Members

Representations

International Association for Soaps,  
Detergents and Maintenance Products  
(A.I.S.E.)

National Associations Committee  
Dr jur. Bernard Cloëtta

Cosmetics Europe, The Personal Care  
Association

Active Association Members  
Dr jur. Bernard Cloëtta

economiesuisse

Delegate  
Dr Bernard Cloëtta

Competition Commission  
Dr Bernard Cloëtta

Member of the China-India Free Trade  
Agreement  
Dr Bernard Cloëtta

Member of the Intellectual Property Expert  
Group (IPEG)  
Dr Bernard Cloëtta

GINETEX Switzerland

Management Board  
Dr jur. Bernard Cloëtta

The German Cosmetic, Toiletry, Perfumery  
and Detergent Association (IKW)

Beauty Care Specialist Committee  
Dr Bernard Cloëtta

Detergents Specialist Committee  
Dr Bernard Cloëtta

Cleaning and Care Products Specialist  
Committee  
Dr Bernard Cloëtta

International Associations Collaboration  
Committee (IAC)

Member of the Committee  
Dr Bernard Cloëtta

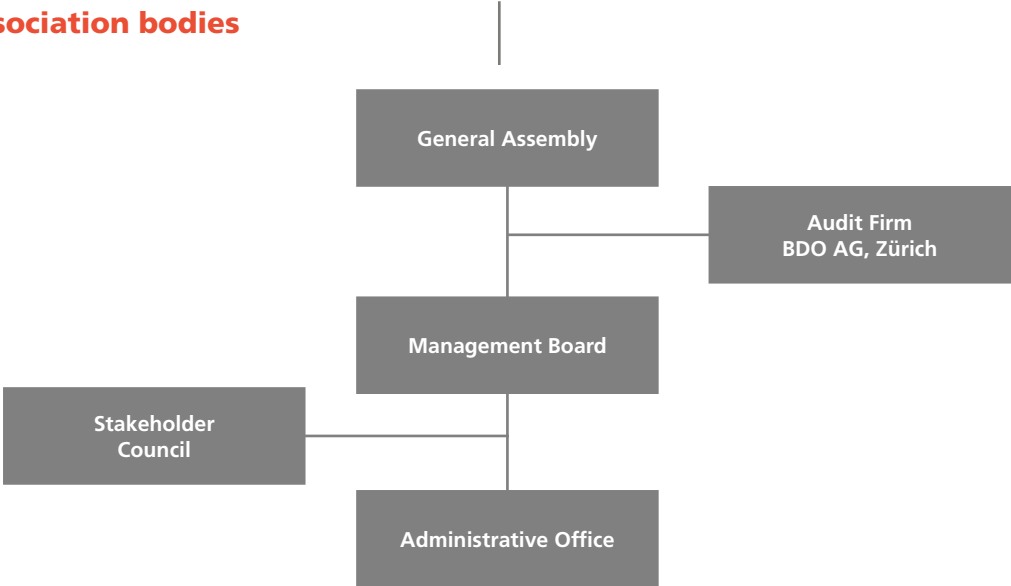
Go for Impact

Member of the Programme Committee  
Dr Bernard Cloëtta

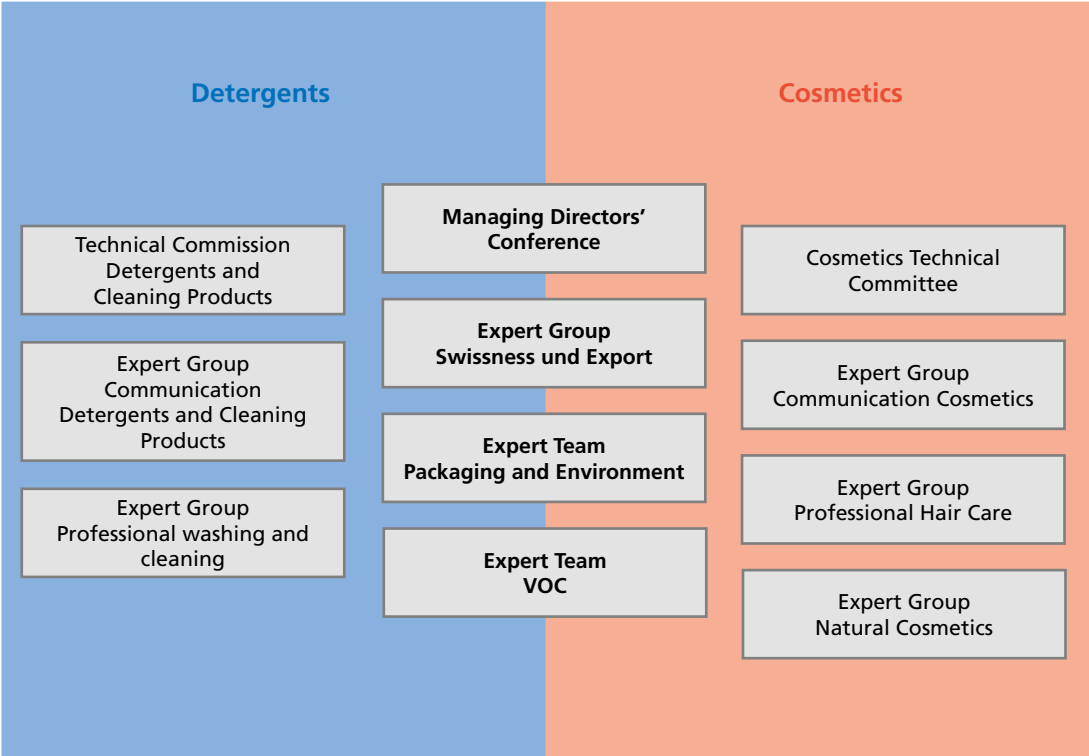
Swissness Enforcement

Board Member  
Thomas Früh, SKW President

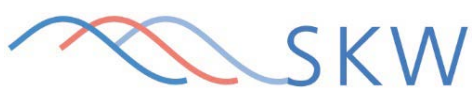
Association bodies



Expert groups







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