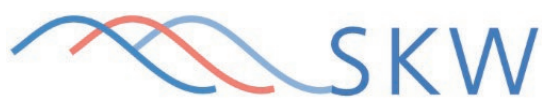


# ANNUAL REPORT 2025



Schweizerischer Kosmetik-  
und Waschmittelverband

Association suisse des cosmétiques  
et des détergents

The Swiss Cosmetic  
and Detergent Association

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# Foreword

2025 was a year of dynamism and change for our industry, marked by significant decisions. The ever-increasing pace of regulatory developments once again posed major challenges, especially at the EU level. Whether in the field of cosmetics law, chemicals regulation or sustainability obligations under the European Green Deal, the requirements are becoming increasingly detailed, complex and challenging to implement. This entails higher compliance costs along with a continually increasing demand for expert support and strategic guidance for our organisations.

At the same time, the previous year was marked by considerable geopolitical and economic tensions. The escalating tariff conflict with the US and the new trade policy uncertainties under Donald Trump's presidency have caused concern around the globe. Impending tariff hikes and protectionist trends are exerting pressure on international supply chains and making it harder for export-focused industries to plan ahead. Added to this are ongoing conflicts, including the war in Ukraine, the unstable situation in the Middle East and increasing tensions in the Asia-Pacific region, which are impacting energy prices, commodity markets and transport routes. These developments directly influence the procurement, manufacturing and sales markets of our member companies.

Progress is also being made on negotiations for new bilateral agreements between Switzerland and the European Union. While these will undoubtedly create opportunities, they will also bring in complex regulatory requirements. It is essential that Switzerland avoids a unilateral approach wherever possible to maintain regulatory transparency for our importing and exporting members. Market access, legal certainty and competitiveness are key pillars of our success.

Fortunately, the cosmetics sector has been less affected by direct trade restrictions than other industries. Our products are highly sought after globally and are known for innovation, safety and quality. They inspire confidence and help to build bridges where barriers are being erected elsewhere. Nevertheless, we must not allow ourselves to be lulled into a false sense of security: trade barriers, volatile currencies, rising transport costs and political uncertainties demand proactive measures and well-defined strategic positioning.

By appointing new management at the SKW Administrative Office, we have taken an important organisational step that signals both continuity and renewal. In an increasingly challenging environment, having a robust, technically proficient Administrative Office with strategic insight is of the utmost importance.

Looking ahead to the coming year, our association will place greater emphasis on actively shaping regulatory processes, will deepen dialogue with relevant authorities, political decision-makers and partner organisations, and will offer targeted support to the industry in implementing new legal requirements. At the same time, we will reinforce our role as the voice of the Swiss cosmetics and detergent industry, offering expert, solutions-focused support with a clear strategic direction.

I would like to thank all members, partners and employees for their dedication and support over the past year. Together, we will continue to shape the future of our industry responsibly, resiliently and innovatively in 2026.



Christian Koch  
SKW Vice President



**Christian Koch**  
SKW Vice President



## The EU sets the pace

Switzerland is adapting to EU legislation that is important for the SKW. On the one hand, this is achieved through the use of “dynamic references”, which automatically and simultaneously transpose EU law. For example, the direct and simultaneous transposition of Annexes II-VI of the EU Cosmetics Regulation.

On the other hand, it is implemented through “autonomous implementation” of Swiss law via the normal legislative process, as in the case of chemical and environmental legislation and corporate social responsibility legislation. One of the SKW’s primary duties is to represent interests to prevent technical trade barriers and to capitalise on the scope for autonomous implementation. There are also worthwhile opportunities here to simplify content compared to EU legislation. Regrettably, however, this is far too rarely accomplished.

Generally, cosmetics law is the most harmonised in terms of both content and timing (an important exception here is the stricter Swiss regulation of furanocoumarins), followed by chemicals law, then environmental law. The delay behind the EU is the longest in the latter.

# Legislation

## Cosmetics legislation

There were no significant amendments to the relevant decrees in 2025.

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.

### Swiss special regulation for furanocoumarins

The strict Swiss regulation of furanocoumarins, which diverges significantly from EU law, remains a point of contention. According to Article 6 (1) of the Swiss Ordinance on Cosmetics (VKos), in force since 2017, the total furanocoumarin concentration in cosmetic products that remain on the skin and may be directly exposed to sunlight must be less than 1 ppm. In the EU, this restriction applies solely to sunscreens and self-tanning products.

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 finalised and published the corresponding revision of Art. 6 (1) VKos in December 2025. Thanks to the communication between the industry and the authorities coordinated by the SKW, and with the support of the International Fragrance Association (IFRA) and various partner organisations, we have been able to incorporate important industry concerns into the ordinance:

- 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 suggested by the SKW and IFRA have been adopted. 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.
- Regarding the scope of application, the previous exemption for perfumes, eau de toilette and cologne will remain in place.
- The following are not covered by the 1 ppm regulation (non-exhaustive list): nail care products and cosmetics, hair treatment products, dental and oral care products, deodorants, night care products, rinse-off products, perfumes, foot creams, eau de toilette and cologne, as they are not used in areas directly exposed to sunlight and therefore have a very low level of exposure.
- In addition to sun protection and self-tanning products, which are also subject to the 1 ppm restriction in the EU, the following products are subject to the 1 ppm restriction in Switzerland (non-exhaustive list):

1. Creams, emulsions, lotions, gels and oils for the skin
2. Lip care products and cosmetics
3. Aftershave products that remain on the skin

The FSVO maintains an up-to-date list of cosmetic ingredient regulations in Switzerland on its [website](#) (German only), including the adoption of the EU's CLP Omnibus Regulations.

## 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.

### Chemicals Ordinance, (ChemO) revision

#### 1.1 Implementation of the CLP Regulation (EU) 2024/2865 (Chemicals Omnibus) in Switzerland

- Since 2008, Switzerland has aligned its classification, labelling and packaging requirements with those of the CLP Regulation. Harmonisation with all product-related provisions of the CLP Regulation avoids technical barriers to trade with the EU, our most important trading partner, and ensures an equivalent level of protection.



*Everyone supports SMEs. However, that offers little aid to us. The rules on VOCs and furanocoumarins illustrate this. Together with SKW, we must persevere – constant chipping away wears down the stone.*

**Dr Alfred Betschart**  
Polygon Chemicals Ltd/  
Member of the "SME  
Forum" Extra-Parliamentary  
Commission

– Switzerland still intends to align its classification, labelling and packaging requirements with those of the CLP Regulation (including the Chemicals Omnibus). Currently, the timing implications of this remain unclear. However, it is clear that autonomous implementation in Switzerland will mean that implementation will take place somewhat later and that stakeholders will be granted transition periods comparable in length to those in the EU.

– Anticipated date of entry into force: 2027

## 1.2 Revision of Annexes 2 and 3 of the ChemO

Annexe 2 ChemO has been amended in the following areas:

– Harmonised classifications and labelling for substances (22nd and 23rd ATP to the EU CLP Regulation): several substances or substance groups have been added to the list of harmonised classifications and labelling, and existing entries have been amended.

– 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 2025.

### Revision of biocidal products legislation

This revision of the Ordinance on Biocidal Products (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.

### Amendment to the lists of active substances in accordance with Article 10 OBP

The following changes were made to Annex 2 as a result of the amendment of the lists of active substances in the OBP (SR 813.12):

– a. Approved: 9 active substance/product type combinations

– b. Approval expiry date postponed: 19 active substance/product type combinations

– c. Postponement of approval expiry date removed: 3 active substance/product type combinations

– d. Approval not renewed: 3 active substance/product type combinations

– e. Renewed: 2 active substance/product type combinations

The changes came into force on 1 September 2025.

Biocidal products are part of the agreement signed on 21 June 1999 between the Swiss Confederation and the European Community concerning mutual recognition of conformity assessments (also called the "Mutual Recognition Agreement" or "MRA").

The MRA ensures the mutual recognition of biocidal product authorisations between Switzerland and the EU based on the equivalence of both parties' biocidal product legislation.

## Environmental and sustainability legislation

### 1. Chemical Risk Reduction Ordinance (ORRChem): revision of Annex 1.10

A further 16 substances/substance groups have been included in ORRChem Annex 1.10. These carcinogenic, mutagenic or reprotoxic substances (CMR substances) may no longer be supplied to the general public after the end of the transitional period.

The changes came into force on 1 September 2025.

### 2. Autumn 2025 environmental regulatory package

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 regulatory package revises or reissues the following regulations:

a. Ordinance on the Reduction of Risks relating to the Use of Certain Particularly Dangerous Substances, Preparations and Articles (Chemical Risk Reduction Ordinance, ORRChem; SR 814.81)

b. Ordinance on the Avoidance and the Disposal of Waste (Waste Ordinance, ADWO; SR 814.600)

c. Ordinance on Biotopes of National Importance ("Mantelerlass")

d. Ordinance on Air Pollution Control; (OAPC; SR 814.318.142.1)

The SKW consulted its members and, together with its partner associations, provided a detailed commentary on 20 March 2025.

### 3. Spring 2026 environmental regulatory package

The SKW consulted its members and, together with its partner associations, provided a detailed commentary on the Spring 2026 environmental regulatory package on 15 October 2025.

This proposal will significantly influence our industry, especially concerning the following ordinances:

- Packaging Ordinance (VerpV)
- Ordinance on the Avoidance and the Disposal of Waste (Waste Ordinance, ADWO; SR 814.600)

### 4. Volatile organic compounds (VOC) legislation

Although the Council of States already adopted Motion 24.3388 to repeal the VOC incentive tax in May 2024, it remains in force for the time being.

The Federal Council has been instructed to submit a report detailing the incentive effects of the VOC incentive tax and exploring potential alternatives that would provide the same protective effect, but could be implemented without imposing additional burdens on companies or the federal budget.

The SKW's specific involvement in this dossier for 2025 was as follows:

- The SKW, represented by Jürgen Delhey (a member of the Commission of Experts for the VOC Incentive Tax), played an active role in the official clarifications.
- Interviews and Teams meetings: Several exchanges took place during the summer of 2025, including a Teams meeting on 28 August to discuss the future of the VOC incentive tax in the cosmetics and detergent industry.
- On 7 November, the SKW participated in a workshop on alternative measures to the

VOC incentive tax, represented by Dr Bernard Cloëtta and Marija Bucher.

The industry's stance was reaffirmed during the 2025 discussions:

- Bureaucracy and costs: the VOC incentive tax is viewed as the reason for an extremely high level of bureaucracy for companies.
- Low incentive effect: it is generally recognised that price-based incentives are seldom effective. Consumer demand for low-label, health- and environmentally-friendly products, as well as internal company "blacklists" of undesirable ingredients, are stronger drivers of VOC emissions reduction.
- Unlikely to rise again: the industry considers it unlikely that VOCs will increase significantly again after the incentive tax is abolished.
- Unsuitable alternative measures: specific alternative measures, such as using exhaust air purification systems, are not feasible because it is impossible to capture mass flows when using cosmetics and cleaning agents.

In conclusion, the industry does not support any alternative measures as these would result in an even greater administrative burden than the current system.

The available sources do not specify any official deadlines for submitting the report or for the legislative implementation of the abolition of the VOC incentive tax in 2026. However, it is generally anticipated that the authorities will introduce the reform gradually.

The motion for repeal still needs to be approved by both the National Council and the Federal Council. The road to a Switzerland without a VOC incentive tax is still considered to be a long one.

## Legislation on social responsibility/sustainability reporting

### Draft law on reporting obligations for companies

2025 activities

2025 was marked by a re-evaluation and a slowdown in the legislative process. Following the conclusion of the consultation on 17 October 2024, the Federal Council responded to feedback from the business community and developments in the EU.

- Analysis of the consultation (early 2025): although the evaluation demonstrated solid backing for harmonisation with the EU, serious concerns were raised regarding the bureaucracy and costs for Swiss SMEs.
- EU developments as a catalyst: as the EU began to 'streamline' its regulation (Corporate Sustainability Reporting Directive, CSRD) and considered simplifications for companies (including raising thresholds), pressure mounted on the Swiss proposal not to be stricter than necessary ('Swiss finish').
- The June 2025 decision: on 25 June 2025, the Federal Council decided to partially pause work on the revision. The objective is to await the EU's final simplification decisions to ensure a competitive solution for Switzerland.
- Revision task: the Federal Department of Justice and Police (FDJP) was tasked with devising practical alternatives to alleviate the administrative burden.

#### 2026 prospects

2026 will be pivotal in shaping the course, but it will not be the year in which the new rules will be introduced.

- The Federal Council has announced that it will decide the appropriate course of action by spring 2026 at the latest. It will then determine the manner and timing of the amendment to the Swiss Code of Obligations (CO).
- Deliberations in the Federal Assembly (National Council and Council of States) would commence in the second half of 2026 at the earliest if the Federal Council adopts a revised dispatch in 2026.
- The 2026 discussions will primarily centre on how Swiss companies can comply with the EU standards (European Sustainability Reporting Standards, ESRS) without being encumbered by extra, unnecessary Swiss regulations.

#### Binding deadlines and applicable law

- It is vital to distinguish between planned legislation and existing legislation (including EU legislation). The Swiss hiatus has created a false sense of security for many companies.
- The new, stricter rules, which include lowering the threshold to 250 employees and introducing mandatory auditing, have not yet come into force.

- The existing provisions of the Swiss Code of Obligations (CO, Art. 964a et seq.) continue to apply.
- These provisions apply to public companies and regulated institutions with over 500 full-time employees and total assets exceeding 20 million or a turnover of more than 40 million.
- There is a reporting obligation concerning environmental issues (including CO<sub>2</sub> targets according to the Task Force on Climate-Related Financial Disclosures, TCFD), social issues, employees, human rights and corruption.
- Reports for the 2025 financial year must be approved and published in 2026, usually within six months of the financial year end.

#### SKW activities

In 2025, the SKW initiated a project in partnership with the Pusch Foundation (Stiftung Praktischer Umweltschutz Schweiz) to provide manufacturing companies with support materials on sustainable procurement.

The first phase of the project aimed to document the current state and requirements of SKW members regarding sustainability, alongside the obstacles they face, and to develop prioritised, action-oriented steps and recommendations for the SKW Management Board.

The key findings of the corresponding PUSCH report, based on a survey of member companies conducted in summer 2025 and supplementary interviews, are as follows:

- Sustainability is mainly achieved by member companies through practical, resource-saving initiatives, including waste prevention and packaging reduction.
- Companies often seek assistance in using social and economic key performance indicators (KPIs), product-related climate data and data collection.

Companies encounter challenges, including the significant regulatory pressure stemming from various EU requirements (CSRD, the EU Deforestation Regulation (EUDR), Green Claims, the Packaging and Packaging Waste Regulation (PPWR)), which often indirectly impact Swiss companies through their trading partners. Many companies recognise the strategic importance of sustainability, but this is

not always reflected in clear targets, budgets or KPIs. Additionally, data collection is perceived as challenging due to the lack of standardised templates, and varied supplier requirements and formats can lead to considerable extra work.

The current Phase 2 project aims to develop various materials primarily supporting SMEs in their corporate sustainability reporting, focusing on the topics identified as relevant.

At its meeting on 3 December 2025, the SKW Management Board approved the continuation of this project in Phase 2 in principle, but delegated the final decision to the Executive Committee. The Executive Committee is expected to make a decision in Q1 2026 based on a new, detailed offer from PUSCH.



## 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

### 24th Annual General Meeting

The SKW Annual General Meeting took place on 22 May 2025 against the scenic backdrop of Zurich Zoo. Representatives from around 27 member companies accepted the invitation to the 24th AGM.

Alongside the usual financial matters and an update on the Administrative Office's ongoing work, the by-law related segment of the meeting included the general elections for the 2025–2028 term of office.

Newly elected to the Management Board:

- Mark Brunner, Marwell
- Michael Jufer, Frike Cosmetic
- Dr Kristina Kraxner, GABA
- Alfonso Saturno, Estée Lauder

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

- Sandra Banholzer, Rausch

Newly elected to the Executive Committee:

- Dr Beat Müller, Louis Widmer

Christian Koch of Steinfels Swiss will serve as Vice-President for a further year. In an emotional speech, Thomas Früh, who served as the association's President for 14 years, bid farewell to its members. The 2026 AGM will elect the new President.

Following the by-law related section of the General Meeting, the public part of the event commenced, attended by invited guests.

The informal part of the event started with a guided tour of the Lewa Savanna and the elephant park at Zurich Zoo. Subsequently, an aperitif and dinner took place at the Thailand event venue, which overlooked the enclosures of the Kaeng Krachan Elephant Park.

## Management Board

The spring meeting was held on 16 April to prepare the agenda for the 2025 SKW Annual General Meeting. The year-end meeting was held on 3 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 2025. 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 get involved and 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.

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

There was no physical meeting of the expert group in 2025, but members were kept updated on current developments via email.

## Technical Committees

With around 350 representatives from member companies, the two Technical Committees for Cosmetics and Detergents and Cleaning Agents 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.

On 18 July, an online update was released on legislative developments in Switzerland and the EU. The focus was on the following topics:

- SKW information and Project Sustainability
- An update on EU legislation on detergents and cosmetics
- An update on Swiss chemicals legislation
- EU Green Deal update

On 12 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, environmental laws, the PPWR and the Packaging Ordinance. The newly appointed SKW Director, Marija Bucher, also introduced herself to the expert group during the meeting.

## 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 exchanges of experience concerning the practical management of exports, registration, market access and distribution channels in the different target markets here.

One 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 an exchange of experiences 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.

On 25 September, this expert group convened and shared experiences at the KV Business School in Zurich on the following focus areas:

1. Update on US tariffs, Jan Atteslander, economiesuisse
2. The Future of Swiss Made Cosmetics – Values and Insights from a Case Study, Tancrede Amacker, CEO Cellcosmet
3. Recent regulatory developments in the US, Katherine Bedard, Personal Care Products Council, USA (remote)

## 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.



*Amid the significant challenges related to export and customs issues faced by a Swiss cosmetics company like ours, the exchange platform offered within the association proved especially valuable this year. We also value the clarity of the regulatory information, along with the quality of the support, which is dependable, accessible and responsive. This support is particularly significant considering Switzerland's unique stance concerning European directives.*

**Tancrede Amacker**  
CEO  
CELLAP LABORATORY LTD

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 12 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 twenty experts is tasked with assisting the SKW in all matters pertaining to this tax, in particular with devising practical proposals to simplify the procedure.

No face-to-face meetings took place in 2025. The SKW management obtained input from this expert group via correspondence and during Teams meetings.

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

The PHC expert group comprises representatives from ten member companies that 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.

An online meeting of the expert group was held on 24 September 2025. The focus was on resuming the market survey for professional haircare products in 2026. In this context, the decision was taken to simplify and update the survey questionnaire for the different business areas.

### **Professional washing and cleaning**

Almost 30 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 requirements 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.

On 28 August 2025, Pramol-Chemie held an expert group meeting in the Toggenburg region. Current legislative and technical issues, the future structure of statistics and various participant concerns 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 taken.

## 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.



*Compliance at the SKW adds value for its members. IXAR offers forward-thinking support to companies in competition law and data protection, providing a pragmatic, reliable and entrepreneurial approach.*

**Dr Felix Schraner**

Lawyer and Partner, IXAR



## Successfully networked

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.

As the Swiss cosmetics, detergent and cleaning products industry network, we serve as a link, a spokesperson and a driving force. We facilitate communication between businesses, government bodies, academic institutions and associations, always aiming to effectively represent our members' interests and promote shared concerns.

Below, you will find an overview of the most significant contacts and collaborations from the reporting year, along with the specific value they added for our 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.
- A workshop was held at the FOEN in November 2025 to discuss potential alternative measures to the incentive tax.

### 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.

## 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. There was also lively debate about US tariffs, which have prompted questions and created uncertainty among companies across all sectors.

### 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 online meetings on current topics took place throughout the year. In November 2025, the HCI visited the FSVO in Bern.

### 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. The aim of these coordination meetings is 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 new developments 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 knowledge sharing on global media issues, NGO campaigns and legislative activities.

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

- We are connected to our German partner association 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.



*Manufacturers are continually confronted with new challenges due to new laws and regulations. Close cooperation among associations is crucial to offer our members the highest quality service. We especially value our interactions with the SKW team, who are consistently knowledgeable, constructive and reliable.*

#### **Birgit Huber**

Deputy Managing Director/  
Head of Beauty Care  
IKW Deutschland

- 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 19 August 2025 in Budapest.
- A discussion was held on current specialist topics and regulatory issues, such as ethanol reclassification, CMR substances, the work of Cosmetics Europe and communication coordination.



*As a global trade association, IFRA, the International Fragrance Association, depends on strong partners to help advance science based, broadly accepted rules and regulations that ensure the safe use of fragrances. With its unique expertise and deep industry insight, SKW has proven to be exactly such a partner. Their strong technical capabilities and outstanding network have enabled us to achieve significant progress together.*

*We appreciate their continued collaboration and look ahead with confidence to further shared achievements.*

**Dr. Matthias Vey**

Vice President Scientific Affairs, The International Fragrance Association (IFRA)



## 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 2025, a variety of media outlets and freelance journalists enquired about industry trends, market data, ingredients and legal and professional matters.

For example, the SKW was questioned about the following topics:

- SRF: figures on the cosmetics market in Switzerland
- K-Tipp: question about wastewater contamination from ingredients in all-purpose cleaners
- Konsumenteninfo AG: use of detergents
- Skincare trends in the cosmetics industry
- Swissquote magazine: brands and their history

## The SKW website

Since the newly designed website went live at the end of 2024, visitor numbers have steadily increased – a sign that the new, clear structure, modern design and content focus are meeting users' needs.

## SKW satisfaction and service analysis

In autumn 2025, we conducted an annual satisfaction and service analysis among the SKW's members.

The assessment of the online survey from all SKW stakeholders showed an overwhelmingly positive outlook, which the Management Board welcomed.

The open questions regarding preferences and new services for the association generated valuable suggestions from members, some of which will be incorporated into the association's future strategy.

## Online publications

The SKW has various online publications on legal and technical topics relating to the different 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

In 2025, considerable demand arose for the issue of free sale certificates. We issued 220 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 countries in the Middle East.

## 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

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 is a prominent market research and consumer intelligence firm that provides extensive market data from various sources along with sophisticated management information tools. These enable us to measure market success and analyse market and consumer trends.



*As the organiser of CosmeticBusiness, the international supplier trade fair in Munich, the SKW serves as our most important voice for the Swiss cosmetics market. We value the exchange and information for our trade fair visitors, along with market data and regulatory updates. We are pleased to support the SKW team and its members in further expanding their industry network.*

**Ivonne Simons**  
Project Director,  
CosmeticBusiness



## 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 challenges 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.

– **Pan-european Consumer Habits Survey** – Consumer Habits Research 2025

– **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.

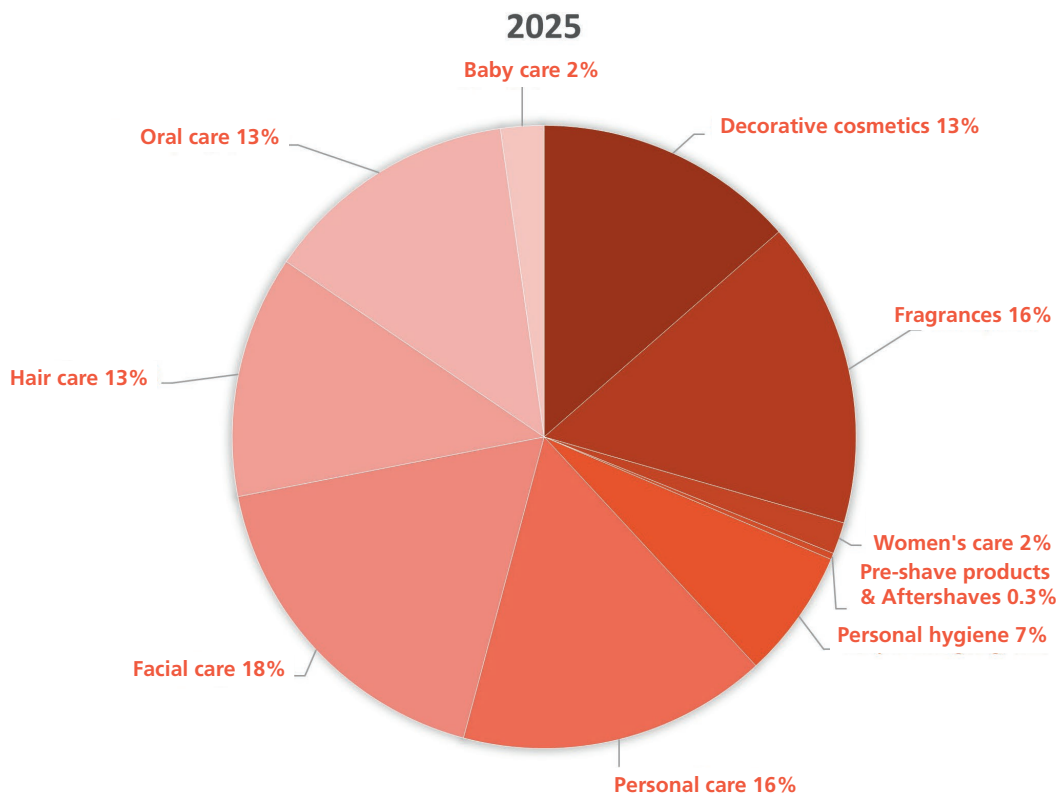
To learn more about the IFRA-IOFI Sustainability Charter, download the [Sustainability Report 2025](#) documents.

## Cosmetics market

The figures below are derived from 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	2023	2024	2025
(Consumer prices)	CHF	CHF	CHF
Decorative cosmetics	292.9	287.4	277.3
Fragrances	326.6	324.4	325.1
Women's care	35.8	35.5	33.7
Pre-shave products & Aftershaves	7.4	7.0	6.7
Personal hygiene	137.6	135.0	137.0
Personal care	322.6	319.9	328.0
Facial care	375.2	367.4	363.4
Hair care	240.7	251.3	257.4
Oral care	266.5	270.3	270.8
Baby care	52.0	48.4	45.9
Total	2,057.3	2,046.4	2,045.3



Source:  
NielsenIQ

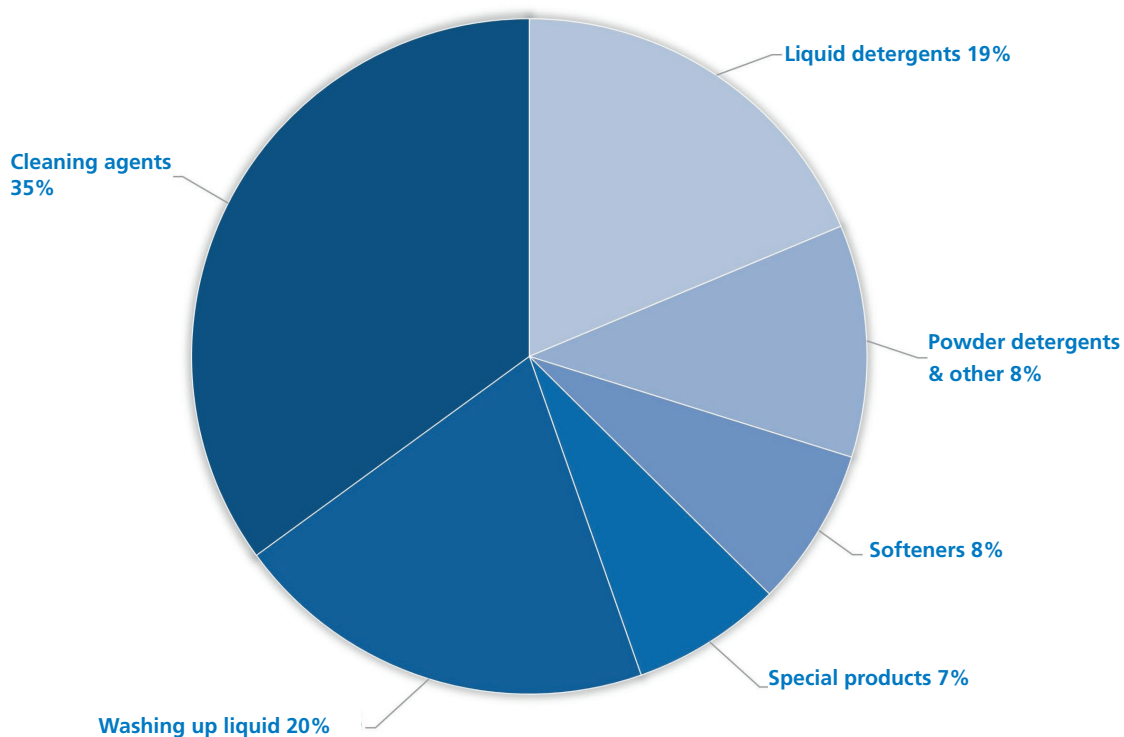
## Detergents and cleaning agents

The figures below are derived from 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	2023	2024	2025
(Consumer prices)	CHF	CHF	CHF
Liquid detergents	123.3	129.2	130.5
Powder detergents & other	81.0	82.3	77.6
Softeners	49.7	53.1	53.0
Special products	58.8	53.9	50.3
Washing up liquid	141.1	142.1	142.0
Cleaning agents	262.2	253.5	244.4
<b>Total</b>	<b>716.2</b>	<b>714.1</b>	<b>697.8</b>

2025

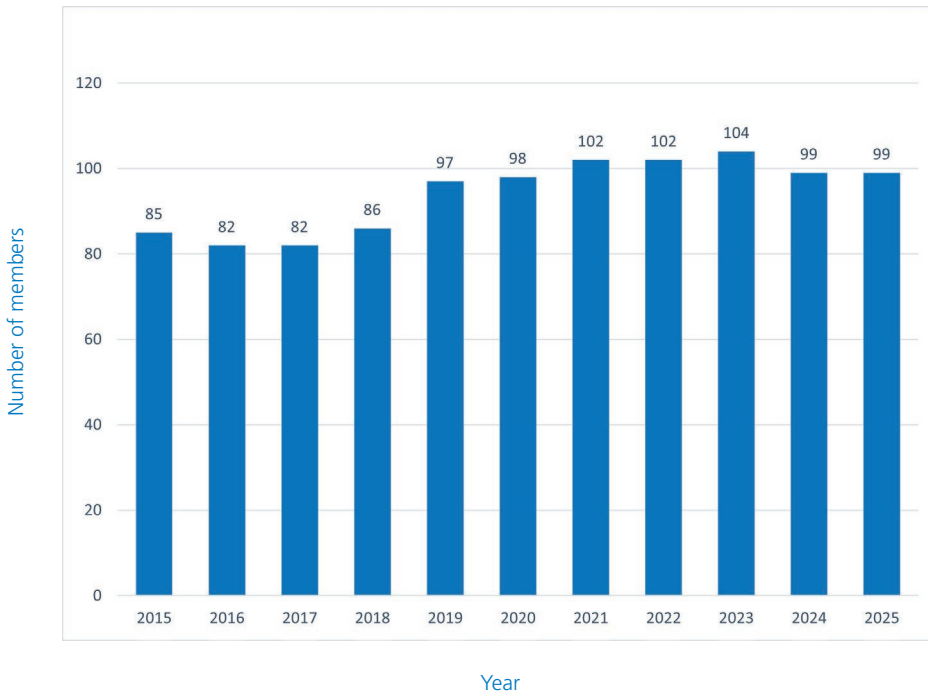


## Membership trends

The number of SKW members remained stable in the reporting year. The number of new members joining and existing members leaving balanced each other out. The SKW had 100 members on 1 January 2026 (compared with 55 on 1 January 2002). Union membership is still around 90 percent.

This high level of representativeness is a critical argument in favour of the association's work and serves as the foundation for ensuring that the SKW's concerns are heard by politicians, authorities, stakeholders and the media.

## Membership figures 2015 - 2025



## Personnel

Ms Jasmin Jaghuri left the SKW Administrative Office team at the end of April 2025 to pursue a new professional challenge. We wish to express our sincere gratitude for her dedication and collaboration over the past four years.

Ms Annette Blattmann joined the SKW on 1 April 2025 as her successor, assuming responsibility for communication and member services.

## Change in leadership

After 23 years of successful service at the SKW, the association's long-serving director, Dr Bernard Cloëtta, retired on 31 December 2025. Since joining the association on 1 October 2002, he has shaped it with great commitment, expertise and strategic vision. Under his leadership, the SKW has continued to develop and has maintained and strengthened its position within a changing industry.

The SKW wishes to extend its sincere gratitude to Dr Cloëtta for his exceptional dedication, valuable work and efforts on behalf of the organisation and its members.

On 1 November 2025, Ms Marija Bucher took up her position as the SKW's acting director, taking over the management of the association on 1 January 2026. Ms. Bucher is a lawyer with extensive experience in law, business administration and politics. With her legal expertise, entrepreneurial mindset and diverse experience, she brings a wealth of skills to the association.

Her aim is to guide the ongoing development of the SKW with innovative ideas, pragmatism and an open mind towards future challenges, effectively positioning the association for the future.



Marija Bucher

## List of members

### as of 31 December 2025

Alcina AG, Muttenz  
Alpantex GmbH, Küsnacht ZH  
ananné group GmbH, Rüslikon  
ASM Aerosol-Service AG, Möhlin  
Bath&BodyWorks, Zug  
Bayer (Schweiz) AG, Zurich  
Beiersdorf AG, Basel  
Belle Luce Cosmétiques Sàrl, Versegères  
Bergerat SA, Pfäffikon SZ  
Blidor AG, Baar  
Blue Box Distribution AG, Kriens  
Bolton Swiss SA, Lugano Massagno  
BULGARI GLOBAL OPERATIONS SA, Neuchâtel  
Cellap Laboratory Ltd, Chatel-St-Denis  
Chanel SARL, Geneva  
Cosmetics SA Worben, Worben  
Cosmotec SA, Vouvry  
Coty Beauty Swiss SARL, Hünenberg  
CRB SA, Puidoux  
Curaden AG, Kriens  
CVL COSMETICS SA, 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  
Juvena Marlies Möller AG, St. Margrethen  
Kanebo Cosmetics (Europe) AG, Zurich  
Kao Switzerland AG, Baar  
Kärcher AG, Dällikon  
Kenvue Switzerland, Rotkreuz  
Lac Bleu Laboratoires SA, Zug  
La Colline Cellular Research Laboratories SA, Sion  
La Prairie Group AG, Zurich  
Laboratoires Biologiques ARVAL SA, Conthey  
Lalique Beauty SA, Zurich  
Lifeforce GmbH, Küsnacht am Rigi  
L'Oréal SUISSE SA, Vernier  
L'Oréal SUISSE SA, Professional Products Division, Vernier  
Louis Widmer SA, Schlieren  
Maison Noir SA, Zurich

Marwell AG, Münchenstein  
Mavala SA, Geneva  
Mavex SA, Lamone  
Mizensir SA, Meinier  
MUSK Collection Switzerland, Wollerau  
Naturalps Sàrl, Montreux  
PFCH Luxe SA, Meyrin  
Phytomed AG, Hasle/Burgdorf  
Pierre Fabre (Suisse) SA, Allschwil  
PM Care Systems AG, Zurich  
PP Produits Prestiges 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  
Schaerer Schlaepfer Ltd, Rothrist  
Schwabe Pharma AG, Küsnacht 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  
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  
Wabool Produkte AG, Baar  
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 (until May 2025)  
Christian Koch\*, Vice President

Mark Brunner, Marwell AG  
Sandra Banholzer\*, Rausch AG Kreuzlingen  
Frédéric Beyeler, L'Oréal Suisse  
Heike Huber, Beiersdorf  
Michael Jufer, Frike Group  
Dr Kristina Kraxner, GABA Schweiz AG  
Dr Beat Müller\* Louis Widmer  
Alfonso Saturno, Estée Lauder GmbH  
Bernhard Schober, Unilever Switzerland  
Marco Schwarz, Diversey – A Solenis Company  
Christian Zimlich, Procter & Gamble

### Honorary members

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

### Administrative Office



Bernard Cloëtta  
Dr jur.,  
Director until 31/12/2025



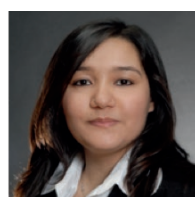
Marija Bucher  
Director from 01/01/2026



Monika Moser  
Finance & Back Office



Annette Blattmann  
Communication,  
Member Services  
(since 01/04/2025)



Jasmin Jaghuri  
Secretariat,  
Expert Groups &  
Communication  
(until 30/04/2025)

### Inspection body

BDO AG, Zurich

\* form the Executive Committee

## 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

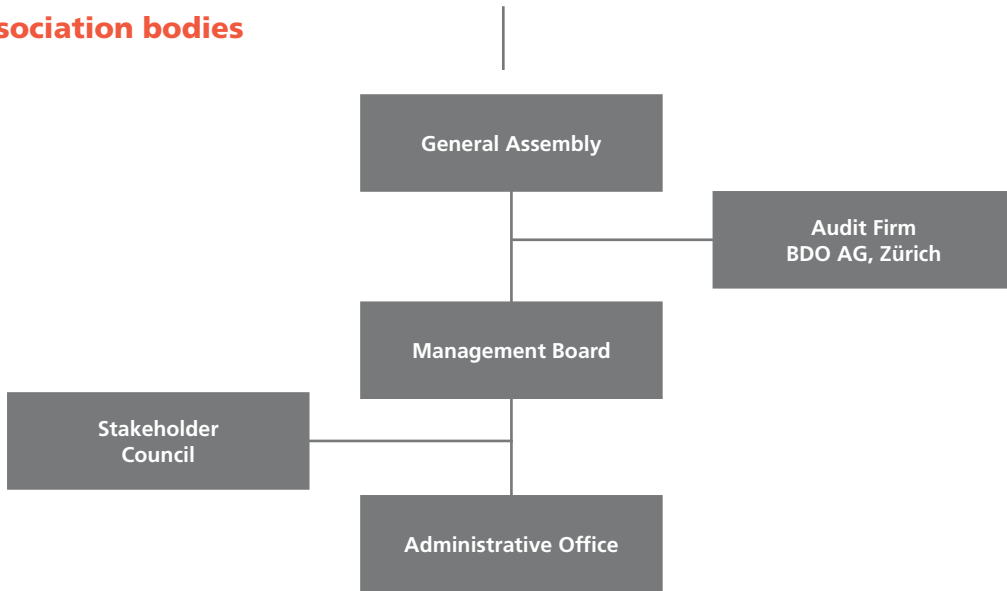
## Go for Impact

Member of the Programme Committee  
Dr Bernard Cloëtta

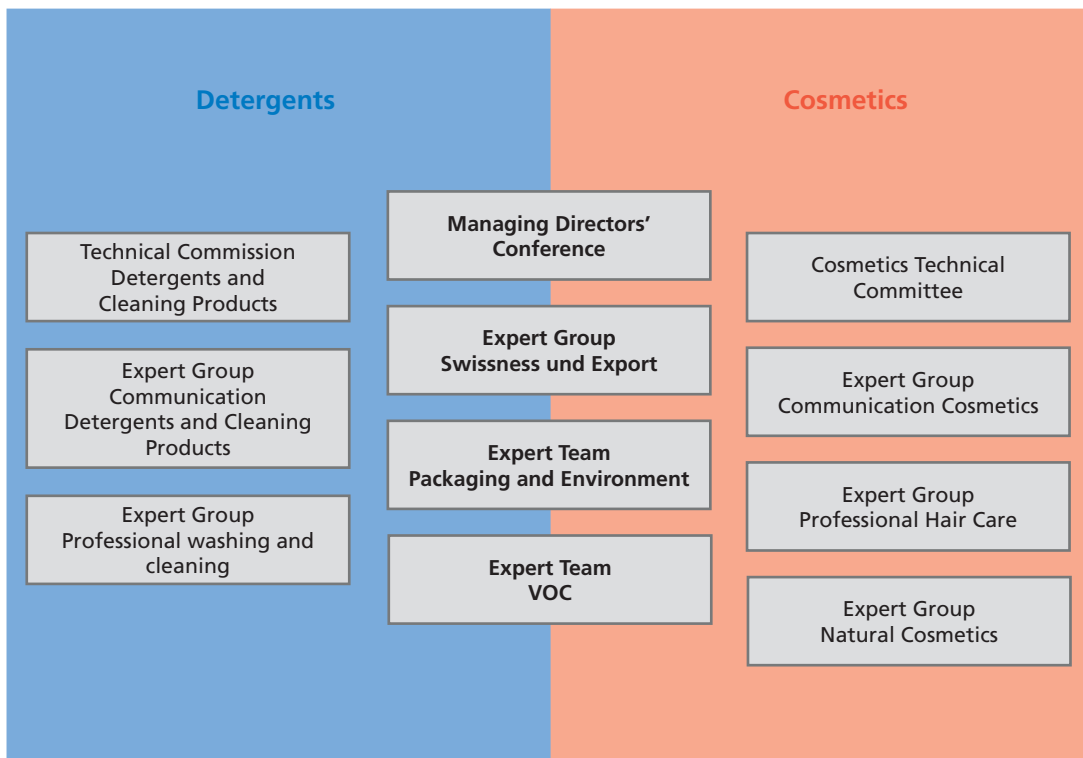
## Swissness Enforcement

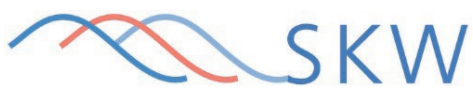
Board Member

## Association bodies



## Expert groups





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