

**Natural, eco-friendly, organic, vegan, cruelty-free -
what do they mean?**

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for you, your home and the planet

**Webinar: Paints &
Finishes Explained**

FAQs and

MYTH-BUSTING

**Thursday 15th
June 2023**

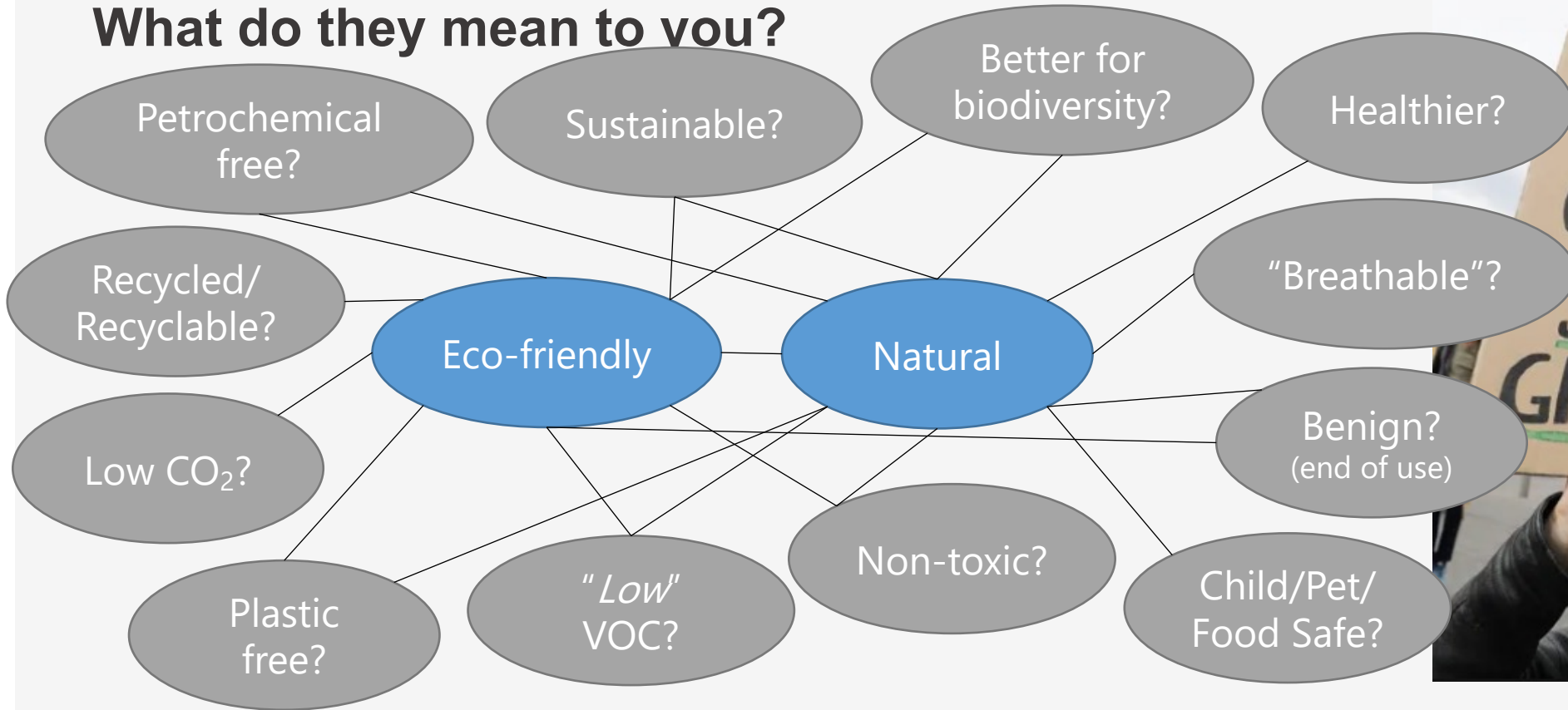
**PAINTS AND
FINISHES GROUP**



Natural & Eco-friendly

Are there any legal definitions of these terms for paint? No

What do they mean to you?



Student Climate Strikes
Photograph: Eric Gaillard/Reuters

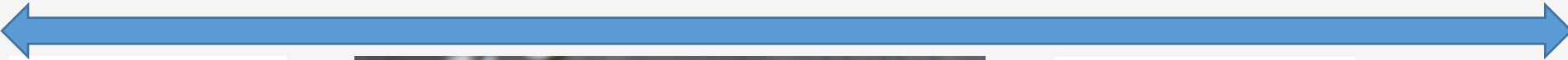
Need Full Declaration of Ingredients

Natural

Where does this product lie on the “processed scale”?







What are the consequences of that processing?

Raw material ----- less processed ----- more processed ----- synthetic?



Need Full Declaration of Ingredients

Eco-friendly

Covers / Label	 				
Type of Label	Pass/Fail	Pass/Fail	Scorecard	Scorecard	Choice of modules
VOCs	2004/42/CE	Yes	Yes	Yes	Theoretically
Other toxins	EU Reg 1272/2008 or 67/548/EC	Yes	Yes	Yes	Theoretically
Product is fit for purpose	Yes	No	Yes	No	Theoretically
Life Cycle Analysis	Yes	Yes	Yes	Yes	Theoretically
CO ₂ Co ₂ e	No	Yes	Yes	Yes	Theoretically

£££ - all need to be paid for. Time & money. Affordable for smaller brands?

Organic or organic or ...?

Can paint be “Organic”? As in method for farming and food production?

- “Natural” ingredients can certainly be grown to the “Organic” standard.
- Use of the Organic logo requires at least 95% of ingredients to meet the EU standard.

“organic” as in comes from the Earth / natural? Titanium dioxide inorganic (chemistry) but mined from the Earth then processed etc. Ingredients from petrochemical industry? organic (chemistry)

Chemistry: paint is made from organic and/or inorganic ingredients (carbon-hydrogen bonds C-H)

Vegan & Cruelty Free

Are there legal definitions? No (EU law regarding no testing on animals for cosmetics only 2013)

“avoiding all animal products such as meat (including fish, shellfish and insects), dairy, eggs and honey - as well as avoiding animal-derived materials, products tested on animals....” vegansociety.com

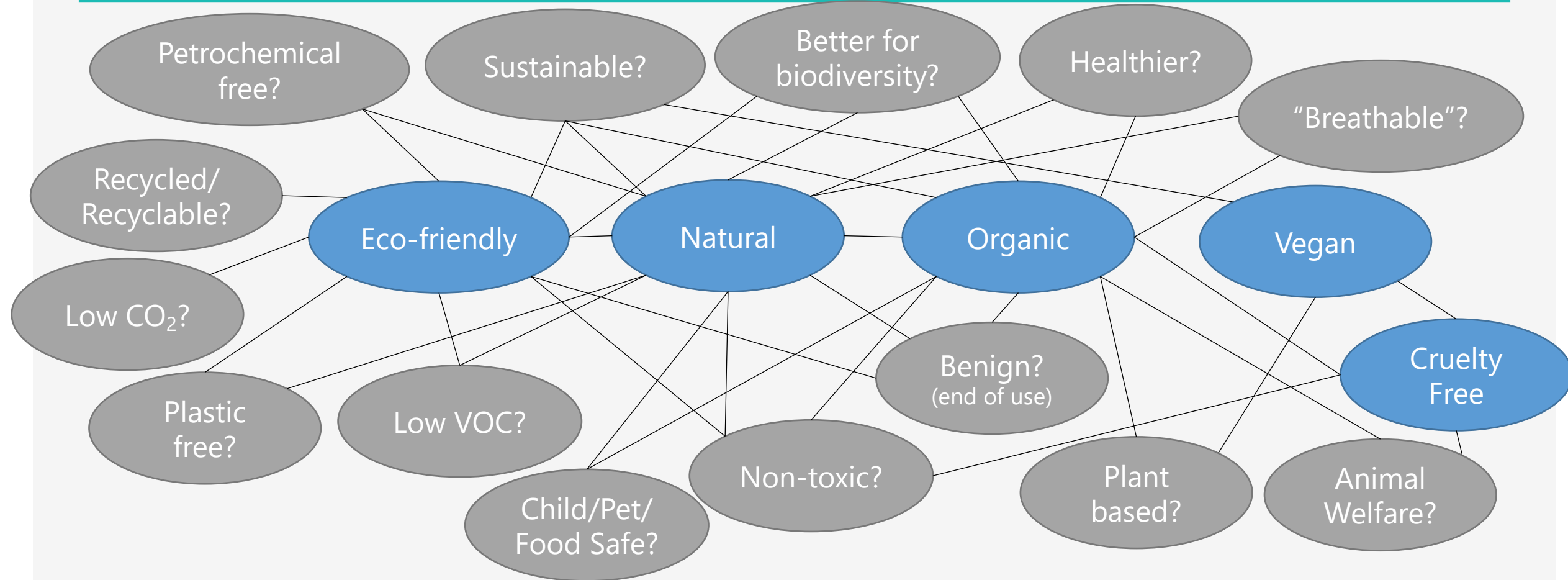
Not vegan: Casein (cows milk), **lanolin** (sheeps wool), **shellac** (lac insect poo), **beeswax** (bees food store).
Glycerol either plant or animal based. “Silk” and “Eggshell” paints describe the sheen not the ingredients.

Therefore:

- All Vegan Society labelled products are Cruelty Free
- Cruelty Free products may not be Vegan
- Cruelty Free may not be about animal’s welfare before it becomes an ingredient
- No paints in the UK are tested on animals according to the BCF, however
- REACH Regulation, some chemicals may have been tested on animals by Law

Need Full Declaration of Ingredients

Summary – what does a customer/specifier mean/want?



If ingredients aren't fully declared the decision-making process more difficult.

Ask for a full list of ingredients.

Thank you

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