

June 2021

## **Regulatory Technical Brief: EU Ban on the use of Butylphenyl Methylpropional (Lilial, BMHCA)**

### **History:**

Lilial or BMHCA is a widely used fragrance ingredient that currently must be labelled as an allergen in the EU if present at greater than 0.01% in rinse-off products and 0.001% in leave-on products. Its scent is described as a Lily of the Valley aroma, and is used synthetically in a variety of beauty products, including perfumes, shampoos, deodorants, tanning lotions and hairstyling products as well as non-cosmetic products, such as household cleaners and detergents.

### **What new restrictions are being imposed?**

Lilial recently went through a Carcinogenic, Mutagenic, toxic to Reproduction (CMR) reclassification. It was listed on Annex VI as a reprotoxic category 1B substance.

Article 15 of the EU Cosmetic Products Regulation (CPR) prohibits substances classified as CMR under the Classification, Labeling and Packaging (CLP) Regulation from being used in cosmetic products, unless a specific exemption is granted. Lilial does not meet the criteria for exemption.

Subsequently, the EU Commission will include Lilial on Annex II (prohibited substances) of the Cosmetic Product Regulation via the fourth CMR Omnibus Regulation, expected to apply from 1 March 2022. All products containing Lilial must be off the shelf by this date.

The International Fragrance Association (IFRA) tried to limit the ban unsuccessfully and, so far, this restriction does not apply in the US.

Recent studies have shown that Florosa can **replace Lilial** for the formulation of daily fragrances, and the synthesis of Florosa is the simplest and environmentally friendly alternative. There are other replacements on the market as well.

### **What is our purpose in providing this information?**

This Technical Brief is intended to make sure that our Customers are aware of the rules restricting the use of Lilial in the EU so that measures can be taken to restrict sales where necessary.



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## Where can more information about these regulations be found?

The EU regulations can be assessed through this web site

<https://echa.europa.eu/information-on-chemicals/annex-vi-to-clp>

We recommend that you contact your fragrance supplier for assistance in dealing with this regulation and finding acceptable replacements for Lilial in the fragrances you use.

***PLZ Corp greatly values your business! We work hard to provide regulatory support to our Customers so that your products are in compliance with all applicable laws and regulations. Please contact your Sales or Customer Service Representative with any questions about the restrictions that may apply to our products.***