Launching of the mobile Kosmopedia app – the first Polish cosmetics application which lets you choose!

**Kosmopedia, the most comprehensive knowledge compendium about cosmetic ingredients in Poland, is currently developing its formula. From March this year, Polish consumers will be able to use a new application that decodes the ingredients of cosmetic products, allows users to learn the functions and roles in the product. And more importantly, it is completely non-commercial and based on scientific knowledge. The mobile app complements a portal of the same name that has been in existence for over a decade.**

**The largest ingredient base for the Polish consumer**

The new app provides access to information about almost 30,000 cosmetic ingredients, designed in a way that is easy to understand. It contains not only the common names of the substances and their origins, but also the functions they may play in products. Importantly, all the information is based on the latest scientific data, without any unsubstantiated beliefs, myths or paid recommendations. By scanning the composition of a product, you can find out what active or base ingredients it has, which ones protect it from spoilage, and which ones add fragrance. You can also see what their origin is - natural or synthetic. We leave the conclusion up to you.

The Kosmopedia app allows consumers not only to check the product in a shop aisle, but also to search the database for a specific ingredient or check the composition taken directly from the manufacturer's website. It allows you to create personalised lists of ingredients or alerts regarding, for example, allergies. From the application level, it easily redirects to the most up-to-date articles from the world of cosmetics, placed on the Kosmopedia.org portal.

*Poles are well-informed and demanding cosmetics consumers. Our mobile application perfectly matches their needs, as it provides reliable information necessary to make the best purchase choice. From now on, consumers will have access to a huge database of ingredients, described according to their requirements, in any place and at any time. We have been working on the mobile version of Kosmopedia for many months, so we are sure that we are putting a good product into the hands of Polish consumers. We would not have it any other way - after all, the specificity of the domestic market requires an individual approach -* emphasizes **Blanka Chmurzyńska-Brown, CEO of the Polish Union of the Cosmetics Industry**, who is the author of the application.

*Kosmopedia presents information that is to help the users make a free and conscious shopping choice. Additionally, we aim to dispel doubts related to the safety of ingredients from the so-called "black lists". And, most importantly, we do not link to specific products. Kosmopedia is free from advertisements and recommendations. Thanks to this, you can make a purchase decision based on the needs of your skin and scientific knowledge about ingredients. That is why the whole project has received the patronage of the President of the Office of Competition and Consumer Protection -* she adds*.*

**Technology for science**

The Kosmopedia app uses OCR scanning and content recognition technology to identify cosmetic ingredients listed on the packaging. Most existing cosmetic apps use the product barcode to retrieve the ingredient list. However, the code is not intended to identify the ingredients, but to provide the distributor with logistical guidance (weight, price, product size, etc.). The use of the OCR system in the Kosmopedia application guarantees the possibility to check any cosmetic product without the involvement of a barcode.

*Remember that the composition of cosmetic products is periodically modified to improve the formulation and to take into account regulatory changes, such as new permitted ingredients, restricted ingredients, etc. However, the barcode does not change. This solution often interferes with users' access to up-to-date data in many ingredient applications. Thanks to the OCR system used in Kosmopedia, the aforementioned problem does not exist, and recognition of the list of ingredients from the label always provides the users with reliable, constantly updated information on cosmetics -* **emphasises Justyna Żerańska, Regulatory Affairs Manager at the Polish Union of the Cosmetics Industry***.*

What makes this tool different from the competition? Other mobile apps apply the precautionary principle and do not recommend products with so-called "controversial" ingredients. Kosmopedia adopts a different model. It raises awareness of why every product available on the shelf must be safe for the user and compliant with the law. This is because consumers have a right to know how restrictive and multi-stage the process of testing and introducing products and ingredients to the European market is. The EU Cosmetics Regulation is one of the strictest industry regulations in the world!

**Portal + application = synergy of potentials!**

Kosmopedia was created 12 years ago as the first, and at that time the most comprehensive, compendium of knowledge about cosmetic ingredients and other topics related to cosmetic products. It was prepared based on scientific knowledge and cooperation with companies from the cosmetics industry in Poland and Europe. It was the second portal of this kind in Europe (after the British website thefactsabout.co.uk). In 2021, the website underwent a thorough redesign and became a consumer service.

*For years, Kosmopedia has been an important educational tool for the beauty industry, popular among students of cosmetic chemistry and related faculties, employees of production companies and cosmetology practitioners. Today, its new, refreshed version, written in an accessible language, is meant to reach each of us. And this is happening now - last year alone we recorded nearly 650 000 hits to the website. We would like the application to gain the same level of consumer trust,"* concludes **Blanka Chmurzyńska-Brown***.*