

**flustix**



**RETHINK  
PLASTICS**

A credible, dynamic  
trustmark for pioneers in  
plastic reduction



## What is Flustix?

Flustix is a sustainability certification body for plastic-free and partially plastic-free or recycled products. Flustix chemically analyses products and then labels approved items with the Flustix certification mark. By making plastic reduction clearly visible for consumers, we provide guidance and the opportunity to make a plastic-aware buying decision. Flustix supports plastic alternatives and communicates sustainability for innovative brands.

Instead of discrediting the material in general, Flustix believes in rethinking it. In fact, Flustix acknowledges that plastic is a valuable material. But it has to be used in an environmentally-friendly and manner.



## Free from Plastic

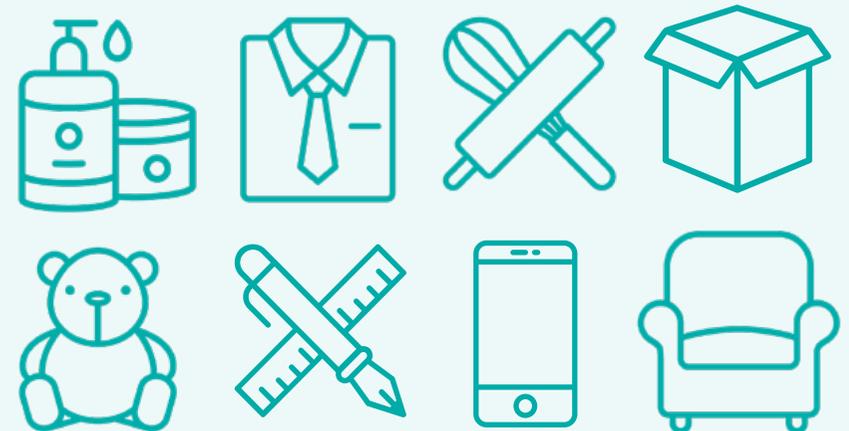
Our [definition](#) represents a milestone in consumer protection and on the market in general: for the first time in history all synthetics are excluded if a product is certified as plastic-free. Plastic is a material which is constantly changing in composition and formulation depending on its specific use. Naming those new plastic types can therefore disguise other plastics in products. This could easily mislead consumers.

At Flustix, the term 'plastic-free product' means exactly that, and nothing else. This is how Flustix avoids confusion and greenwashing through the use of alternative terminology when defining synthetics.



## What do we certify?

Any type of product can qualify for one of the Flustix Plastic Free Certifications. Product components such as packaging or content can be checked and labeled separately. The trustmark is available after your product has passed a laboratory test successfully and after you have purchased a license. The license entitles to advertise on-pack, at the point of sale, in print, online media and in television.



# The Flustix Plastic-free Trustmarks



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## Plastic-free total product

The Flustix mark can be considered a milestone in consumer protection and sustainability certification. For the first time in history, producers are tested by an independent institution and pledge not to market any form of synthetics to customers.



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## Plastic-free product

This certificate applies to products which are plastic-free inside but have to be packed in plastic for sanitary reasons, such as medical appliances or similar.

PRODUCT



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## Free from microplastics

This Flustix mark certifies products, namely cosmetics and sanitary articles, detergents and cleaning agents that avoid using microbeads and microplastics. Generic microplastics defined by ECHA ANNEX XV RESTRICTION REPORT are solid plastic particles or fibers smaller than five millimetres which are added to products intentionally in order to increase viscosity or friction (in cosmetics particularly to create a so-called peeling-effect.)

CONTENT FREE FROM  
MICROPLASTICS



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## Plastic-free packaging

Consumer goods which are naturally free of plastics or synthetics or prohibited from containing them by law, such as food and beverages, can only apply for the 'plastic-free' label for their sales packaging and trays. Cosmetics and sanitary products are not included within this category and can qualify for content-specific certifications.

PACKAGING

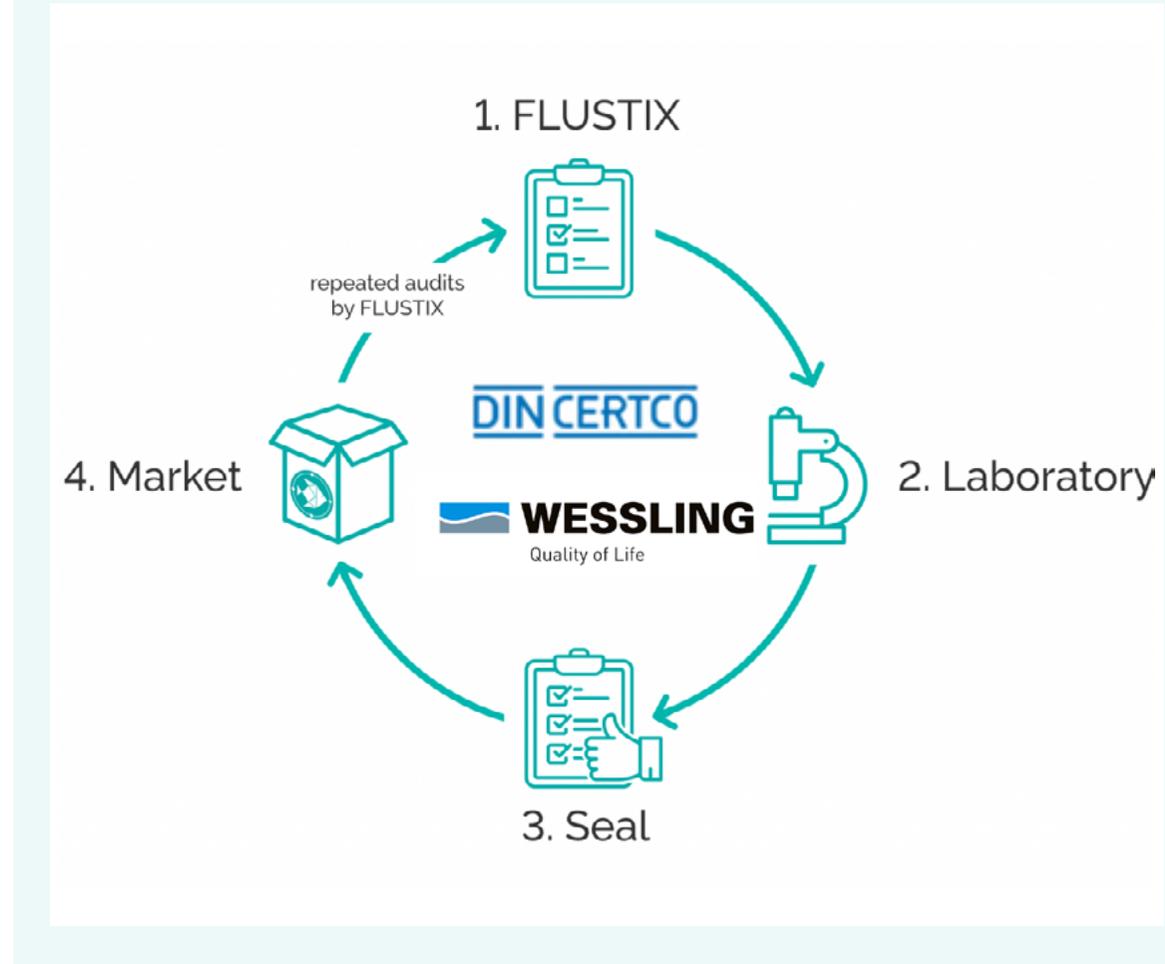
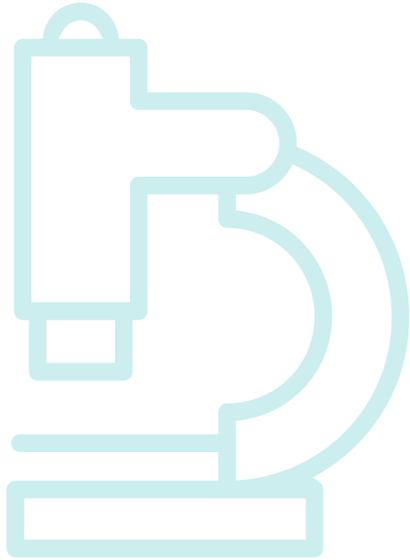


Plastic-free shopping?  
With **Flustix** at first glance.

# Certification process

Each product or component has to pass through a multitiered plastic-testing process before Flustix certification is awarded. A company intending to get certified with our independent label has to send two items to Flustix and our partner laboratory WESSLING for testing. You will receive a cost estimate for the detailed material analysis. The chemical experts at WESSLING test the item thoroughly using the latest analytical methods.

These results give conclusive grounds for the plastic-free certification to be awarded via our licensing partner DIN CERTCO, which administers the Flustix plastic-free trust-mark licences. Please follow our online [application form](#) to order a test.



**Independent testing,  
independent licensing.**

**Contact us to  
get the Flustix  
trustmark!**

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