

ICS 71.100.40

CCS Y43



**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB 29337-2012

General labeling for oral care and cleansing products

口腔清洁护理用品通用标签

Issued on: December 31, 2012

Implemented on: May 1, 2014

**Issued by: General Administration of Quality Supervision, Inspection and
Quarantine of the People's Republic of China;
Standardization Administration of China**

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1 Scope

GB 29337-2012 is the Chinese national standard on general labeling for oral care and cleansing products, in the field of chemical technology. It carries no /T suffix, which in the Chinese system means compliance is mandatory: a product or a practice within its scope has to meet it to be lawfully made, sold or carried out in China. It was issued on 31 December 2012 by the General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China; Standardization Administration of China, and has been in force since 1 May 2014. Classification: ICS 71.100.40, CCS Y43. This page is published from the official record of the standard held by the Chinese standards administration: the identification, the dates, the classification and the issuing body are taken from there. The clause text, the tables and the numeric limits are in the document itself, which is delivered complete in English translation.

This Standard specifies the terms and definitions, general label formats, basic requirements, labeling content and labeling requirements for oral care and cleansing products. This Standard applies to oral care and cleansing products sold within the territory of the People's Republic of China.

2 Normative references

The following referenced documents are indispensable for the application of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies. Measures for the Supervision and Administration of Measurement of Quantitatively Packaged Goods (Order No. 75 of the General Administration of Quality Supervision, Inspection and Quarantine) Measures for the Implementation of the Regulations of the People's Republic of China on the Administration of Industrial Product Production Licenses (Order No. 130 of the General Administration of Quality Supervision, Inspection and Quarantine) Catalogue of Chinese Names of International Cosmetic Raw Materials Standards (China Food and Drug Administration)

3 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

3.1 oral care and cleansing products Daily chemical industrial products that act on human teeth or oral mucosa by washing, gargling, rubbing, spraying, sticking or other similar methods to achieve cleaning, reduce bad odor, modify, maintain and keep them in good condition. Oral care and cleansing products specified in this Standard include. toothpaste, oral cleaning and care solution, tooth powder, and oral gel. For specific product definitions, please refer to relevant product standards.

5 Basic requirements

5.1 The content marked on the label shall be true. All words, numbers, symbols and patterns shall be correct.

5.2 The content marked on the label shall comply with the requirements of current national laws and regulations.

5.3 The words on the labels of oral care and cleansing products shall be clear and legible, ensuring that they are eye-catching, easy to identify and read by consumers when purchasing.

5.4 In the labeling of oral care and cleansing products, except for registered trademarks, the content shall be in standard Chinese. If pinyin, minority languages, traditional Chinese characters or foreign languages are used, they shall correspond to Chinese characters. The font size on the same visible panel shall not be larger than the corresponding Chinese characters. For packaging (containers) with a maximum surface area of more than 20 cm², the font height of the mandatory content in the labeling shall not be less than

5.5 For the calculation method of the maximum surface area of packaging (container), please see Annex A.

6.1 Names for oral care and cleansing products

6.1.1 The names for oral care and cleansing products shall reflect the true attributes of oral care and cleansing products. Be concise and easy to understand.

6.1.2 The names for oral care and cleansing products shall be marked in a prominent position on the display panels of the sales package. If it is not possible to mark it on the display panel due to the shape and/or volume of the package, it can be marked on its visible panel.

6.1.3 Oral care and cleansing products with the same name but suitable for different groups of people and with different fragrances shall indicate this in the name or in a prominent position.

6.2 Name and address of the manufacturer

6.2.1 The name and address of the manufacturer who has been registered in accordance with the law and bears the quality responsibility shall be marked.

6.2.2 The name and address of the manufacturer who commissions the production or processing of oral care and cleansing products shall be marked in accordance with the provisions of Order No. 130 of the General Administration of Quality Supervision, Inspection and Quarantine.

6.2.3 Imported products shall be labeled in Chinese with the name of the country or region of origin (referring to Hong Kong, Macao, and Taiwan) and the name and address of the agent, importer, or distributor legally registered in China. The name and address of the manufacturer may not be labeled.

6.2.4 The name and address of the manufacturer, agent, importer or distributor shall be marked on the visible panel of the sales packaging.

6.3 Net content

6.3.1 Products in quantitative packaging shall be labeled with net content in accordance with the provisions of Order No. 75 of the General Administration of Quality Supervision, Inspection and Quarantine.

6.3.2 The net content shall be marked on the display panel of the sales package. If it is not possible to mark it on the display panel due to the shape and/or volume of the package, it may be marked on its visible panel.

6.4.1 Labeling requirements

6.4.1.1 The names of all added ingredients of oral care and cleansing products shall be truthfully marked on the visible panel of the sales packaging.

6.4.1.2 Although some ingredients react with other ingredients after being added, the ingredients before the reaction shall be labeled.

6.4.1.3 If the content of the carried-over ingredients in the raw materials in the product is extremely small, far less than the amount required to exert its effect and is safe, it does not need to be labeled. For example, appropriate amount of preservatives, antioxidants and other ingredients added to protect the raw materials; trace impurities mixed in the raw materials (inevitable under current technical conditions); trace unreacted substances or reaction by-products in the reaction products.

6.4.1.4 The ingredient list shall be introduced with the introductory phrase "Ingredients".

6.4.2 Order of labeling ingredient names

6.4.2.1 The names of ingredients in the ingredient list shall be listed in descending order of added amount. If two or more ingredient names are marked in the ingredient list, the names of the ingredients shall be separated by ",".

6.4.2.2 If the added amount of the ingredients is less than or equal to 1%, the ingredient

6.6 Standard number Domestically produced products shall be marked with product standard numbers. The product standard number may not be marked with the year number. The standard number can be marked on the visible panel or on the product manual.

6.7 Warning words

6.7.1 Where required by relevant national laws and regulations or required by the characteristics of oral care and cleansing products, safety warning terms shall be marked on the visible panel of the sales package.

6.7.2 Fluoride-containing oral care and cleansing products for preventing caries shall indicate the amount of fluoride added. Fluoride-containing oral care and cleansing products shall have warning words for children.

6.8 Contents that shall be marked

6.8.1 Where necessary, the storage conditions that meet the shelf life or expiration date shall be marked on the visible panel of the sales package or on the product instructions.

6.8.2 Where necessary, product instructions for use shall be marked on the visible panel of the sales packaging or on the product instructions.

6.9 Others

6.9.1 For packaging (containers) with a maximum surface area of less than 10 cm² and a net content of no more than 15 g or 15 mL, only the following information may be marked. product name, manufacturer name and address, net content, production date and shelf life