



The Flower and the Swan

Strict environmental requirements
Health considerations
Good quality





Would you like to contribute to a cleaner environment?

**Do you look for quality?
Are you tired of worrying
about chemicals?
Then look for the Flower or
the Swan when you shop!**

There are almost 3000 products carrying the Flower or the Swan ecolabel in the shops. The selection covers a wide range: from products such as kitchen roll, detergents and shampoos to PCs, washing machines and woodburning stoves. Your car wash, hotel accommodation and camping holiday can also be ecolabelled.



Voluntary labelling checked by independent bodies

The long-term objective of the Flower and the Swan is to pull production and consumption in a more environmentally friendly direction. By imposing strict requirements on chemicals ecolabels also contribute to a healthier future. In other words, ecolabels benefit both the environment and humans.

Ecolabelling is a voluntary scheme for business undertakings. The larger the number of people buying ecolabelled products, the more companies will wish to obtain the labels. The more products on the shelves, the higher the sales – and the greater the environmental benefit.

Ecolabelling Denmark is in charge of the day-to-day administration of the Flower and the Swan in Denmark. We check the ecolabelled products on the Danish market and award licences to use the Flower and the Swan. Ecolabelling Denmark is partly government funded, but independent of both authorities and manufacturers.

Read more about the ecolabels on www.ecolabel.dk (see English link) or visit www.nordic-ecolabel.org (Swan) and www.eco-label.com (Flower).

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Health considerations

The Flower and the Swan are your guarantee when it comes to chemicals and health. With ecolabelling, you can feel safe about “what’s in” the products you buy. For example, allergenic perfumes such as citronellol or limonene may not be added to ecolabelled lotions in amounts exceeding 0.001% – which is such a small amount that the health risk is at an absolute minimum. You could, of course, also choose a product that contains no perfume at all. All baby-care products are perfume-free.

Strict environmental requirements

When you buy products with an ecolabel, you help protect Danish rivers, lakes and forests. This is because ecolabelled detergents and cleaning agents, for instance, contain only chemicals that are easily biodegradable in the aquatic environment. You also help ease the strain on nature in the rest of the world. In addition, factories producing ecolabelled goods are obliged to conserve energy, thereby reducing

CO₂ pollution. In addition, these products must be designed so that they live up to strict energy and chemical requirements and are easily dismantled so that parts of the product may be reused. They must also be easy to discard, so that they represent less of a risk to the people handling our waste. Now and in the future.



Good quality

Ecolabelled products must be at least as good as – or better than – products without the labels. Detergents must of course clean clothes properly, and furniture must be solid and durable. If the manufacturer is unable to prove that quality and performance are satisfactory, the product will not be awarded with the Flower or Swan label.

The cost is the same

Products with the Flower or Swan ecolabel are neither more nor less expensive: they cost about the same as other products.

Ecolabelled products are available in all price ranges, also in the discount shops.

Two sides of the same coin

The Flower is the EU ecolabel, and the Swan is the ecolabel of the Nordic Council of Ministers. Several products are available with both the Flower and the Swan, but it makes no difference which label you choose: both are equally good.



***Look for the EU Ecolabel and the
Nordic Ecolabel when you shop!***

