

ASEAN Sunscreen Labeling Guideline

ASEAN Cosmetics Directive – Technical Document – Appendix X
Revision 02

Revision Date: 18th November 2025 (42nd ACSB Meeting)

Preamble

- a) This guideline applies only to sunscreen products i.e. those products whose primary function is UV protection as indicated by relative order, size, content and extent of claim material. It does not apply to products which make secondary UV protection claims, such as moisturizing and skin lightening products.
- b) Warning claims additional to those already mandated by ACD can be chosen by industry from the list of examples according to suitability for the product involved.
- c) Sunscreen should protect against both UVB & UVA.

Guideline

- 1 No claim should be made that implies:
 - a) 100% protection against UV A & B
 - b) That reapplication of the product is unnecessary e.g. whole day protection;
 - c) "Sunblock" (only applicable in Malaysia)
 - d) "Waterproof" and "sweatproof" claims (only applicable in Malaysia and Thailand)
- 2 Examples of warnings statement for sunscreen:
 - a) Mandatory :
 - Do not stay too long in the sun, even while using a sunscreen product (as defined in Annex VII, ACD)
 - b) Strongly recommended warning:
 - Re-apply frequently to maintain protection, especially after sweating, swimming or toweling;
 - The use of sunscreens is one way to reduce the dangers from sun exposure;
 - Instruction for use to ensure that sufficient quantity is applied, e.g. pictogram, illustration, etc;
 - Over-exposure to the sun is a serious health threat;
- 3 Claims should be easily understood and unambiguous;
- 4 Claims of UV protection should not be made if SPF<6;
- 5 The following SPF classifications are recommended

Level	SPF level
Low	≥ 6 - < 15
Medium	≥ 15 - < 30

High	$\geq 30 - < 50$
Very high	≥ 50

Note: if the SPF level is more than 50, it may be labelled as SPF 50+. Higher values are not recommended to be used.”

Revision History

Revision	Date	Description of Change
01	29 April 2015	Initial release
02	18 November 2025	Modified “Note” under section 5