

NATRUE LABEL GUIDE



Version 1 - 2016
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Preamble

Target users of the Guide

- Every NATRUE Label User

This document is referred by the NATRUE Label Agreement and it is part of the NATRUE requirements.

It is mandatory for each NATRUE Approved Certifier to carefully consider the provisions of this document during the certification process.



Foreword

For certified finished cosmetic products:

If companies choose to indicate the NATRUE certified/controlled level of the product additionally to the logo on the product/packaging/or documentation, the Company is responsible for compliance of the wording with the local national regulatory requirements

For certified cosmetic raw materials:

Raw material (Trade Name) complies with the NATRUE criteria, contains X% Natural (Y% Organic), Z% Derived Natural, V% Nature-identical, W% Water

Please note that: As pure nature-identical ingredients (please refer to Annexes 2 and 4a for listings; available [here](#)) are not subject to NATRUE certification/control, the NATRUE labelling should not give the impression that they are - only the mixture of which they are a part

The NATRUE Guide should never be regarded as a derogation to requirements of local legislation.



Logo: our image to the world



The NATRUE label is our **most important asset.**


As specially drawn artwork, it illustrates a leaf and head profile together with our name and web address.

To ensure our Label is clearly recognisable and delivers a consistent message, **it must never be altered and it has to be reproduced using the approved master artworks provided.**

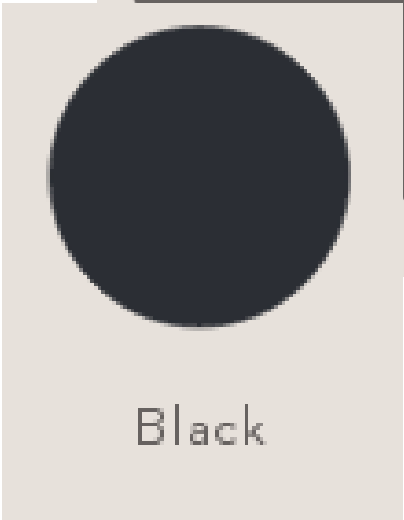


Logo color: basic


MAIN COLOURS




Pepples Grey




Black



Pepples Grey



White



Black

APPROVED colours



Logo color: secondary options

The following colours can be used **ONLY** if previously notified to the NATRUE Approved Certifiers.










The use of any other colour should be communicated to the NATRUE Approved Certifier and approved by NATRUE.

NATRUE reserves the right to reject company proposals not in line with NATRUE's Corporate Identity.



Logo color: codes

COLOUR NAME	PRINT COLOURS			SCREEN COLOURS		OPAQUE COLOURS	
	PANTONE® coated	PANTONE® uncoated	CMYK	sRGB (visually)	Hex	RAL	NCS
 Pebbles Grey	Cool Grey 10 C	412 U	0 10 0 75	103 99 97	676361	8019 Grey Brown	S 7005-R50B
 Natural White	Warm Grey 1 C	Warm Grey 1 U	5 5 10 0	231 226 219	E7DED8	9001 Cream	S 1002-Y50R
 Autumn Orange	158 C	144 U	0 55 90 0	237 153 39	ED7B27	2000 Yellow Orange	S 1080-Y30R
 Leaf Green	7495 C	583 U	40 5 90 0	168 207 48	A8CF30	Not available	S 2070-G80Y
 Blossom Yellow	129 C	7404 U	0 20 85 0	251 222 47	FBDE2F	1023 Traffic Yellow	S 0560-Y20R
 White			0 0 0 0	255 255 255	FFFFFF	9010 Pure White	S 0300-N
 Black		Black U	0 0 0 100	0 0 0	000000	9005 Jet Black	S 9000-N



Logo color: overview





Logo size: minimum requirement

The label size should ensure:

- Clarity of the artwork
- Legibility for the consumers
- Recognition of the logo

On product packaging the NATRUE Label CANNOT be used smaller than 1 cm for all products except for pencils, and extremely small products where the size must be agreed previously with the NATRUE Approved Certifier and NATRUE.

The NATRUE Approved Certifier is responsible for this verification as part of the certification process.

We recommend you to always test the printing of the label to ensure an optimal end result.



Logo: size – considerations 1

Legibility of www.NATRUE.org

NATRUE informs all the Label users that they should **verify with legislative requirements about the size of web addresses, and any information relevant to the consumers on the product packaging.**

Please note that such requirements may differ from one country to another.

The 1 cm size is the minimum requirement aimed at offering a common approach to all the Label Users worldwide, and takes into consideration any potential changes to local legislation and the ability of NATRUE to check all the local legislations in this regard.

The NATRUE Guide should never be regarded as a derogation to requirements of local legislation.



Logo: size – considerations 2

Legibility of www.NATRUE.org

To ensure the maximum visibility of the web address it is also possible to **use the second version of the artwork**



WWW.NATRUE.ORG

The web address can be placed next to, below, or above the Label.

The relationship between the artwork (NATRUE seal), and the web address (www.NATRUE.org) must be ensured.

Only when using this specific layout for the artwork is a size smaller than 1 cm possible, given the fact that the web address is provided in a size to ensure legibility.



Logo Position: packaging

The NATRUE label should be displayed whenever possible **on the front of the product packaging.**

The back of the packaging is also a good position, as it is very common for the consumer to turn the product over to find out more information e.g. Ingredients.

NATRUE does not prohibit the placement on other parts of the primary or secondary packaging (like sides) but strongly encourage the companies to carefully consider where to place the NATRUE Label.

It is very important that **the NATRUE Label does not «touch» any other graphic or text element.** This should ensure maximum recognition of the NATRUE Label on the product packaging.



Logo Position: advertising

When it comes to other uses of the NATRUE Label like company communications, advertising or similar, you are allowed to create different shaped backgrounds in order to enhance the visibility of the Label.

See examples below:



Font is freely selectable (arial or similar are recommended)



Certification information on product packaging

Each NATRUE Certified Product has reached one of the 3 certification levels, as defined by the NATRUE Standard

The certification level of a product it is always publically available on the [NATRUE website](http://www.natrue.org). However, **NATRUE strongly recommends the use of wording to indicate the certification level** to inform consumers about the value and meaning of the Label (provided that at anytime this does not conflict with local legislation)



In case the **company would decide not to display the wording NATRUE should receive a statement informing about the reason for the decision.** The NATRUE Approved Certifer is responsible to deliver this information to NATRUE during the certification process.



Certification information on product packaging

AMERICAN ENGLISH	GERMAN Deutsch	FRENCH Français
 NATURAL PERSONAL CARE	 NATURKOSMETIK	 COSMÉTIQUES NATURELS
 NATURAL WITH ORGANIC PORTION	 NATURKOSMETIK MIT BIOANTEIL	 COSMÉTIQUES NATURELS EN PARTIE BIO
 ORGANIC PERSONAL CARE	 BIOKOSMETIK	 BIOCOSMÉTIQUES

Font is freely selectable (arial or similar are recommended)

Other language versions for the text can be developed by companies according to specific needs.



What about the word “certified”?

Similar to indicating a product’s certification level for the consumer, **notification that certification has been carried out is also valuable information.**

NATRUE recommends the use of the word «certified», provided that its use is not prohibited by local legislation. Your regulatory department will be able to double check this term and its status for the markets you are selling to.

In cases where using the word «certified», we suggest the artwork below:
Label + wording + 2 lines of the same color as a framework



**CERTIFIED
NATURAL COSMETIC**

Font is freely selectable (arial or similar are recommended)



Claims Guidelines on product packaging and advertising - Many messages – a correct approach

There are many claims which you could make on your products, and you are entirely responsible for all of them.

The NATRUE Guide should never be regarded as a derogation to mandatory requirements of local legislation for claims made in relation to cosmetic products, including supporting guidelines (where applicable), in the country where the respective product(s) will be marketed.

Some of them may be supported by the NATRUE Label criteria necessary to achieve the certification you hold (e.g. free of GMO ingredients), whereas others claims are not supported (e.g. vegan)

Make sure only claims which are clearly referring to the provisions of the NATRUE Standard are connected visually with the NATRUE Label.

For any doubt the NATRUE Approved Certifier is the first one to take contact with. We at NATRUE are also very pleased to support you and the certification body in this discussion.



Claims Guidelines on product packaging and advertising

100% or not 100% - this is the question

It may be possible to claim 100 % natural cosmetic for a given certified product in relation to the NATRUE Label criteria for substantiation, since NATRUE provides a definition of ingredients and verifiable criteria requirements for certification of natural cosmetics.

The claim 100% organic cosmetic is harder to substantiate since it cannot always be the case that every category of cosmetic product can or will contain only 100% certified organic ingredients - so unlike foods, cosmetics cannot be assuredly 100% organic – rather the necessity that 95% or greater of the ingredients are organically produced *cf.* NATRUE mandatory requirement for Organic Cosmetic/Level 3 certification.

Please note: NATRUE shall not assume liability in case where a position claim for products complying with Level 3 of the criteria (NATRUE Organic Cosmetic) is made, although the country where the product is on the market has a different statutory regulation with regard to organic claims.



Claims Guidelines on product packaging and advertising

What about BIO claims on product certified as natural?

If your products have been certified to NATRUE Level 1 - Natural Cosmetic – The product should not be perceived by consumers as being organic. Any reference to “organic/bio” should be made clearly to the respective organic ingredients only, and not to the product.

The brand name of a product should not make any reference to ‘organic/bio’, if the finished product(s) cannot be considered as organic according the certification you hold.

Please ensure a coherent message according to the certificate you hold.

Summary Finished Products and Raw Materials: the logo and claim must be clearly linked to the certified/controlled item. An example of misuse of the label would be the impression that multiple products in a range are certified/controlled, whereas only one or some have been certified/controlled.



NATRUE Label allowed pay-offs

You can enhance the Label understanding by implementing the below suggestions



NATRUE

Font is freely
selectable

(arial or similar are
recommended)

TRUE NATURAL COSMETICS
ARE RECOGNISED
BY THIS SEAL



Official PR camping banner

(to be used on advertising or
product packaging always in
connection to NATRUE certified
products)



Terms of use

1. Implementation of these Guide is mandatory to every NATRUE Label User in order to enhance understanding of NATRUE and reach a broad coverage.

A NATRUE Label User is any Natural and Organic Cosmetics manufacturer or retailer who has their products certified according to the NATRUE Standard as stipulated in the NATRUE Label Agreement Version 6 and previous.

2. NATRUE takes no responsibility for any text, layout or picture changes that the Label User creates by themselves.



True Friends of
Natural and Organic
Cosmetics

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