

TRUE *NATURAL COSMETICS*
ARE RECOGNISED
BY THIS SEAL



NATRUE, The International Natural and
Organic Cosmetics Association

Membership Assembly 2017
Open Session

Klara Ahlers, President



10th ANNIVERSARY

NATRUE: Mission and Vision

MISSION

To protect and promote true natural and organic cosmetics to the benefit of consumers worldwide

VISION

Be the voice for all friends of true natural and organic cosmetics



10th ANNIVERSARY

Main Commitments The Realisation of Our Mission

Ongoing development and promotion of a high quality Standard for Natural and Organic Cosmetics.

Promotion of the NATRUE label, as an expression of the NATRUE Standard, to which producers certify their products via independent and accredited certification bodies.

Participation and contribution to EU regulatory decision-making ensuring the availability of Natural and Organic Cosmetic ingredients and advocating for a strong definition for Natural and Organic Cosmetics.

Access for consumers to high quality information regarding Natural and Organic Cosmetics and their ingredients.



10th ANNIVERSARY

Organisational Restructuring

