

## Press Release

### European Union helps Thai spa products get NATRUE label

*Bangkok, 25 November 2011* – With support from a European Union (EU)-funded project, five Thai spa products will get NATRUE label, the most neutral and well-recognised international standard for natural and organic cosmetics, within 2012.

NATRUE is an international non-profit organisation to promote and protect natural beauty and skin care products with leading brands as members. They also own a NATRUE label, recognized as the strictest standard in terms of products quality.

Funded by the EU, the SCRIPT project is dedicated to apply self control and third party certification to Thai products and services in two particular sectors, silk and spa, by using an EU-inspired approach. The 30-month project is managed by an Italian-based non-profit organization, Bioagricoop, in close collaboration with the Thai-Italian Chamber of Commerce and the Franco-Thai Chamber of Commerce. The EU contributes 80% of the project's total budget of 500,000 EUR (approximately 21.4 million THB).

The spa sector focuses on the selection of Thai SMEs, producers of natural and/or organic cosmetics, either brand owner or manufacturer, to get their products certified according to NATRUE standard. Of 26 companies that submitted their candidacy, five companies were selected as the finalists and will benefit from the advice of European experts on certification and from the EU fund in getting their products certified according to EU's NATRUE standard for natural and organic cosmetics.

These five finalists are:

By Ytsara Co., Ltd.	Ytsara
I Plus Q Co., Ltd.	Five Elements
Prima Herbs (Thailand) Co., Ltd.	Prima Herbs
Puri Co., Ltd.	Panpuri
Nature Touch Aromatherapy Co., Ltd.	Green Portion

The NATRUE label will enable these companies to ease the EU market penetration and to create confidence to European consumers of their product's quality. Once certified, their products will be displayed at an international health & beauty trade fair either in Thailand or in Europe in 2013.

As for the spa services, the project is studying a possibility to work in close collaboration with the Ministry of Public Health in view of developing the Thai spa world class standard and apply the third party certification in Europe or eventually in Thailand.

For more information, please contact:

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The EU funds the **SCRIPT Project** through its Thailand-EU Cooperation Facility – Phase II. This programme supports EU-Thai constructive dialogues and aims at improving the capacity of both the private and public sector to achieve Thailand's national development targets.