



True Friends of
Natural and Organic
Cosmetics

FORMULA APPROVAL

If you are Third Party Manufacturers you know that you play a major role in the supply chain. We could not agree more!

Therefore of March 2012 Formulas can be NATRUE Approved!

HOW IT WORKS?

Companies can apply for NATRUE Formula Approval by submitting their formulation for verification by a NATRUE Approved Certifier. A Formula Approval Certificate (valid for two years) will be issued by the NATRUE Approved Certifier upon the successful verification of the documents.

The production audit is not required.
It is an approval – not a certification!

Kindly note that this program is not interchangeable with product certification. If products are intended for the end-market (consumers) they must undergo certification and they would not be eligible to formula approval. If to the contrary formulation are intended to be presented to potential brand owners (no marketing at this stage) they can be eligible to formula approval.

Please bear in mind that under the Formula Approval scheme the right to use the NATRUE Label is only related to the NATRUE Approved Formulas.

Any finished product placed on the market with a brand (developed from a NATRUE Approved Formula, or not) wishing to use the NATRUE Label must successfully go through the full procedure for Finished Products Certification.

WHY?

Because companies who are brand owners need this kind of support. Indeed **in-house expertise is a challenge.**

More and more Brand Owners would like to start producing Natural and Organic Cosmetics truly worthy of that name, because they recognize the benefits for people and the environment – consumer behaviour and expectations have changed.

Show them your expertise, professionalism and passion...
Let them discover your NATRUE Approved Formulas!

BENEFITS

All Approved Formulas are listed in the formulas database on this site.
The database will show your formulation with the indication of:

- » **Natural Ingredients (% organic)**
- » **Derived Natural Ingredients (% organic)** and
- » **Nature Identical Ingredients**
- » **Water**