



BELIEVE IN THE TRUTH OF NATURE
AND IN THE NATURE OF TRUTH

NATRUE

The International Natural and Organic Cosmetics Association

WWW.NATRUE.ORG

ANNUAL REPORT **2015**

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FOREWORD BY NATRUE PRESIDENT

Dear Friend,

When NATRUE was founded in 2007, leading producers of Natural and Organic Cosmetics (NOC) had a dream – to become the voice for all friends of natural and organic cosmetics.

We knew that our sector needed international representation, and a reliable definition for what true natural and organic cosmetics SHOULD be.

We were ready to invest, promote, and support the association and its activities – we successfully launched the NATRUE Label and got our products certified to this strict and reliable standard.

We never imagined things would progress so quickly...

We were surprised by the extent NATRUE would shape and positively change the way in which we collaborated and engaged together in the association's activities.

I often hear NATRUE being defined as a family. As in all families, the drive to overcome difficulties and achieve harmony is paramount; the will and determination to achieve shared objectives: fundamental.

We were amazed that in such a short time so many other NOC producers would join us. We were not expecting that the NATRUE family would grow

so strongly, and engage with so many international partners, towards achieving our goal: Protect and promote natural and organic cosmetics worldwide.

To date, over 200 brands carry the NATRUE Label worldwide – with nearly 5000 certified products available for consumers worldwide. We are grateful every company who has engaged and share our values.

We are proud of our international team in Brussels, and we thank all the colleagues from the member companies who dedicate their time and expertise to NATRUE's Working Groups.

I would like to take the opportunity to thank NATRUE's founder and former Public Affairs Director, Julie Tyrrell. I wholeheartedly thank her for her huge commitments and full dedication to promoting and protecting natural and organic cosmetics worldwide, and wish her the very best for all her future endeavours. The Annual Report 2015 is a more in-depth way to let you discover everything we have done so far; with a focus on the last twelve months. Next year in 2017 we will celebrate the 10th anniversary of NATRUE.

Our decennial anniversary give us the chance altogether to mark the successes of the past, look forward to the challenges and achievements of the future – as well as other great, and unexpected, things.

I wish you a pleasant reading,

Klara Ahlers



VISION & MISSION & GOALS

NATRUE, the International Natural and Organic Cosmetics Association, is an internationally active, non-profit association headquartered in Brussels, founded in 2007.

NATRUE's mission is to protect and promote natural and organic cosmetics to the benefit of consumers worldwide.

NATRUE's vision is to be the voice for all friends of true natural and organic cosmetics.

OUR MAIN GOALS

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

The promotion of the NATRUE label, as an expression of the NATRUE Standard, to which producers certify their products via independent certification bodies, accredited by IOAS.

The 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.

The granting of access for consumers to high quality information regarding Natural and Organic Cosmetics and their ingredients.

REMARKABLE MILESTONES

2007 Foundation of NATRUE

May 2008 First version of the NATRUE criteria.

2009 First NATRUE certified products on the market

April 2010 NATRUE AISBL received its Royal Assent from the Belgian authorities.

June 2011 NATRUE officially accepted as Category A liaison in ISO TC/217/WG4 for development of ISO 16128 guidelines

November 2011 NATRUE involved in Thailand-EU Cooperation project SCRIPT until its completion in July 2013

December 2011 NATRUE Criteria identified as a point of reference for credible natural and organic cosmetic claims by BEUC, the European Consumer Association

January 2012 O4S project - three year EU-funded Organic for Surfactants project (grant #262507)

February 2012 NATRUE joins a joint industry stakeholder consortium in response to SCCS opinion on fragrance allergens and contributes to both Public Consultation (2012 and 2014) and SCCS Public Hearing (2012)

May 2012 NATRUE participates to the Green Week at the EU Commission with the project “Do you know how much water there is in your cosmetic products?”

January 2013 Joint NATRUE-BNAEOPC (Bulgarian Association for Essential Oil Producers) tender won for EU funding to provide scientific and regulatory training

September 2013 Launch of the accreditation program with IOAS

April 2014 NATRUE-IBD Agreement

June 2014 NATRUE officially accepted as a member of the EU Commission’s Working Group on Cosmetics

July 2014 NATRUE officially accepted as a liaison organisation within the Cosmetic Working Group, CEN/TC 392, of the European Committee for Standardization (CEN)

August 2014 IFOAM Family of Standards referenced in the Criteria

August 2014 NATRUE becomes Roundtable member of the “Keeping GMOs out of Organics” project initiative by IFOAM-EU

October 2014 5th anniversary, 4000th product certified

November 2014 European Parliament event, announcement of GfK research findings

May 2015 Launch of new website

September 2015 IlBellesere event at the EXPO fair in Milan

December 2015 NATRUE officially accepted as a member of the EU Commission’s Working Group on Cosmetics subgroup on Claims



OUR VOICE ADVOCACY

NATRUE provides a voice for the authentic natural and organic cosmetic sector

Over time, we have built strong relationships with the European institutions. Consequently, whenever emerging or evolving regulations are under discussion, NATRUE is in a position to assess the impact these will have on the sector and agree on an appropriate course of action and contribute to the discussions accordingly, always bearing in mind consumers expectations and sectorial needs.

NATRUE advocated its position concerning the on-going update to the current EU Organic Regulation and worked with likeminded stakeholders as part of the on-going process of regulatory review by the EU Institutions.

NATRUE had previously contributed to and participated in all stages of on-going issue related to fragrance allergens, providing its position. NATRUE monitors the current regulatory developments following the October 2015 release of the results of the second Public Consultation.

MAIN ACHIEVEMENTS AND PROJECTS OF 2015

Meeting with new Commission's Head of Unit Cosmetics (DG GROW): Provided NATRUE with the opportunity to address and provide updates on key sectoral challenges including ISO 16128, Fragrance Allergens and Denaturants.

Membership of EU Commission's Cosmetic subgroup on Claims: NATRUE participated and contributed to the current update of the draft guidelines as part of the on-going issue concerning 'free from' claims.

NATRUE has participated in DG TAXUD Fiscalis group meetings; advocating for continued use of essential oils as denaturants. In 2015, NATRUE contributed its own sector-tailored response to DG TAXUD Public Consultation on the structure of excise duty of alcohol and exemption by the use of denaturants, following joint meetings with other industry stakeholders to discuss and align positions on core issues for input to a DG TAXUD.

OUR IDENTITY LABEL

One of the most important questions for a company who wants to differentiate their products from greenwashed ones is related to certification. Is certification worthwhile?
Which is the right standard to choose?

BY CHOOSING THE NATRUE STANDARD, CONSUMERS ARE GUARANTEED

A strict, publically available, international standard developed and constantly updated by an independent scientific committee where NATRUE members' expertise is combined with contribution from external experts. This unique mixed approach guarantees decision making based purely on scientific evidence and not driven by any other interest.

An independent, third party certification process carried out by leading certification bodies worldwide, all subjected to an accreditation process to ensure common application of procedures.

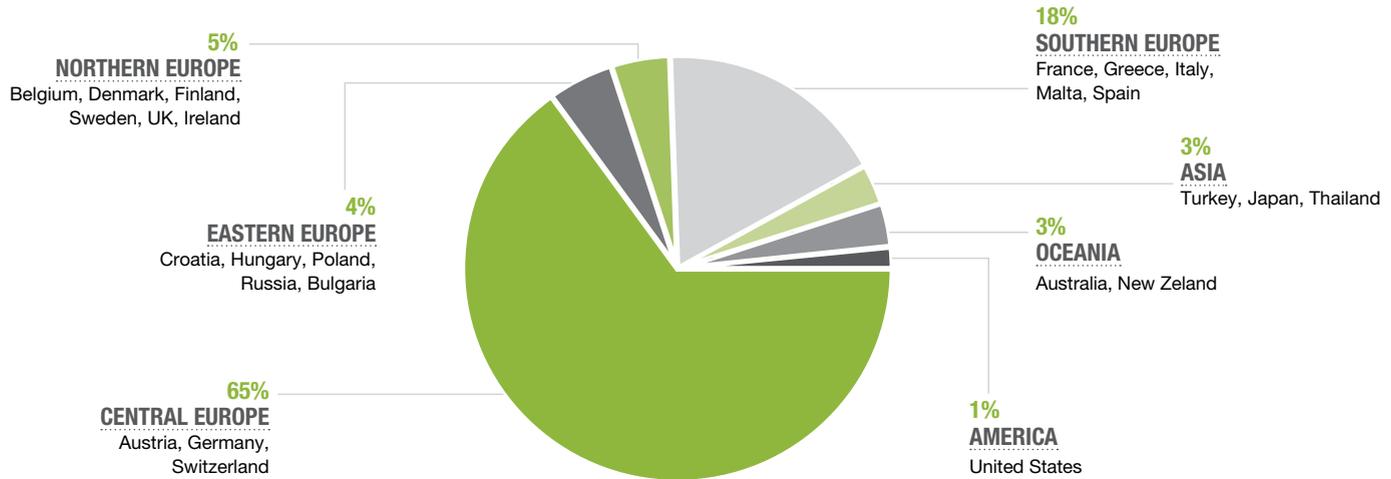
Consumers will only enjoy NATRUE certified products when:

- At least 75% of the brand is certifiable. We ask for a high degree of commitment towards certification.
- Only natural, derived natural and nature-identical ingredients are used. Nothing artificial is allowed in NATRUE certified products.
- Water is not counted in the percentage of natural ingredients. We do not allow companies to inflate consumers' perception of naturalness by counting water.
- Each product is the result of guaranteed levels of natural ingredients and the cut-off levels of derived natural substances. We guarantee maximum naturalness according to the product's function.

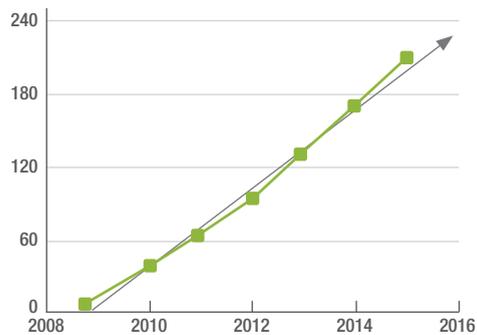
Since 2009, the NATRUE standard has supported more than 200 brands in positioning their true natural and organic products on multiple markets.



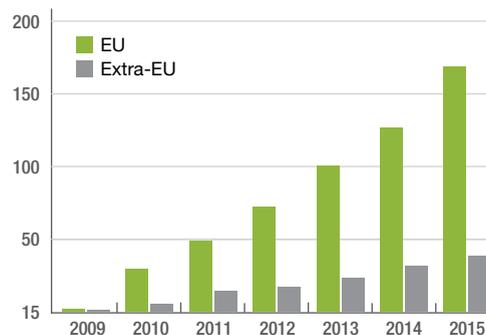
Percentages of NATRUE certified brands depending on where they are produced



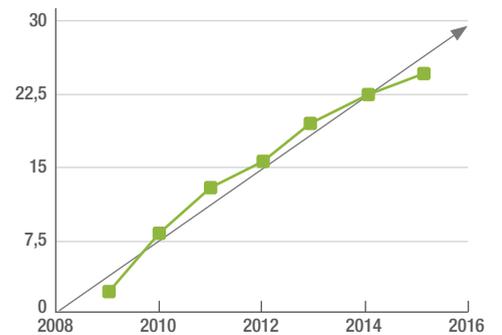
Number of NATRUE certified brands (growth)



Number of NATRUE certified brands (EU-EXTRA EU)



Number of countries where NATRUE certified brands are produced



49 MEMBERS

Companies who actively participate to the association activities

4.700

Certified products

25

Number of countries of our Label Users



11

CERTIFICATION BODIES

204 BRANDS

over 6000

FACEBOOK FRIENDS

MEMBER'S QUOTES

“ We are a co-founder of NATRUE because we think the consumer needs a clear and transparent standard for Natural and Organic Skin Care and the industry needs a strong voice to make itself heard in the process of evolving cosmetics regulations”

– **Antal Adam, Spokesperson WALA Heilmittel GmbH**

“ In order to satisfy the high demands on natural cosmetics, we follow the strict requirements of NATRUE. It is committed to high ethical and environmental principles: only the products which meet strict requirements for naturalness carry the NATRUE label. We consider these requirements currently the strictest criteria for natural cosmetics”

– **Helena Thome, Product Manager Alverde**

“ NATRUE is the best partner for all natural product producers: open, transparent, ready to defend the Natural and Organic Cosmetics sector”

– **Nikolina Uzunova, Executive Director BNAEOPC**

“ NATRUE and its standard are the logical conclusion for us. NATRUE represents one of the strongest standards worldwide – one label for one world”

– **Klara Ahlers & Thomas Haase, Managing Directors Laverana**

“ Our company is proud to be part of the NATRUE family, trustworthy organization that ensures internationally recognized standards for natural personal care products”

– **Pasquale Liguori, CEO PGwell**



OUR ENGAGEMENT RESEARCH

NATRUE pools resources to investigate scientific issues of concern. Being an association, we gather the expertise of different companies, institutions and other associations helping the NOC sector position itself with regards to specific ingredients of concern. NATRUE has been – and continues to be – involved in different projects in the fields of scientific research/innovation and regulatory affairs where it provides expertise. In this manner, NATRUE actively plays a key role in addressing both challenges and opportunities in the Natural and Organic Cosmetics sector.

MAIN ACHIEVEMENTS AND PROJECTS OF 2015

NATRUE participated in ISO TC/217/WG4 meetings and contributed to the development of the ISO 16128 by providing technical comments within the working group and its extraction subgroup. NATRUE has publically communicated its position via its website and in the media.

Prohibiting GMOs is a fundamental requirement for NATRUE. NATRUE is a Roundtable Member of the IFOAM EU project. Here NATRUE is able to contribute with scientific and regulatory knowledge, aiding the strategies to strengthen the current legal frameworks. A current topic in this field is the issue of New Plant Breeding Techniques.

Essential oils are a key ingredient of natural cosmetics. NATRUE contributed to the 48th Amendment of the IFRA Code of Practice concerning Thujone; participating in subsequent seminars with RIFM for re-evaluation proposals, and technical meetings with IFRA in Brussels.

NATRUE has generated databases for its members in order to better serve them in terms of knowledge for compliance and comparison. The databases include global cosmetic Regulation, and label requirements and comparison.

NATRUE MEMBERS

AUSTRIA

GW Cosmetics GmbH, Austria

BULGARIA

BNAEOPC, The Bulgarian Association
of Essential Oils, Perfumery and
Cosmetics, Bulgaria

CROATIA

Olival, Croatia

CZECH REPUBLIC

Weleda spol. Sr.o., Czech Republic

FRANCE

WALA France, France
Weleda S.A. Laboratoire de produits
pharmaceutiques, cosmétiques et
diététiques, France

GERMANY

Brandpur GmbH, Germany
CEP Cosmetic Entwicklungs- und Pro-
duktionsgesellschaft mbH, Germany
Die Regionalen GmbH, Germany
Dirk Rossmann GmbH, Germany
Dm-drogerie Markt GmbH & Co.KG,
Germany
DT GmbH Bio-Wellness, Germany
Laverana GmbH & Co. KG, Germany
Logocos Naturkosmetik AG, Germany
Medizina Natura GmbH, Germany
oceanBASIS GmbH, Germany
PRIMAVERA LIFE GmbH, Germany
Santaverde Gesellschaft für Natur-
produkte mbH, Germany
Sense Organics Sustainable GmbH,
Germany
Taoasis GmbH, Germany
WALA Heilmittel GmbH - Dr. Hauschka
Skin Care, Germany
Weleda AG, Germany
Yeauty GmbH, Germany

GREECE

Sgouromallis I. & SIA O.E., Greece

IRELAND

Ri Na Mara, Ireland

ITALY

Gala S.r.l., Italy
N&B, Italy
PGWell S.r.l., Italy
WALA Italia S.r.l., Italy
Weleda Italia S.r.l., Italy

POLAND

Aromeda Sp. z.o.o., Poland

SPAIN

Weleda S.A., Spain

SWEDEN

DZ Wellness AB, Sweden
Weleda AB, Sweden

SWITZERLAND

Farfalla Essentials AG, Switzerland
Robert & Josiane, Switzerland
Seifenmacher, Switzerland
Similasan AG, Switzerland
Spagyros AG, Switzerland
Vitamar, Switzerland
Weleda AG, Switzerland

THE NETHERLANDS

Nutress BV, The Netherlands
WALA Nederland BV, The Netherlands
Weleda Benelux SE, The Netherlands

TURKEY

Pure & Mere, Turkey
Medelek Ltd, Turkey

UK

Weleda UK L.t.d., UK

USA

Dr. Bronner's Magic Soaps, USA
Weleda North America, USA



OUR STRUCTURE

HOW WE WORK

BOARD OF DIRECTORS:

NATRUE's Board of Directors consists of:

Klara Ahlers, *Laverana, NATRUE President*

Hans Nijmens, *Weleda*

Prof. Dr. Florian Stintzing, *WALA*

Ute Leube, *PRIMAVERA LIFE*

WORKING GROUPS:

NATRUE is supported by three internal Working Groups in developing a strategy in Public Affairs, Communications, and Regulatory and Scientific matters:

PUBLIC AFFAIRS WORKING GROUP: Professionals specialised in issues with regards to the legislative framework of natural and organic cosmetic products.

COMMUNICATION WORKING GROUP: Professionals specialised in issues with regards to communication activities such as PR and press related activities, web and social media positioning, and events.

REGULATORY AND SCIENTIFIC WORKING GROUP: Professionals specialised in issues with regards to the protection of raw materials in the natural cosmetic sector within the given regulatory and scientific field.

In the scientific field, NATRUE is supported by with the **Scientific Committee "Criteria and Label"**, a professional international advisory body formed by internal and external expert responsible for the development of the NATRUE Standard.

NATRUE APPROVED CERTIFIERS:

NATRUE collaborates with independent certification bodies from all over the world who support NOC producers wishing to certify their products or raw materials to the NATRUE standard along the entire process, ensuring compliance to the NATRUE Label criteria:

A.NAT.Cert Certifications, <i>Germany</i>	Ecogrupo Italia, <i>Italy</i>
Bio Inspecta, <i>Switzerland</i>	IBD Certification, <i>Brazil</i>
BioAgricert, <i>Italy</i>	JAPAL, <i>Japan</i>
BioGro, <i>New Zealand</i>	NatCert, <i>Denmark</i>
CCPB, <i>Italy</i>	SGS Institut Fresenius, <i>Germany</i>
EcoControl, <i>Germany</i>	

All these certification bodies are themselves accredited by **IOAS**, a non-profit organisation offering accreditation services in the field of organic and sustainable agriculture, environmental management, social justice and fair trade which has become since 2013 the official accreditation body for the NATRUE standard. IOAS supervises the quality of the work done by the certification bodies ensuring a common understanding and application of the procedures.

NATRUE TEAM

We, at NATRUE, share a common goal: to protect and promote pure authentic natural and organic cosmetics. Based in Brussels, our international Secretariat works passionately to fulfil NATRUE's mission.

FRANCESCA MORGANTE *Label & Communication Manager*

Joined NATRUE in 2010.

Role: coordinating the development and the promotion of the NATRUE Label worldwide and managing communication activities.

Main achievements in 2015: development and enhancement of NATRUE's PR activities with national PR agencies. Organisation of the successful "BellEssere" event at EXPO Milan in September 2015. *Francesca was voted No. 5 in the top 25 of the "Who's Who" contest in the UK's Natural Beauty Yearbook celebrating personalities of the NOC sector.*

CAROL WARD *Office Manager*

Joined NATRUE in 2012.

Role: Internal Affairs, membership management, Event Organisation.

Main achievements in 2015: development and launch of the first NATRUE pavilion - a concept for NATRUE's participation at major trade fairs involving the co-exhibition of NATRUE Label Users with a joint stand; stimulation of membership growth.

DR. MARK SMITH *Scientific and Regulatory Manager*

Joined NATRUE in 2014.

Role: coordination, supervision and development of the regulatory and scientific policy and activities of the association, including the NATRUE Standard, preparation and release of position papers and scientific information, management of research projects, and establishment and maintenance of like-minded stakeholder contacts.

Main achievements in 2015: Participation in expert groups at ISO and scientific panels at several congresses such as In-Cosmetics in Barcelona and with the (British) Society for Cosmetic Scientists, where he has since been accepted as a member, which led to his nomination to the (British) Society for Cosmetic Scientists.

KRYSTEL VAN HOOF *Label and Communication Assistant*

Joined NATRUE in 2013.

Role: coordination of Label-related activities; providing support in (multilingual) communications.

Main achievements in 2015: translation of the website into German and French; thorough analysis of the Label User websites in terms of NATRUE representation.





BELIEVE IN THE TRUTH OF NATURE
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Do you have a question about the NATRUE Association?

Contact Carol Ward at info@natrue.eu

Do you want to know more about the NATRUE label?

Contact Francesca Morgante at fmorgante@natrue.eu

Do you have a regulatory and/or scientific question?

Contact Dr. Mark Smith at msmith@natrue.eu

Do you have a question about the NATRUE certification?

Contact Krystel van Hoof at secretariat@natrue.eu