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Dear Friend,
Without doubt, I realise that what was true in 2007 remains as true today. Our beloved sector faces challenges: some old or unresolved; some new and emerging.

Yet, what has always motivated our family, the Board, the Secretariat, our Members and Label Users is our united cause. Without question I see that NATRUE has become more relevant with every passing year – providing the sector with that much-needed international voice that was not there for us before 2007.

Our core strength comes from unifying all our diverse activities: advocacy, meaning protecting ingredients and promoting a strict definition for natural and organic; label, embracing those who share our belief of a high quality international standard to fight against greenwashing; research, including involvement in scientific developments that benefit the sector.

In 2016, to open our doors further, it was decided to create the new category of Associate Membership aimed at embracing all stakeholders wanting to find a home to advocate for natural and organic cosmetics, even if they are not certified to NATRUE.

Furthermore, like our association, our seal represents an embodiment of our values and beliefs, of what true natural and organic cosmetics should be. In the last twelve months, I have been amazed by the engagement, growth and support for our Label. To-date, we have seen more than 230 brands carrying the NATRUE seal – with over 5000 certified products available for consumers in 30 countries worldwide.

To conclude, over this past year it goes without saying that I would finally like to express my sincerest thanks, gratitude and appreciation to all of our Members and Label Users for their firm commitment and trust in the association, to our international partners and working groups for their generous support, and to the resolute hard work and dedication of our international NATRUE team in Brussels, including our newly appointed Director General, Dr Mark Smith.

We are confident that the NATRUE Association illustrates more than ever its mission, and the need for it. NATRUE has many topics under its belt, and this 2016 Annual Report is a way to let you discover more in-depth those key areas we have been proud to be involved in so far, with a focus on the past twelve months.

I wish you a pleasant reading,

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

**NATRUE’S VISION**
To be the voice for all friends of true natural and organic cosmetics.

**NATRUE’S MISSION**
To protect and promote natural and organic cosmetics to the benefit of consumers worldwide.

**COMMITMENTS**

- 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.
NATRUE KEY DATES

2007: Foundation of NATRUE
May 2008: First version of the NATRUE criteria
2009: First NATRUE certified products on the market
June 2011: NATRUE becomes Category A liaison in ISO TC/217/WG4 for ISO 16128 guidelines
November 2011: Thailand-EU Cooperation project SCRIPT
December 2011: NATRUE Criteria identified as point of reference for credible natural and organic claims by BEUC
January 2012: O4S - Organic for Surfactants project (grant #262507)
February 2012: NATRUE joins an industry stakeholder consortium in response to SCCS Opinion on fragrance allergens
January 2013: Joint NATRUE-BNAEOPC tender won for EU funding to provide scientific and regulatory training
September 2013: Launch of accreditation programme with IOAS

April 2014: NATRUE-IBD Mutual Recognition Agreement
June 2014: NATRUE becomes member of the EU Commission’s Working Group on Cosmetics (E01302)
July 2014: NATRUE becomes 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 NATRUE criteria; NATRUE joins IFOAM EU project “Keeping GMOs out of Organics”
November 2014: European Parliament event announcing GfK consumer research findings
May 2015: Launch of new website
December 2015: NATRUE becomes member of the EU Commission’s Working Group on Cosmetics subgroup on Claims
January 2016: Pragmatika appointed as media agency for Italy
February 2016: NATRUE becomes an official sponsor of VIVANESS and organises its first ever NATRUE pavilion
May 2016: NATRUE contributes to The Cosmetics Business Regulatory Summit presenting the regulatory framework for natural and organic cosmetics and discussing the proposed ISO 16128 guidelines
June 2016: NATRUE unveils the first ever Annual Report at the Membership Assembly in Berlin, and 14 new members are ratified
June 2016: Dr. Mark Smith participates and contributes to the ISO technical working group meeting in charge of the developing guidelines for natural and organic cosmetics.
June 2016: NATRUE concluded its contribution towards the development of the draft update for EU guidelines to cosmetic product claims
July 2016: NATRUE develops position paper on ‘new plant breeding techniques’ and advocates that these techniques fall under the scope of EU GMO legislation
July 2016: Dr. Mark Smith, Regulatory & Scientific Manager, appointed as Director General
September 2016: Launch of NATRUE website in Italian
September 2016: For the second year running, Francesca Morgante is voted in the UK “Who is who - TOP 25” which celebrates the personalities of the natural and organic cosmetic sector, this year achieving a remarkable 9th position.
September 2016: NATRUE accepted as liaison officer between CEN/TC 392 (Cosmetics) and CEN/TC 411 (Bio-based products).
December 2016: NATRUE attends 12th EPAA Annual Conference where recent advances and the scientific gaps on the development of alternative methods to animal testing were presented.
December 2016: In total 35 new international brands have adopted the NATRUE Label during 2016
December 2016: NATRUE presents at a European TP Organics meeting to discuss the contribution of organic research and innovation can make to raw materials for natural and organic cosmetics
NATRUE
ADVOCACY

Providing a voice for the 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 it 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.

A strong definition of natural and organic cosmetics, claims made about them, and ingredient regulation go hand-in-hand to ensure consumers the finished products they expect.

NATRUE advocates for transparency and authenticity with the continued focus being the upcoming ISO 16128 guidelines.

NATRUE continues to coordinate work with likeminded stakeholders as part of on-going discussions that could impact the sector, including the continued use of natural denaturants, and the risk assessment and risk management of fragrance allergens.

MAIN ACHIEVEMENTS AND PROJECTS OF 2016

Released New Plant Breeding Techniques position. Currently there is no regulation for these methods due to an absence of legal clarification from the EU Commission. NATRUE argues that these techniques should fall under the scope of EU GMO legislation. Prohibiting GMOs is a fundamental requirement for NATRUE to protect the terms ‘natural’ and ‘organic’. Policy was directed to both the European Commission and Parliament.

Contributed to the development of updated EU Regulation guidelines by providing sectorial input on cosmetic product claims including the ‘free from’ annex. Claims remain a critical area of importance for the natural and organic cosmetic sector; NATRUE joined the subgroup claims at DG GROW in 2015.

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Participated and contributed to a cosmetics industry draft guidance document for EU-ABS Regulation as part of a DG Environment expert stakeholder group workshop. NATRUE supports sustainability movement and protection of global biodiversity, and further contributed to the development of the draft by submission of stakeholder comments to the EU Commission.

Joined an IFOAM EU Expert Task Force on non-food products to evaluate the need to establish a level playing field with organic food to ensure that greenwash risk (unsubstantiated organic claims) is minimised and consumer expectations are met. NATRUE supports action against greenwashing and strengthening both the claims natural and organic.
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 WITH:

A strict, publicly 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 230 brands in positioning their true natural and organic products on multiple markets.
Global distribution of NATRUE certified brands

**CENTRAL EUROPE**
- Austria, Germany, Switzerland
- 65%

**NORTHERN EUROPE**
- Belgium, Denmark, Sweden, UK, Ireland
- 4%

**EASTERN EUROPE**
- Croatia, Hungary, Poland, Russia, Bulgaria
- 4%

**SOUTHERN EUROPE**
- France, Greece, Italy, Lebanon, Malta, Spain
- 19%

**ASIA**
- Turkey, Japan, Thailand
- 3%

**OCEANIA**
- Australia, New Zealand
- 4%

**AMERICA**
- United States
- 1%

Number of NATRUE certified brands (growth)

Number of NATRUE certified brands (EU-EXTRA EU)

Number of countries where NATRUE certified brands are produced
MEMBER’S QUOTES

"We joined NATRUE because NATRUE has been founded as a non-profit organisation. NATRUE provides a clear definition of organic cosmetics. As an organic cosmetic brand, this was important to us”
– Gian Furrer,
CEO Farfalla

"N&B joined NATRUE because of its international reputation. We would of course recommend other companies to join NATRUE”
– Domenico Scordari,
President & CEO N&B

"We always recommend to all of our clients the NATRUE Label not only for the quality of the finished products, but also for their ability to instil trust in the customers”
– Patrizia Poggiali,
President Gala Cosmetici

“Irish Organics Natural Cosmetics share with NATRUE our fundamental belief of harmony between people and nature, and what is good for the body is good for the planet. We would certainly recommend other companies to join NATRUE”
– Seamus Mac Cathmhaoil,
President, CEO, Spokesperson

www.natru.org
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 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 2016

Participated and contributed as a sector technical expert (liaison organisation A) to the work of ISO TC/217/WG4. The working group is now finalising the development of second part of the ISO 16128 guidelines for natural and organic cosmetics. NATRUE communicates its position on the guidelines weaknesses through its advocacy work.

Officially accepted by vote as liaison officer by CEN/TC 392 (Cosmetics) to establish technical committee cooperation with CEN/TC 411 (Bio-based products). NATRUE believes in strong standards. The EU Bioeconomy Strategy to reduce fossil fuel dependence permits the potential to develop a connection between the work of these two CEN technical committees for topics such as definitions, sustainability, renewable production, and bio-based claims.

Joined an EU-funded industry consortium project to help solve environmental pollution and contribute to the transition to a renewable circular bio-economy through sustainably converting municipal waste into targeted products like cosmetic packaging. The 2016 grant application, as part of the Horizon 2020 - Bio-Based Industries joint undertaking (Public-Private Partnership) programme, has been accepted and the project kicks-off in June 2017.

NATRUE has initiated a quarterly regulatory and scientific newsletter covering issues important for the natural and organic cosmetic sector for members in order to better serve them in terms of knowledge. The NATRUE website has been updated with new factsheets on preservatives, palm oil and microplastics and a glossary of terms relevant to natural and organic cosmetics.

NATRUE continues to participate at EU meetings discussing emerging and developing areas that could impact the natural and organic cosmetic sector including synthetic biology techniques, and EU regulatory interpretations concerning criteria for endocrine disrupting compounds and CMR substances.
NATRUE is about caring, about protecting and promoting, and we embrace all those who share this belief.

NATRUE membership is flexible. All are welcome across the value chain including Natural and Organic Cosmetics producers and distributors, as well as associations and friends of the industry who share our values and ethics. There are several specifically tailored categories of membership to choose from, covering all the sector.

Together we can continue to define, steer and realise NATRUE’s future vision, mission and goals that are essential for the protection and continuity of our sector.

**NATRUE MEMBERS**

**ASSOCIATE MEMBERS**

BNAEOPC, Bulgaria  
Dirk Rossmann, Germany  
Dr. Straetmans GmbH, Germany  
NOC SWEDEN Ideell Förening, Sweden

**MEMBERS A**

CEP COSMETIC Entwicklungs - Und Produktionsgesellschaft  
LAVERANA  
PRIMAVERA LIFE  
WALA France  
WALA Nederland  
WALA Italia  
WALA Heilmittel  
WELEDA USA  
WELEDA UK  
WELEDA Holding  
WELEDA Espagne  
WELEDA Benelux  
WELEDA Italia  
WELEDA France  
WELEDA spol.  
WELEDA Österreich  
WELEDA Deutschland

**MEMBERS B**

Agora Distributions & Handels GmbH, Germany  
Alenas, Greece  
Amo Como Soy, Germany  
Aromeda, Poland  
Bademeisterei Kosmetikmanufaktur GmbH, Germany  
BCI, Germany  
Beauty Garden, France  
Bip Coco Cosmetics Ltd, Hungary  
Dermoplant Sarl, France  
DM Drogeriemarkt, Germany  
Douglas Cosmetics GmbH, Germany  
Dr. Bronners Magic Soaps, USA  
DT GmbH – Bio Wellness, Germany  
DZ Wellness, Sweden  
Farfalla Essentials, Switzerland  
Finesse Srl, Italy  
Gala Cosmetici, Italy  
Ghee Sana e.U., Austria  
Grüne Erde GmbH, Germany  
GW Cosmetics GmbH, Austria  
Leyh Pharma GmbH, Germany  
Logocos Naturkosmetik AG, Germany  
Medelele Ltd, Turkey  
Medizina Natura GmbH, Germany  
N&B, Italy  
Oceanbasis, Germany  
Olivol Olival d.o.o., Croatia  
Pure Green Brands, Austria  
Pure&Mere, Turkey  
Quarnero d.o.o., Croatia  
Ri Na Mara, Ireland  
Robert & Josiane, Switzerland  
Rolland srl, Italy  
Santaverde GmbH, Germany  
Seifenmacher, Switzerland  
Sgouromallis, Greece  
Similasan AG, Switzerland  
Simunovich Olive Estate, New Zealand  
Spagyros AG, Switzerland  
Taoasis GmbH, Germany  
Vitamar, Switzerland  
Vivienne Swiss Formula GmbH, Switzerland  
Water & Salt GmbH, Germany  
Yeauty GmbH, Germany  
Yeso Cosmetics GmbH, Austria
OUR STRUCTURE
HOW WE WORK

Members Assembly

Board of Directors

DIRECTOR GENERAL

NATRUE SECRETARIAT

OFFICE MANAGEMENT STAFF

POLITICAL/REGULATORY/ SCIENTIFIC STAFF

COMMUNICATION AND LABEL STAFF

NATRUE INTERNAL WORKING GROUPS, INDEPENDENT ADVISORY BODIES AND CERTIFIERS

PUBLIC AFFAIRS WORKING GROUP (PAWG)

REGULATORY and SCIENTIFIC WORKING GROUP (RSWG)

NATRUE SCIENTIFIC COMMITTEE CRITERIA AND LABEL

NATRUE APPROVED CERTIFIERS

COMMUNICATION WORKING GROUP (CWG)

INTERNAL

INDEPENDENT

INTERNAL
NATRUE
BOARD OF DIRECTORS

KLARA AHLERS
LAVERANA, NATRUE President

“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, Managing Director Laverana GmbH & Co. KG

PROF. DR. FLORIAN STINTZING
WALA, NATRUE Director

“ 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”
– Prof. Dr. Florian Stintzing, Head of Research, Wala

HANS NIJNENS
WELEDA, NATRUE Vice - President

“ As a co-founder of NATRUE, we are delighted to have helped establish the label as a symbol of trust for consumers in the market. Together with other pioneer companies and our strategic partners, we will continue to campaign for consistent quality criteria for authentic natural and organic cosmetics at EU level and worldwide”
– Hans Nijnens, former General Manager Weleda Benelux SE, Weleda AG

UTE LEUBE
PRIMAVERA LIFE, NATRUE Director

“ NATRUE was developed by an international group of pioneers in the personal care industry, like we at PRIMAVERA are, to protect the integrity of genuinely natural and organic products through comprehensive standards and a corresponding label. Lack of official government regulation and too many labels cause confusion and undermine customer trust; NATRUE’s goal is to provide reliable guidance to customers worldwide”
– Ute Leube, Founder PRIMAVERA GmbH
NATRUE WORKING GROUPS

Composed of representatives from member companies who freely contribute their expertise to the work of the Association.

**Public Affairs Working Group (PAWG):**
Professionals specialised in issues with regards to the legislative framework of natural and organic cosmetic products.

**Communication Working Group (CWG):**
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 (RSWG):**
Professionals specialised in issues with regards to the protection of raw materials in the natural cosmetic sector within the given regulatory and scientific field.

**Scientific Committee “Criteria and Label”:**
Professional international advisory body formed by expert representatives from the cosmetic sector. For impartiality, the committee is formed by an equal balance of internal (NATRUE members) and external (independent experts from the conventional or natural and organic sector). The committee is responsible for the development of the NATRUE Label’s scientific criteria, definitions, and interpretation.
NATRUE
APPROVED CERTIFIERS

NATRUE collaborates with independent certification bodies from all over the world who support Natural and Organic Cosmetics 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, Germany
Bio Inspecta, Switzerland
BioAgricert, Italy
BioGro, New Zealand
CCPB, Italy
EcoControl, Germany

Ecogruppo Italia, Italy
IBD Certification, Brazil
JAPAL, Japan
SGS Institut Fresenius, Germany

All these certification bodies are themselves accredited. Our main cooperation partner for accreditation is IOAS, a non-profit organisation offering accreditation services in the field of organic and sustainable agriculture, environmental management, social justice and fair trade. As an accreditation partner, it supervises the quality of the work done by the certification bodies, ensuring a common understanding and application of the procedures.
NATRUE TEAM
YOUR CONTACTS

DR. MARK SMITH
Director General since July 2016
Email: msmith@natrue.eu
Phone: +32 2 613 29 32
Running of NATRUE, lead role in all political, regulatory and scientific affairs of the association – advocacy, research and label

MENOUCH SOLIMANI
Office Manager since October 2016
Email: info@natrue.eu
Phone: +32 2 613 29 30
Administrative support, responsible for ensuring legal, financial and HR matters, organisation of events, and membership management

FRANCESCA MORGANTE
Label & Communication Manager since 2010
Email: fmorgante@natrue.eu
Phone: +32 2 613 29 34
Promotion and development of the NATRUE Label and defining communication strategies, organisation and participation at events

KRYSTEL VAN HOOF
Label and Communication Assistant since 2013
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Phone: +32 2 613 29 33
Coordination of label and certification-related activities, support in (multilingual) communications and organisation of events

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 fulfill NATRUE’s mission.
BELIEVE IN THE TRUTH OF NATURE
AND IN THE NATURE OF TRUTH
WWW.NATRUE.ORG

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