



**NATRUE**

The International Natural and Organic Cosmetics  
Association

# About NATRUE

NATRUE, The International Natural and Organic Cosmetics Association, was created in 2007 to protect and promote natural and organic cosmetics to the benefit of consumers worldwide.

NATRUE's founding members, pioneers and largest producers of authentic natural and organic cosmetics products in Europe, joined together to create NATRUE to keep greenwashing out of the shelves and to advocate for an international definition of natural and organic cosmetics that guarantees **high quality, integrity** and **transparency**, essential characteristics for consumers of natural and organic cosmetic products.

Shortly after the association's inception, NATRUE's founding members (**WALA, Laverana, Weleda, Primavera, LOGOCOS** and **CEP**) acknowledged the need for an international label that set a rigorous standard for natural and organic cosmetic products at international level. This initiative resulted in the launch of the NATRUE Label in 2008. Ever since, the label has kept on growing and expanding across Europe and worldwide:



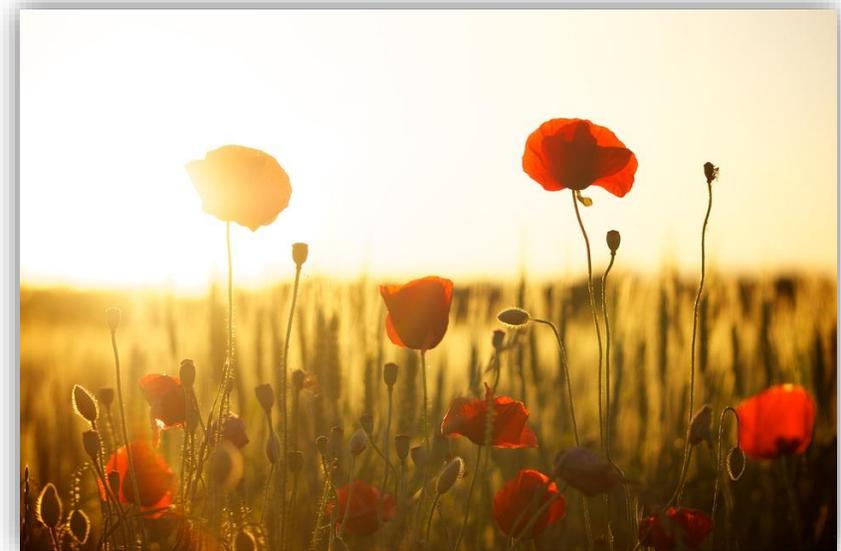
+ 60 members  
worldwide



+ 6,200 products certified  
with the NATRUE Label  
available in the market



+ 270 trust the NATRUE Label  
and have NATRUE's seal on their  
products



*Over 10 years after its creation, NATRUE has consolidated its position as an international representative body that advocates for true natural and organic cosmetics worldwide.*

# Mission



Represent the interests of the natural and cosmetics sector at international level



Contribute to shaping the legislation by working hand in hand with decision makers and relevant stakeholders in the European institutions and international bodies



Prevent greenwashing and offer consumers a transparent, reliable and high standard that guarantee truly authentic natural and organic cosmetic products

# Our standard, your guarantee

- **Ingredient clarity:** Only the use of all **natural** (non-GMO), **nature-identical** (only permitted preservatives, pigments and minerals) and **derived natural raw materials** (only from 100% natural, non-GMO, resources) may be used in certified products. Substances of animal origin from dead vertebrates are prohibited.
- **Product authenticity:** Consistent reflection of consumer expectations through no use of Genetically Modified Organisms (GMOs), mineral oils, silicones, microbeads/microplastics, semi-synthetic petrochemical derivatives or synthetic nature-identical fragrances.
- **Animal welfare:** NATRUE Labelled products may not be supplied to markets if animal testing is required. Aligned with our **ethics and values**, the NATRUE criteria extends an **animal testing ban** on cosmetic products, together with a marketing ban of NATRUE certified products, to third countries outside the EU.
- **Guaranteed organic:** Only natural, and applicable derived natural, substances coming from **controlled organic farming and/or wild collection**, certified by a duly recognized certification body or authority to an organic standard or regulation approved in the international IFOAM Family of Standards are considered as organic.
- **Environmental protection:** Ensuring **biodegradability** of derived natural substances (surfactants used for cleansing); respecting **sustainable sourcing and biodiversity** (palm and CITES); promoting **sustainable and green chemistry production** techniques; keeping **packaging to a minimum** with products that should be **designed for multiple uses** with emphasis on **use of recyclable packaging materials** made of renewable raw materials where possible.



*The proposed criteria for the NATRUE Label goes further than any definition of “natural cosmetics” so far established in Europe in terms of consistency and complete transparency.*

# Our standard, your guarantee



## *Did you know that...?*

*Producing a body oil which is 100% natural is much easier than producing a 100% natural shampoo simply because of the characteristics, functions and differences of each product. NATRUE's Standard acknowledges these inherent differences through its 13-product category system, which establishes specific formulation requirements for the natural, derived natural and organic content of products, contributing to ensuring the maximum "naturalness" of each product.*

## High Natural and Organic Content

In NATRUE we believe in the uniqueness of each natural and organic cosmetic product. Product formulations differ, change, innovate and evolve overtime, but the definition of a “natural” or “organic” cosmetic must not be diluted by arbitrary exceptions, and any compromises should be limited to the absolutely necessary within a clearly defined framework.

As part of our quality commitment, NATRUE believes that a high standard cannot be achieved without establishing a **classification of different product categories** to acknowledge the inherent differences in the formulations and functions of natural and organic cosmetic products. In respect of consistency and transparency, NATRUE has uniquely established a finely-tuned **13-product category system** to ensure specific formulation requirements for the natural, derived natural and organic content of products based upon their function and certification as natural or organic.

## What are the advantages of this 13-product category system?

- ❖ It allows producers to innovate while complying with the highest levels of quality;
- ❖ It sets high benchmarks to protect authentic product claims to combat greenwashing;
- ❖ It shows clarity and sincerity without arbitrary exceptions;
- ❖ It contributes to offer consumers truly natural and organic cosmetic products.

# NATRUE's commitment to fight greenwashing

## A common benchmark: NATRUE's 75% rule



*NATRUE's Label commitment to fight greenwashing goes further than others: unlike other labels which don't require a minimum percentage of products to achieve certification (meaning that, for example, a natural or organic cosmetic product can be certified as such even if the rest of the line it belongs to doesn't comply with the standard requirements), the NATRUE Label is truly committed to effectively fighting greenwashing by establishing that three quarters of a product line must achieve certification with NATRUE's Standard for the product's brand to be able to use NATRUE's seal.*

Unique to the NATRUE Label, it is necessary that **at least 75% of products of a specific brand** (or qualified natural and organic cosmetic sub-brand) achieve certification to the NATRUE Standard criteria for the brand to be able to use NATRUE's seal.

### What does this mean in practice?

Unlike other labels, NATRUE uniquely guarantees that when brand owners are looking to certify their products with the NATRUE Label, they must be truly committed to fighting greenwashing: **at least 8 out of 10 products** of a given product line must comply with the NATRUE Label criteria to achieve certification to the NATRUE Standard. With this proportion, NATRUE guarantees both producers and consumers that our seal can only appear in products truly committed to fighting greenwashing.

### How does this rule translate for consumers?

Brands with the NATRUE Label are benchmarked and they do not rely upon the marketing of a few green "hero" products in a line: they are committed to the quality and transparency levels that consumers expect of truly natural and organic cosmetic products.

In referencing the NATRUE Label, consumers looking to purchase natural and organic cosmetics can trust that not only does the product comply with NATRUE's high standard for integrity and quality, but that the brand is genuinely committed to this as well.

# NATRUE's commitment to fight greenwashing

## Avoiding Inflated Natural or Organic Content

Water is the basis of many cosmetic products and it often represents the highest proportion within a formula. However, the precise origin of the water in cosmetics can be arbitrary.

To avoid any inflation of the “naturalness” or “organic-ness” of a product, and to reflect only the direct contributions of raw materials from plants, **NATRUE treats water** (whether it is reconstitution water to top-up the natural/organic content of dried or concentrated powders or extracts or from formulation water) **as neutral when calculating the requirements of natural content.**

### How and when is water's contribution recognized by NATRUE?

NATRUE only considers the contribution of a physically extracted water-based raw material from plants as a natural substance if it derives directly from a vegetable source as constitutive water, like a juice. In the case of water used to make aqueous (hydrolates and floral waters) or hydroalcoholic extracts, NATRUE only counts the vegetable contribution in the calculation of the natural or organic percentage content of the water-containing substance.

### How does this approach benefits consumers?

Consumers want truly natural and organic cosmetic products that contain the highest percentage of natural ingredients possible. NATRUE's approach reflects a simple but stringent system that gives consumers a clear understanding of where every portion of natural and organic content in the products they purchase comes from without exception.



*By not counting added water as a natural ingredient in the formulation of a product, NATRUE's Standard guarantees consumers a higher level of naturalness than other labels.*

# Transparency and integrity



## An independent Scientific Committee

NATRUE defines and updates its label criteria through an independent advisory body, the NATRUE Scientific Committee, formed by an equal balanced number (50:50) of internal (NATRUE members) and external experts (independent of NATRUE and from the conventional or natural and organic cosmetics sector).



## An independent and impartial third-party certification process

In order to guarantee total transparency, NATRUE works with a global network of third-party certifiers to ensure that every brand and each product choosing to carry the NATRUE Label complies with the strict criteria in the NATRUE Standard.

All NATRUE Approved Certifiers (NACs) are subject to a rigorous accreditation process by NATRUE's main partner, IOAS, to ensure that they are competent to perform NATRUE's certification activities.



## A certified products online database

NATRUE is committed to transparency. Consumers can access detailed information at any time and anywhere on every certified product, brand and raw material carrying the NATRUE Label globally on [NATRUE's website](#).

# Contact us

## Address

NATRUE

The International Natural and Organic Cosmetics Association  
40 Rue Washington - 2nd Floor  
1050 Brussels, Belgium

## Contact details

Tel. +32 26 13 29 30

Fax +32 26 13 29 39

[info@natrue.eu](mailto:info@natrue.eu)

## NATRUE on social media

- [Facebook](#)      [Twitter](#)
- [LinkedIn](#)      [Youtube](#)

### NATRUE's team

Dr Mark Smith – Director General: [msmith@natrue.eu](mailto:msmith@natrue.eu)

Katrin Pilz – Office Manager: [info@natrue.eu](mailto:info@natrue.eu)

Dr Hana Mušinović - Regulatory & Scientific Manager: [hmusinovic@natrue.eu](mailto:hmusinovic@natrue.eu)

Cécile Zumbiehl – Label & Events Officer: [czumbiehl@natrue.eu](mailto:czumbiehl@natrue.eu)

Ana Ledesma – Communications Officer: [aledesma@natrue.eu](mailto:aledesma@natrue.eu)

Muriel Cartiaux – Office Assistant: [secretariat@natrue.eu](mailto:secretariat@natrue.eu)

