

# WHAT ARE THE GUARANTEES OF NATRUE'S LABEL?



## EXPERIENCE

Since its creation in 2008, the NATRUE label has consolidated its position in the market as a worldwide reference for truly natural and organic cosmetic products. Currently more than 6,200 products from over 270 brands are certified with the NATRUE label.

NATRUE was founded in 2007 by the pioneers and biggest producers of natural and organic cosmetics in Europe: WALA, Laverana, Weleda, Primavera, LOGOCOS and CEP.

NATRUE does not apply any type of derogation that allows the use of part-petrochemical, part-natural ingredients in the formulation of products that carry NATRUE's seal.

## A STRICT BENCHMARK STANDARD

NATRUE certified products comply with our rigorous standard, which does not allow GMOs, oils, silicones, microbeads/microplastics, semi-synthetic petrochemical derivatives or synthetic nature-identical fragrances in the product's formulation.

## A UNIQUE CLASSIFICATION

As part of our quality commitment, NATRUE has 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.

NATRUE's 13 product-category system allows producers to innovate while complying with the highest levels of quality and sets a high benchmark to protect authentic product claims.

By complying with our 75% rule, brands with the NATRUE Label are committed to the quality and transparency levels that consumers expect of truly natural and organic cosmetic products.

## AGAINST GREENWASHING

NATRUE's label criteria reflect our commitment to effectively combatting greenwashing: while other labels work on product-by-product certification, NATRUE requires that at least 75% of a given brand or sub-brand must be NATRUE certified to be able to carry our seal.

## INDEPENDENCE

All NATRUE certified products have completed an external and rigorous third-party certification process carried out by accredited, independent certifiers that ensure that all products in the pipeline for certification comply with NATRUE's label criteria.

This independent certification differentiates NATRUE's activities as a non-profit association from the certification of products, hence rendering the certification process more transparent and objective.