



# NATRUE in a nutshell

## MISSION



- Advocate for **better regulation and transparency** in regard to definitions and claims for natural and organic cosmetics.
- Ensure **high quality and product diversity** by contributing to emerging and evolving ingredients regulation.
- **Protect and promote true natural and organic cosmetics** to the benefit of consumers worldwide.

## OUR STANDARD



- NATRUE certification is only granted to products made of **non-GMO 100% natural, derived natural or nature-identical substances**.
- A robust classification scheme of **13 product categories** ensures that cosmetic function and innovative formulations align with natural and organic claims.
- Rigorous label criteria defined by an **independent Scientific Committee** (50:50 balance of NATRUE members and external experts).

## COMMITMENT



- A strict rule establishing that at least **75% of all the cosmetic products** in a brand must be compliant with the NATRUE Standard to be granted our seal.
- The guarantee of an accredited, **external and rigorous third-party certification process** for all NATRUE certified products.
- The development of NATRUE's **high quality standard** and promotion of the NATRUE label.

## TRUST & TRANSPARENCY



- One label with **different levels of certification** for natural and organic cosmetic products.
- **Access for consumers to detailed information** on NATRUE certified products in NATRUE's online database.
- The NATRUE Label helps consumers to **easily identify** true natural and organic cosmetic products and contributes to keeping greenwashing off the shelves.

You can find more information about NATRUE in English, French, German, Italian and Spanish at [www.natrue.org](http://www.natrue.org)