



NATRUE Label Usage Guidelines

Version 2

NATRUE

Version 2 – 01.01.2021



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1. Glossary

- **Agreement:** the binding document(s) “*Agreement on the Usage of the NATRUE Label*”, applicable both to raw materials and finished products.
- **Company:** the licensee whose finished products or raw materials undergo certification or approval. The licensee signs an agreement with the NAC of its choice, and therefore is subject to the certification or approval requirements. The licensee must also sign the Agreement on the Usage of the NATRUE Label with NATRUE. The Company includes the term “*manufacturer*” according to Article 2(1)(d) of Regulation (EC) No. 1223/2009 meaning: ‘*any natural or legal person who manufactures a cosmetic product or has such a product designed or manufactured, and markets that cosmetic product under his name or trademark.*’
- **Cosmetics/cosmetic product:** any finished cosmetic product as defined by, and complying with, the legal requirements where the respective product(s) will be marketed. A baseline reference with regard to their composition, safety, efficacy and labelling requirements is Regulation (EC) No. 1223/2009. In non-EU countries/regions, these legal references must be adapted.
- **Certification:** the process aimed at verifying compliance to the NATRUE Standard.
- **Standard:** the document “*NATRUE Label: requirements to be met by natural and organic cosmetics*” (latest version available).
- **Preliminary Certificate:** the document with which the Company is granted the provisional use of the NATRUE Label in anticipation of the receipt of the Final Certificate.
- **Final Certificate:** the end point of the Certification, where the definitive use of the NATRUE Label is granted.
- **NATRUE Label/the Label:** the visual sign identifying compliance to the document “*NATRUE Label: requirements to be met by natural and organic cosmetics*” referred as “*the NATRUE criteria*”, “*the NATRUE standard*” or simply “*the standard*”.
- **NATRUE Approved Certifier:** the independent certification body that is approved and accredited to perform certification activities aimed at verifying compliance to the NATRUE standard.
- **NATRUE Label User:** the legal representative signing the Agreement on the Usage of the NATRUE Label who has successfully achieved the NATRUE certification for natural and organic cosmetics products.

2. Introduction

2.1 Target users of the NATRUE Label Use Guidelines

A “*NATRUE Label User*” refers to the legal representative of certified finished products and raw materials or approved formulas and raw materials. All NATRUE Label Users commit to follow and observe the NATRUE Label Use Guidelines.

“*Certified products*” are those who have successfully met the requirements of the NATRUE Standard through independent control via a NATRUE Approved Certifier, and which have been granted the ability to use the NATRUE Label under the conditions stipulated in the NATRUE Label Agreements (Version 7 onwards and previous), available for download [here](#).

The NATRUE Label Usage Guidelines document is referred to in the NATRUE Label Agreements and is



part of the NATRUE criteria. It is mandatory for all NATRUE Approved Certifiers to carefully consider and verify the provisions of this document during the entire certification or approval process.

2.2 Foreword about the use of the NATRUE Label

The certification of products under the NATRUE Label criteria requirements for natural and organic cosmetics is possible independent of membership of NATRUE AISBL or other institutions.

In order to bear the NATRUE Label, it is necessary that at least **75% of products (e.g. 8 out of 10 products)** of a specific brand (or sub-brand when the sub-brand is specifically developed to qualify the natural and organic cosmetic line of an already existing brand) is eligible to achieve the NATRUE certification.

Important: If the Company produces products that are currently certified to another natural and organic cosmetics standard*, the calculation of the 75% threshold required to obtain the NATRUE certification shall take into account these products but only during the first two years of the certification to provide a smooth transition to the NATRUE Label. After these first two years, the threshold of 75% must be guaranteed with products certified only to the NATRUE Label criteria. Double labelling is permitted as long as the above requirements are met.

*Other certified natural and organic cosmetic standards are those where verification and control has been carried out by an authorised certification body according to that standard.

The requirements listed above do not apply for cosmetic raw materials. For further details about the NATRUE certification and approval of raw materials, please refer to the documents listed [here](#).

The NATRUE Label Use Guidelines must not be regarded as a derogation to requirements of local legislation.

2.2.1 *Certified finished cosmetic products*

To assist consumers companies are encouraged to indicate the NATRUE certification level of the product in conjunction with the NATRUE logo on product packaging (primary and/or secondary), product entries (i.e. online catalogues, company's website, etc.), and/or product documentation.

The Company is responsible to verify and ensure that the wording used to indicate the certification level of their products is compliant with local national regulatory requirements.

All NATRUE certified finished products are displayed on the public database on the NATRUE website together with details about the certification level, the brand, the manufacturer and the ingredients, as well as a description of the product.

2.2.2 *Certified cosmetic raw materials*

All certified raw materials are displayed on the public database on the NATRUE website. The details provided are: trade name, manufacturer, composition complying with the NATRUE criteria [contains X% Natural (Y% Organic), Z% Derived Natural, V% Nature-identical, W% Water] and INCI list.

2.2.3 *Approved cosmetics raw materials*

All approved raw materials are displayed on the public database on the NATRUE website. The details provided are: trade name, manufacturer, composition complying with the NATRUE criteria [contains X% Natural (Y% Organic), Z% Derived Natural, V% Nature-identical, W% Water] and INCI list.

Important: Raw materials or (a) substance(s) composite of a raw material which have been approved on



a confidential basis do not need to be disclosed to other NATRUE Approved Certifiers or on the public NATRUE database, but at least its trade name and the producer’s name must be disclosed.

As per Clause 3.4 of the Label Usage Agreement for Approved Raw Materials (available for download [here](#)), raw materials that have been successfully approved are eligible to use the NATRUE seal provided that they include the wording «NATRUE Approved» adjacent to NATRUE’s Label. Label Users with approved raw materials that use the NATRUE seal without the mentioned «NATRUE Approved» wording can be subjected to **sanctions** (cf. Chapter 5 of the Label Usage Agreement for Approved Raw Materials).

Example of valid artwork for NATRUE approved raw materials



Important: As pure nature-identical ingredients (listed in NATRUE’s criteria Annexes 2 and 4a, available for download [here](#)) are not subject to NATRUE certification (only natural and derived natural raw materials can be NATRUE certified), the NATRUE labelling should not be used in a way that gives the impression that a nature-identical ingredient is certified. Only the mixture of which a nature-identical ingredient is a part of can be certified and hence identified as a NATRUE certified or approved raw material.

2.2.4 Approved formulas

Approved formulas (B2B) are to be indicated as such. These are not equivalent to finished cosmetic products, which must be certified (B2C).

3. NATRUE’s Logo

The NATRUE Label is our **most important asset**. As specially drawn artwork, it illustrates a leaf and a head profile together with our name and web address within a seal.

To ensure the NATRUE Label is clearly recognisable and delivers a consistent message to producers and consumers, **it must never be altered and it has to be reproduced using the approved master artworks (NATRUE logos package)** provided by the NATRUE Approved Certifiers or by NATRUE’s Secretariat.



3.1 Colours

3.1.1 Main colours

Pebbles Grey (RGB: 103 99 97), Black (RGB: 0 0 0) and White (RGB: 255 255 255).





3.1.2 Secondary colours

The following colours can be used only if previously notified to the NATRUE Approved Certifier: Autumn orange (RGB: 237 153 39), Leaf green (168 207 48) and Blossom Yellow (251 222 47).



The use of any colour other than the primary or secondary approved options must be communicated to the Company’s NATRUE Approved Certifier, which needs to submit it to NATRUE’s Secretariat for approval. NATRUE reserves the right to reject company proposals that are not in line with NATRUE’s corporate identity’s design.

3.1.3 Colour specifications

	PANTONE® coated	PANTONE® uncoated	CMYK	sRGB (visually)	Hex	RAL	NCS
Pebbles Grey	Cool Grey 10 C	412 U	0 10 0 75	103 99 97	676361	8019 Grey Brown	S 7005-R50B
Natural White	Warm Grey 1 C	Warm Grey 1 U	5 5 10 0	231 226 219	E7DEDB	9001 Cream	S 1002-Y50R
Autumn Orange	158 C	144 U	0 55 90 0	237 153 39	ED7B27	2000 Yellow Orange	S 1080-Y30R
Leaf Green	7495 C	583 U	40 5 90 0	168 207 48	A8CF30	Not available	S 2070-G80Y
Blossom Yellow	129 C	7404 U	0 20 85 0	251 222 47	FBDE2F	1023 Traffic Yellow	S 0560-Y20R
White			0 0 0 0	255 255 255	FFFFFF	9010 Pure White	S 0300-N
Black		Black U	0 0 0 100	0 0 0	000000	9005 Jet Black	S 9000-N

3.1.4 Examples of the use of the NATRUE Label on designs

Correct use (the visibility of the Label is guaranteed):





Incorrect use (the visibility of the Label is not guaranteed - not permitted):



3.2 Size

The label size must ensure the clarity of the artwork (easy recognition) and its legibility (particularly on-pack). These factors will assist consumers and the recognition of the logo.

With respect to all product packaging, **the mandatory, minimum size for the NATRUE Label is 1 cm.** The NATRUE Label cannot be used in a size smaller than 1 cm except for pencils and very small products.

NATRUE Approved Certifiers are responsible for the verification of the compliant size of the NATRUE logo as part of the certification process.

NATRUE recommends all Label Users to test the printing of the Label to ensure an optimal end result, as all fields, including the website, must be eligible in the final printed version (on-pack, product catalogues, magazines, etc.).

3.2.1 Exception: small packaging

For very small products (for instance, pencils, samples, cosmetics of 10-20 ml, lip balms, etc.), a second version of NATRUE Label's artwork is allowed for use. This specific layout for the artwork is only applicable when the NATRUE Label is used in a label size smaller than 1 cm.

To ensure the maximum visibility of all elements, even in a very small packaging, the use of this secondary version of the artwork must comply with the following requirements:

- The version of the NATRUE logo adapted for small packaging must be visible and identifiable, regardless of the size of the packaging.
- The website www.NATRUE.org must appear in conjunction with the logo (either next to, below or above it). The relationship between both elements (logo + website) must be ensured.

Example of second version of the NATRUE Label's artwork for very small packaging:



WWW.NATRUE.ORG

Important: in case the Company wishes to use the original artwork of the NATRUE Label (and not the second version) in small packaging, its use is exceptionally allowed as long as the NATRUE Logo is displayed on the front of the packaging and in a size of at least 0,6 cm. If these requirements cannot be observed, the second version of the NATRUE Label's artwork must be used.

All label users should refer to and verify the respective legislative requirements concerning the size of web addresses and any other information relevant for consumers allowed for display on cosmetic product packaging. Please note that such requirements may differ from one country to another. At no rate should the NATRUE Label Usage Guidelines be regarded as a derogation to such requirements of local legislation.

3.3 Position and clearance zone

The NATRUE label must be displayed on the product packaging in a clear and prominent position (e.g. preferably the front). The NATRUE logo should not be placed in a position where consumers cannot easily identify it or its direct connection to qualified characteristics of the product. The logo can also be placed on the back or the side of the product packaging if near or next to the INCI list.

Any proposals for derogations regarding the placement of the NATRUE Label on the most prominent positions on-pack (front or back side) must be communicated to the Company's NATRUE Approved Certifier, which needs to submit it to NATRUE's Secretariat for approval. NATRUE reserves the right to reject company proposals not in line with the best interest to facilitate the visibility of the NATRUE Label on-pack.

Regarding the clearance zone around the NATRUE label, the following considerations apply:

- The clearance zone around the Label is one third of the height/width (X) and has to be applied on all sides.
- In packaging designs where space restrictions apply, the clearance zone can exceptionally be reduced. However, to ensure presence and maximise recognition, the NATRUE logo must never touch other graphic or illustrative elements or text.



By maintaining a clearance zone around the NATRUE Label, it will always appear clear, precise and consistent. No graphic or illustrative elements or type can enter this zone.

3.4 Certification level

All NATRUE certified products (applicable to all certification levels) are encouraged to display the corresponding level of certification (natural or organic) on-pack provided that this is not in conflict with local legislation.

The NATRUE logo, and when used, the product's corresponding level of certification (natural or organic), **shall be placed in a clear and prominent position on-pack (e.g. preferably the front)**, as described above, for the benefit of consumers and to assist transparency and informed decision-making. Furthermore, the joint placement of the NATRUE Label and the product's certification level ensures a visual qualification of the characteristics (natural or organic) of the product.

The certification level can be added next to the NATRUE Label as shown in the examples below. Flexibility is provided to suit the product packaging design, and variations are accepted provided the following requirements are observed:

- Short single lines – not more than two or three (short) words per line – should be used.
- The text block is always horizontally centred with the Label.
- The level text should be typeset in Neutraface No. 2 Text Demi or a similar font, all upper case.
- Optical kerning should be enabled.
- The certification text must always be used in the same colour as the label.

The certification level of all NATRUE certified products is publicly available on the [NATRUE database](#).

*Examples of wording of certification level on product packaging in English, German and French*

Important: As of 01.01.2021, newly certified finished cosmetic products will be certified either as “*natural*” or “*organic*”. Products already certified under the NATRUE certification level “*natural with organic portion*” can still be identified as such in the market and in NATRUE’s database until the product’s certificate expires. Upon recertification, any product meeting the former requirements of NATRUE level “*natural with organic portion*” can be recertified, subject to its compliance with the existing NATRUE criteria requirements, to either the natural or organic certification level. Please note Clause 2.13 of the NATRUE Label Agreement in regard to already certified products that may no longer be in compliance with amended requirements in the NATRUE standard. If the percentage proportion of natural or organic ingredients within certified products is to be communicated, the considerations of Section 4 (Claims) of this Label Usage Guidelines shall apply.

3.4.1 What about the word “certified”?

As a complimentary addition to indicating a product’s certification level (natural or organic) for the consumer, **notification that certification has been carried out to obtain the NATRUE Label is also valuable information.** As such, the use of the word «certified» is permitted provided it is not prohibited by local legislation.

It is the responsibility of the Company’s regulatory department to double-check this term and its status for the markets it is selling their products in.

If the Company chooses to use NATRUE’s seal in conjunction with the word «certified», the following artwork formula is suggested: **Label + wording + 2 lines of the same colour as a framework.**



CERTIFIED
NATURAL COSMETIC



CERTIFIED
ORGANIC COSMETIC

The font for the wording of this artwork is freely selectable, but Neutraface No. 2, Arial or similar is recommended. The colours used for it must be one of NATRUE’s approved colours to ease legibility: Pebbles Grey (RGB: 103 99 97), Black (RGB: 0 0 0) or White (RGB: 255 255 255).

Important: Whenever NATRUE certified products are to be marketed in France, they should be referred as “*labellisé*”, “*approuvé*” or “*contrôlé*”, and not “*certifié*”. The French market has specific rules with regard to the word “certified” whose use is not permitted by standards not registered with the national authorities. Similar rules may apply in other countries.



4. Claims

The Company is entirely responsible for the claims made in relation to their cosmetic products.

This Label Usage Guidelines offer guidance on how to best represent claims linked to the NATRUE criteria in a clear and transparent manner, but it should never be regarded as a derogation to mandatory requirements of local legislation, including supporting guidelines (where applicable), in the country where the respective product(s) will be marketed.

Any claim connected with the NATRUE Label must clearly refer to the provisions of the NATRUE criteria and comply with these guidelines.

In case of doubt, please take contact with your NATRUE Approved Certifier for support or with the NATRUE Secretariat.

4.1 100% natural or organic

It may be possible to claim “100% natural cosmetic” for a given certified product under the “natural” certification level in relation to the NATRUE Label criteria since NATRUE provides a definition of ingredients and verifiable criteria requirements for the certification of natural cosmetics.

However, the claim “100% organic cosmetic” is harder to substantiate since it might not always be the case that every category of cosmetic product can, or will, contain only 100% certified organic ingredients. Unlike foods, cosmetics cannot be assuredly 100% organic. For NATRUE, being certified organic means that a specific proportion (95% or greater) of defined natural or applicable derived natural substances in the product must be organic according to the NATRUE criteria. Complimentary statements, such as the percentage proportion of natural and/or organic ingredients in NATRUE certified natural or organic products, must be consistent with, and supported by, the criteria within the NATRUE standard. Consequently, if used, statements such as “X% organic ingredients” must be verifiable to provide consumers with transparent information about specifically highlighted attributes within the certified product. The product claim “organic cosmetic” is reserved for cosmetic products certified as organic (see Section 4.2).

Important: NATRUE shall not assume any liability in case where a claim for product(s) complying with the Organic Cosmetic certification level is made, even though the country where the product is on the market has a different statutory regulation with regard to organic claims. The Company is responsible to verify and ensure that the wording used to indicate organic claims on their products is compliant with local regulatory requirements.

4.2 Organic/bio

Ensuring coherent messaging is integral to credible claims, consumer transparency and informed decision-making. If a Company’s product is certified as “natural”, it should not be perceived by consumers as being certified as “organic”. To avoid misleading or confusing consumers, the use of any reference to “organic” or “bio” in products certified as “natural” should clearly refer only to the respective organic ingredients on the ingredients list. Similarly, the brand name of a product should not include the wording “organic” or “bio” if the finished product(s) cannot be considered as “organic” according to the certification level they hold.

4.2.1 Indication of organic ingredients in the INCI list

Notification about which ingredients are organic is an underlying benefit to consumers.

Provided that there is not a conflict with local legislation, **raw materials on the INCI list that are organic** (natural substances) **or made from organic** (applicable derived natural substances) **should be indicated**



on-pack to provide consumers transparent information about the ingredients of the product. Such ingredients should be marked with an asterisk (*) to ease recognition.

Depending on the type of raw material, the following references are recommended:

- For organic (natural) substances: they may be referred to as “*of controlled biological cultivation*”, “*from controlled organic agriculture*”, “*from organic farming*” or equivalent.
- For organic (derived natural) substances: they may be referred to as “*made from organic ingredients*”, “*made using organic ingredients*” or equivalent.

4.3 Fragrances

Notification about which ingredients in a fragrance are from **essential oils** is of interest to consumers.

The wording “*from natural essential oils*” may be used to indicate the fragrance INCI ‘parfum’ or ‘aroma’, provided that this is supported by the aromatic substances in the final raw material blend. Aromatic substances within the fragrance that must be declared by law* can indicate the wording “*from natural essential oils*” provided that this is supported.

* These substances include those as referenced in Article 19(1)(g) of the [Regulation \(EC\) No. 1223/2009](#).

5. Communication and marketing

Once a product is in compliance with the NATRUE criteria (see Annex D flow chart [here](#)) and the preliminary certificate has been issued by a NATRUE Approved Certifier, those products can use the NATRUE Label for communication and marketing purposes. The use of the NATRUE Label is limited to cosmetic products that have successfully completed the certification process.

When it comes to using the NATRUE Label in company communications, advertising or similar, the Company is allowed to create different shaped backgrounds in order to enhance the visibility of the Label, as long as the main artwork is respected (*cf.* Section 2.1.3). The font for any wording accompanying the NATRUE Logo for communication and marketing purposes is freely selectable, but Neutraface No. 2, Arial or similar is recommended. The colours used for these communications should be preferably one of NATRUE’s approved colours to ease legibility and recognition: Pebbles Grey (RGB: 103 99 97), Black (RGB: 0 0 0) or White (RGB: 255 255 255).

NATRUE strongly recommends the use of the NATRUE Label particularly on the Company’s website and certified products’ catalogues to help consumers easily identify products carrying the NATRUE Label. To assist consumers for the purposes of added clarity and transparency, label users are encouraged to indicate the certification level for NATRUE certified products on the Company’s website provided that this is not in conflict with local legislation.

Important: As a compulsory rule, the word “NATRUE” must always be written in upper case (all caps) in all written text. This rule is applicable to all communications, marketing, publications and any other type of text.

6. Terms of use

Compliance with and implementation of these guidelines is mandatory for all NATRUE Label Users, and they apply to all NATRUE certified finished products and raw materials and approved raw materials and formulas. NATRUE takes no responsibility for any text, layout or picture changes that the Label User creates by themselves.