

True Stories

For healthier people and a healthier planet: The Humble Co.



As Global Sales Director for The Humble Co., Oskar Holmblad has been involved in the development and design process, as well as global sales of natural cosmetics, for more than 5 years.

NATRUE: When was The Humble Co. created? What are the values of this brand?

Oskar Holmblad: The journey of The Humble Co. began back in 2013 with a strong determination to lead a revolution in oral care products that are good for you and kind to our planet. The company was founded by dentist Noel Abdayem, and as a result we hold ourselves to the highest of professional standards. We have also been committed to be a mission-driven company from the start: each Humble purchase funds oral health projects helping children in need. In collaboration with the Humble Smile Foundation, we have so far carried out projects in 52 local communities in 37 countries worldwide.

NATRUE: What is special about The Humble Co.'s products?

Oskar Holmblad: All our products have been conceived, designed and manufactured under the guidance and supervision of dentists. We strongly believe that product development must be evidence-based, and products must perform effectively. This is something that distinguishes us from our competitors. Although we follow a strict and serious process when bringing new products into our assortment, we do not shy away from being creative when it comes to flavoring our toothpastes. This manifest itself in flavors like Cola, Fresh Ginger, Coconut & Salt and Cinnamon.

NATRUE: What role does sustainability play for The Humble Co.?

Oskar Holmblad: Sustainability lies at the core of the company's *raison d'être*, and is reflected throughout our organisational values. We take great care in ensuring that our manufacturing and packaging is environmentally friendly in order to minimise the Humble Co.'s environmental footprint.

Our commitment to eco-friendliness extends beyond the products themselves, and is integrated into all our processes.

NATRUE: How is The Humble Co. adapting to the new trends and consumer demands in the natural and organic cosmetics sector?

Oskar Holmblad: We take pride in being responsive and adaptable to trends in the market, and are inspired to develop new products on the basis of customer feedback and requests. It is only through the members of our Humble family, whether they are customers, partners or employees, that we can grow and make a change in the consumption of oral care products. We believe that together we can achieve real change: we call it a “Humble Revolution”, and we want everyone to be part of it.

NATRUE: How do you perceive the role of NATRUE in the natural and organic cosmetic sector?

Oskar Holmblad: NATRUE's role is extremely important in the cosmetic sector, where there is still a lot of greenwashing. The NATRUE Label represents natural and organic cosmetics while addressing a worldwide demand for transparency in the cosmetic sector, which has been traditionally dominated by the use of synthetic ingredients. It does not only serve as a guarantee, but also as a straightforward indication for consumers that are looking to identify products with natural and organic ingredients.

NATRUE: What would you say to brands that want to join NATRUE? And to consumers that look for truly natural and organic cosmetic products?

Oskar Holmblad: Being part of NATRUE has been a no-brainer for us. It is a simple way for brands to distinguish themselves in the landscape of the cosmetic sector. The NATRUE certification reflects strict criteria to ensure the quality and reliability of natural and organic cosmetics. Hopefully there will be legal requirements as strict as these criteria in the near future to ensure that all natural and organic cosmetic products meet the demands and expectations of consumers.



For more information about The Humble Co., visit thehumble.co

About NATRUE:

NATRUE is an international non-profit organisation located in Brussels. It has promoted and protected authentic natural and organic cosmetics since 2007. The NATRUE Label sets a high standard which guarantees quality and integrity so consumers worldwide may identify and enjoy natural and organic cosmetics truly worthy of that name. Currently over 7,000 products from over 300 brands and more than 400 raw materials carry the NATRUE Label. Products are listed on the publicly accessible database in our website (www.natrue.org).