



Introduction

All products are certified based upon their compliance with the latest version of the NATRUE standard found [here](#).

Examples for the calculation of the natural (organic) portion of plant extracts and hydrolates / floral waters can be found in Annex 6 of the NATRUE Standard.

Finished product formulations are categorised in the NATRUE Standard according to primary function, which is more important for categorisation than the formulation.

Table 1 in the NATRUE Standard provides the corresponding levels of natural substances and derived natural substances for each category respectively. Please note that formulation requirements vary according to the certification level.

The [NATRUE Approved Certifier](#) will allocate the final category and certification level.



NATRUE Calculation Scheme Guidance

Step 1: Evaluate the product category by function

Step 2: Identify the formulation conditions for the category

Step 3: Calculate the formulation requirements by category and content

- Natural and derived natural content
- Organic content

Step 4: Evaluate formulation conformity and assign certification level



Example 1: Oils/water-free cleaning and skin care product (e.g. Body oil)

INCI	%	Ingredient classification / portion(%)					
		Natural		Derived natural		Nature-identical	water
<small>* Organic starting raw material</small>			organic		out of organic		
➤ Helianthus Annuus Seed Oil	58	58					
➤ Olea Europaea (Olive) Fruit Oil	25	25					
➤ Butyrospermum Parkii (Shea Butter) *	5	5	5				
➤ Tocopherol	1	1					
➤ Fragrance (Parfum) partly bio/organic * (33.3% organic)	1.5	1.5	0.5				
➤ Polyglyceryl-3 Palmitate	4.5			4.5			
➤ Glyceryl Caprylate	5			5			
➤ Aqua	0						0
Total = (natural + derived natural + nature identical + water)		90.5	5.5	9.5	0	0	100

$$\% \text{ organic content} = \frac{(5.5+0)}{(90.5+0)} * 100 = 6.1\%$$



Example 1: Body oil (certification level)

Step 1: What category does it belong to? (re: Table 1)

✓ Category 1: Oils/water-free cleaning and skin care product

Step 2: Calculate the natural and derived natural content

- ✓ Min 80 % natural content required → 90.5 % achieved
- ✓ Max 20 % derived natural content → 9.5 % achieved

Step 3: Calculate the organic content

- 6.1 % - less than either 70 % or 95 %

Step 4: Assign certification level

NATURAL COSMETIC



Example 2: Emulsion O/W (e.g. hand cream)

INCI <small>* Organic starting raw material</small>	%	Ingredient classification / portion(%)						
		Natural		Derived natural		Nature-identical	water	
			organic		out of organic			
➤ Butyrospermum parkii *	1.5	1.5	1.5					
➤ Parfum (essential oils)	1	1						
➤ Simmondsia chinensis seed oil *	9	9	9					
➤ Prunus armeniaca kernel oil *	5	5	5					
➤ Alcohol (90%)	3	2.7					0.3	
➤ Xanthan Gum	1	1						
➤ Glyceryl caprylate	2.5			2.5				
➤ Emulsifier (listed in Annex3) & compliant	4			4				
➤ Glycerin (out of organic 98%) *	4			4	3.92			
➤ Sodium benzoate	0.4					0.4		
➤ Aqua	68.6						68.6	
Total = (natural + derived natural + nature identical + water)	100	20.2	15.5	10.5	3.92	0.4	68.9	100

$$\% \text{ organic content} = \frac{(15.5+3.92)}{20.2+4} * 100 = 80.25\%$$



Example 2: Emulsion O/W (certification level)

Step 1: What category does it belong to? (re: Table 1)

✓ Category 6: Skin care emulsions (O/W) and gels

Step 2: Calculate the natural and derived natural content

✓ Min 10 % natural content required → 20.2 % achieved

✓ Max 25 % derived natural content → 10.5 % achieved

Step 3: Calculate the organic content

➤ 80.25 % - greater than 70% but less than 95%

Step 4: Assign certification level

NATURAL COSMETIC WITH ORGANIC PORTION



Example 3: Emulsion O/W (e.g. hand cream)

INCI <small>* Organic starting raw material</small>	%	Ingredient classification / portion(%)						
		Natural		Derived natural		Nature-identical	water	
			organic		out of organic			
➤ Butyrospermum parkii *	1.5	1.5	1.5					
➤ Parfum (essential oils)	1	1						
➤ Simmondsia chinensis seed oil *	0.5	0.5	0.5					
➤ Prunus armeniaca kernel oil *	2	2	2					
➤ Alcohol (90%)	3	2.7					0.3	
➤ Xanthan Gum	1	1						
➤ Glyceryl caprylate	2.5			2.5				
➤ Emulsifier (listed in Annex3) & compliant	4			4				
➤ Glycerin (out of organic 98%) *	4			4	3.92			
➤ Sodium benzoate	0.4					0.4		
➤ Aqua	80.1						80.1	
Total = (natural + derived natural + nature identical + water)	100	8.7	4	10.5	3.92	0.4	80.4	100

$$\% \text{ organic content} = \frac{(4+3.92)}{8.7+4} * 100 = 62.4\%$$



Example 3: Emulsion O/W (certification level)

Step 1: What category does it belong to? (re: Table 1)

✓ Category 6: Skin care emulsions (O/W) and gels

Step 2: Calculate the natural and derived natural content

✗ Min 10 % natural content required → 8.7 % not achieved

✓ Max 25 % derived natural content → 10.5 % achieved

Step 3: Calculate the organic content

➤ 62.4 % - greater than either 70 % or 95 %

Step 4: Assign certification level

THIS PRODUCT FORMULATION CANNOT BE CERTIFIED

➤ **REFORMULATION REQUIRED – raise natural substances**