

# NATRUE

## IN A NUTSHELL

### OUR STANDARD

- The NATRUE standard covers two certification levels, natural and organic. The 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).

### 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.

### COMMITMENT

- A strict rule establishing that at least 75% of all the cosmetic products in a brand's range 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 truly natural and organic cosmetic products and contributes to keeping greenwashing off the shelves.

### CONTACT US

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