

International Day of Natural Cosmetics 23 November 2022

On 23 November NATRUE will be championing natural and sustainable beauty with a new motivational initiative: an International Day of Natural Cosmetics. The global awareness day, spearheaded by NATRUE, will promote the benefits - for both people and planet - of truly natural cosmetics, and inspire us all to #choosetruebeauty. The Day will be marked in over 30 countries all around the world.



FOR THE PLANET

NATRUE is the non-profit organisation behind the acclaimed international certification standard for natural and organic cosmetics, which sets strict criteria for third-party certification of natural and organic beauty products, to distinguish truly natural cosmetics from the myriad nature-inspired products on the market, and to help consumers navigate through the 'greenwash'. So what are the benefits of natural cosmetics for our planet?

"Beauty nowadays has to be more than skin deep. Ultimately, using products including cosmetics that do not harm our beautiful planet is paramount to us all. Natural and organic cosmetics represent a sustainable option for anyone wanting to protect and promote our natural resources, our oceans, our soils."

"Over 1,600 certified raw materials are approved on our database, to help manufacturers to develop products that are more sustainable - such as certified palm oil to protect endangered habitats - or with lower environmental impact with the use of biodegradable surfactants and without the use of microplastics. At their core, all products carrying the NATRUE Label focus maximal use of renewable ingredients such as plant oils, rather than reliance on ingredients derived from fossil fuels", explained NATRUE Director General, Dr Mark Smith.

How are NATRUE certified natural cosmetics better for the planet?

- Formulations are made with non-GMO renewable raw materials
- No ingredients from mineral oils or silicones
- Microplastic free to protect oceans and waterways
- Palm oil must be certified sustainable / organic quality
- Biodegradability of ingredients is taken into account
- Products bearing the NATRUE seal are not tested on animals

FOR PEOPLE

Many people choose natural and organic cosmetics for personal wellbeing reasons as they are seen as a more holistic choice, or because they want to steer away from troublesome synthetic ingredients if they have certain sensitivities. There is growing consumer interest in using fewer finite raw materials, and supporting farmers, producers and communities to source renewable materials around the world.

“Consumers are looking for authenticity and beauty brands they can trust. We know from our consumer research that natural cosmetics are perceived by the public as the best long-term choice for us and for the planet. On 23 November, Natural Cosmetics Day will look to highlight some of the many reasons to choose true beauty”.

HOW YOU CAN GET INVOLVED

The International Day of Natural Cosmetics on 23 November will be supported by a dynamic social media campaign. Producers, manufacturers, retailers, journalists, beauty professionals, influencers and the general public can all get involved by raising awareness of natural beauty benefits via social media. Why not share a little video on your social channels explaining why you choose truly natural cosmetics? [#choosetruebeauty](#)

You can follow NATRUE on Instagram, Twitter, Facebook and LinkedIn
NATRUE will be championing natural beauty all around the world using the hashtags

[#choosetruebeauty](#) [#naturalcosmeticsday](#) [#dayofnoc](#) [#natruecosmetics](#)

Instagram: [@NATRUE_aisbl](#) Twitter: [@NATRUE](#) LinkedIn: [@NATRUE](#)



Since its creation in 2007, NATRUE has been engaged in the promotion and protection of natural and organic cosmetics around the world. The NATRUE seal currently appears on 6,500 certified natural and organic cosmetic products, from 280 certified brands in over 30 countries. Additionally, over 1,900 approved or certified raw materials bear the NATRUE seal. For more details, please visit www.natrue.org

For more details, please contact Paula Gómez de Tejada, pdetejada@natrue.eu