



NATRUE
International Natural & Organic
Cosmetics Association

Natural Cosmetics Week

23-29 November 2026

“Glow Up, Naturally”



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#NaturalCosmeticsWeek #ChooseTrueBeauty #NCW2026

About

Running from **23–29 November 2026**, Natural Cosmetics Week will be celebrated under the theme “**Glow Up, Naturally**”.

This theme puts the **spotlight on natural performance**: proving that certified, natural make-up and skincare can deliver real results, not just good intentions. It invites brands to celebrate the confidence that comes from wearing your own natural skin, and to show that natural formulations perform just as well as anything conventional.

This deck will guide you on how to get involved, showcase your activities, and make the most of this **global campaign**.





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GLOW UP, NATURALLY

Key message:



- **It's a full routine, not just make-up** – natural performance runs from skincare through to the final look.
- Certified natural formulations can **match and elevate** what conventional beauty delivers.
- **Skin-first:** make-up is the finishing touch, not the whole story.
- **The real result is confidence** – celebrating natural skin, not covering it up.



FACE OF NCW 2026

NATRUE SPECIAL EDITION - CURATED BY MAKEUP ARTIST LONI BAUR

Celebrity make-up artist **Loni Baur** is the face of the NATRUE Special Edition: a curated natural make-up routine built entirely **from NATRUE-certified products**, live during Natural Cosmetics Week, 23–29 November 2026.

Nominate your NATRUE-
certified product:
vpotko@natrue.eu



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@BAURLONI

30+ years as an international
MUA — Chanel, Dior, Vogue,
Zara Beauty. Head of Artistry
& Education, The Face
Academy. Juror, ZDF Neo's
“Glow Up Germany.”

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Social Media Campaign

From the 23 to 29 November, we invite everyone to **join our social media campaign** centred around the theme "**Glow Up,Naturally**".

Whether you're an expert in natural cosmetics or just starting your journey, this is your chance to get creative and share your love for natural skincare.





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CAMPAIGN OVERVIEW



Natural, Your Way: Natural Cosmetics Week

At Natural Cosmetics Week 2026, we're celebrating the many ways people connect with and experience natural cosmetics.

Whether you're a beauty enthusiast, content creator, professional, or simply curious about natural and organic cosmetics – we want to hear from you.

This year, we're creating a space to share your perspective, discover what natural beauty means to you, and help bring more awareness to the benefits and possibilities of natural cosmetics.

**YOUR VOICE. YOUR PERSPECTIVE. YOUR WAY OF
CELEBRATING NATURAL BEAUTY**



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BACKGROUND & OPPORTUNITY

We're giving you the opportunity to be a part of Natural Cosmetics Week 2026.

How? It's simple!

All you need to do is think about how you can help promote and support the sector, register your activity, and **we'll take care of the rest!**



➤ NATRUE will launch a dedicated **website for Natural Cosmetics Week**, showcasing all registered activities. This platform will give your efforts the visibility they deserve.

Moreover, NATRUE will actively promote these activities across **social media channels**, including Instagram, X, and LinkedIn.

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Brand activations

Need some inspiration? We got you covered!

[Register your activity.](#)

In-store

- "Try natural" counter demos – live application of natural make-up, guided by staff
- Window displays or shelf-talkers highlighting NATRUE-certified products with the "Glow Up Naturally" theme

Social media

- "Natural glow" tutorials or GRWM-style content on the brand's own channels
- Before/after or "skin-first" close-up content, echoing the campaign's visual language
- Behind-the-scenes content on what makes their formulation "perform naturally" (ingredients, testing, results)

Educational content

- A blog post or newsletter feature on the science behind natural performance
- An Instagram Live or Q&A with an in-house formulator or dermatologist
- A myth-busting series ("natural vs. effective")

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if you are not a brand but are passionate about natural beauty, you can...

Share your natural glow

Post a photo or video of your own natural make-up look, /
#ChooseTrueBeauty

Swap a product

Try a NATRUE-certified alternative in your routine and share how it performs

Spread the word

Bust a "natural vs. effective" myth, review a favorite certified product, or just tell your own natural beauty story

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Our Expectations

GLOBAL



Recognition

Covering all corners thanks to international participation. We expect to be mentioned in more than 30 countries worldwide!

+200



Media Publications

We want to be present in various media outlets, magazines, newspapers and radios.

+250



Mentions on Social Media

Through the hashtag
#NaturalCosmeticsWeek
#ChooseTrueBeauty
#NCW2026

#NaturalCosmeticsWeek #ChooseTrueBeauty #NCW2026



Media Kit

Logo



Feel free to use the logo in your press releases, or social media posts.

Primary Hashtags

#NaturalCosmeticsWeek
#ChooseTrueBeauty
#NCW2026

Media Assets

[Grab your media assets on NATRUE website](#)

Get involved!

[Register your activity](#)

If you want to get involved or if you need to find out more about how you can participate, please contact Viktoria Potko, NATRUE's Global Communications and Public Relations Manager, at **vpotko@natrue.eu**.

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Thank You.

Let's glow naturally

