



Natural Cosmetics Week 2026

Communications Guide

Campaign Overview

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.

The NATRUE Special Edition

To bring the theme to life, NATRUE is collaborating with celebrity make-up artist Loni Baur, who has 30 years of experience and a strong belief that natural beauty can deliver professional-level performance.

The **NATRUE Special Edition - curated by [Makeup Artist Loni Baur](#)** is a natural make-up routine, from skincare prep to finishing touches, **featuring exclusively NATRUE-certified products**. Loni will put the products to the test and personally curate the final line-up. The content will go live during Natural Cosmetics Week.

Open call for NATRUE-certified brands

NATRUE-certified brands can nominate products for the Special Edition:

- Up to two products per brand.
- Please send the product name, a short description, a photo, and a few lines on why it fits the theme.
- Send your submission to vpotko@natrue.eu by 16th October 2026.
- Products should ideally be available in the DACH region (Germany, Austria and Switzerland), where the campaign is focused.
- Shortlisted brands will be asked to send a product to Loni for her final curation.

NB! Please note that this is NATRUE’s consumer education initiative rather than a brand campaign. Being selected doesn't involve a paid placement, and we can't guarantee a feature. Selected products will be used only for the Special Edition content, not for direct brand advertising.



Campaign Objectives

- Show that natural and organic cosmetics perform across the whole routine from skincare to make-up.
- Strengthen consumer trust in certification by showing transparency and integrity in natural and organic cosmetics.
- Empower brands, retailers and stakeholders to share their own stories, values and science-backed claims.

What We Expect from Participants

- [Register an activity](#) to be included in the official NCW 2026 programme.
- Take part during the week by showcasing your contribution (e.g. tutorial, in-store demo, workshop, product story, campaign, social media posts).
- Share NCW 2026 content on your social media channels before, during and after the week (23–29 November).
- Use the official logo, visuals, hashtags and social media templates provided.
- Tag NATRUE (LinkedIn, Instagram, X) to help amplify reach.
- Highlight your own contributions, events and stories during NCW that align with this year's theme.
- Use honest, clear messaging that reflects the campaign's focus: natural beauty that performs, transparency and trust. Keep comparisons factual and avoid claims you cannot substantiate.

Logo & Media Assets

The official NCW logo, media assets and communication toolkit are available in our [shared drive](#).

Hashtags & Social Media Handles

#NaturalCosmeticsWeek #NCW2026 #ChooseTrueBeauty

Social media handles:

- [LinkedIn](#) – NATRUE – The International Natural and Organic Cosmetics Association
- [Instagram](#) – @Nattrue_aisbl
- [X](#) – @NATRUE

Social Media Template – Before the Event

LinkedIn

The countdown to Natural Cosmetics Week 2026 has begun! From 23–29 November, @NATRUE is celebrating natural and organic beauty under the theme “Glow Up, Naturally”. From skincare to make-up, natural beauty performs. Get involved: register an activity, share your story or join the conversation. Be part of the movement!

#NaturalCosmeticsWeek #ChooseTrueBeauty #NCW2026



Instagram

The countdown is on! Natural Cosmetics Week 2026 is coming, 23–29 November, and @natrue_aisbl is celebrating natural beauty that performs. This year's theme "Glow Up, Naturally" covers your whole routine, from skincare to make-up. Get involved: organise an activity, share your natural look, or post what natural beauty means to you. Every action counts!

#NaturalCosmeticsWeek #ChooseTrueBeauty #NCW2026

X

Natural Cosmetics Week 2026 is coming! From 23–29 November, @NATRUE celebrates natural beauty that performs. Theme: "Glow Up, Naturally". Register your activity and join in.

#NaturalCosmeticsWeek #ChooseTrueBeauty #NCW2026

Social Media Template – During the Event

LinkedIn

It's here – Natural Cosmetics Week 2026! Check out the @NATRUE website to see everything happening this week and join the movement if you haven't yet. Share your story, your routine or your natural look. There's still time to be part of this celebration of natural and organic beauty. Glow up naturally!

#NaturalCosmeticsWeek #ChooseTrueBeauty #NCW2026

Instagram

It's here – Natural Cosmetics Week 2026! Check out @natrue_aisbl to see everything happening this week and join the movement if you haven't yet. Share your story, show your products or routines, or just get inspired. There's still time to be part of this celebration of natural and organic beauty!

#NaturalCosmeticsWeek #ChooseTrueBeauty #NCW2026

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Natural Cosmetics Week 2026 is live! See what's happening this week at @NATRUE and join in. Share your story, your routine or your natural look.

#NaturalCosmeticsWeek #ChooseTrueBeauty #NCW2026

Thank you! Let's glow naturally.

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