



Natural Cosmetics Week 2026

PRESS RELEASE

NATRUE launches Natural Cosmetics Week 2026: “Glow Up, Naturally”

From skincare to make-up, the next edition of Natural Cosmetics Week shows that certified natural beauty performs, and why now is the moment to choose it.

Brussels, 12th October 2026 – Skin first, colour second. From **23 to 29 November 2026**, NATRUE, the International Natural and Organic Cosmetics Association, invites everyone to “Glow Up, Naturally”: to celebrate natural beauty that performs, from the first layer of skincare to the last touch of colour, and to feel confident in their own skin.

Why natural, why now

Beauty is becoming more personal. Mintel’s 2026 Global Beauty and Personal Care Predictions expect consumers to turn towards beauty that feels “human, expressive, emotionally real and even flawed”, and to value brands that show their makers and processes as proof of authenticity. Natural beauty fits that mood.

The market is moving with it. In Germany, Europe’s largest natural cosmetics market, the natural cosmetics segment grew by about **7% in 2025** and now accounts for just under 10% of the total beauty market (Naturkosmetik-Branchenmonitor, presented at Biofach 2026). At the same time, shoppers expect results: **85% of consumers** say they would pay a premium for beauty products with proven efficacy (Mintel, 2024).

Confidence in your own skin

“Glow Up, Naturally” is not about chasing perfection. It is about feeling good in your own skin: a glow that starts with well-cared-for skin, a routine that suits you and a look that is truly yours. Natural beauty celebrates individuality rather than hiding it, and knowing what is in a product, and that it meets independent standards, is part of that confidence.

Trust what’s behind the label

For almost 20 years, NATRUE has protected and promoted authentic natural and organic cosmetics through independent certification, consumer education and policy advocacy. Today, more than **10,400 cosmetics and raw materials from over 190 brands** carry the NATRUE label, so natural can be chosen with confidence



across the whole routine, from skincare to make-up.

Certification is also what shoppers look for. In Europe, 55% of natural personal care products are certified, and certified products account for around two-thirds of natural and organic cosmetics sales in Germany and France (Ecovia Intelligence, 2024).

“Natural beauty shouldn’t mean compromise. With Natural Cosmetics Week 2026, we want to show that certified natural and organic cosmetics perform across the whole routine, from skincare to the final touch of make-up.”

Viktoria Potko, Global Communications and PR Manager, NATRUE

The artist behind the look

To bring the theme to life, NATRUE is collaborating with celebrity make-up artist Loni Baur.

With more than 30 years of experience and work for Dior, Chanel and Vogue behind her, Loni Baur believes that natural beauty can perform at a professional level. For **Natural Cosmetics Week** she is creating the **NATRUE Special Edition - curated by Makeup Artist Loni Baur**: a complete routine, from skincare prep to finishing touches, **made exclusively with NATRUE-certified products**.

Loni will put the products to the test and personally curate the final line-up. The result will be revealed on Instagram during Natural Cosmetics Week.

“Beauty becomes more interesting when it feels personal rather than too perfect.”

Loni Baur, make-up artist

“After 30 years behind the make-up chair, I know what a product has to do on skin. Natural formulas can deliver that, and I am excited to show it from the first skincare step to the final touch.”

Loni Baur, make-up artist

Join the celebration

Natural Cosmetics Week is open to everyone who cares about natural beauty. Brands, retailers and professionals are invited to register their own activity, from tutorials and in-store demonstrations to educational content and myth-busting. Registered activities will be promoted on NATRUE’s social media channels and on a dedicated website. [Register your activity here](#). Beauty lovers can join in with **#NaturalCosmeticsWeek**, **#NCW2026** and **#ChooseTrueBeauty**.



KEY FACTS

- **What:** Natural Cosmetics Week 2026
- **When:** 23–29 November 2026
- **Theme:** “Glow Up, Naturally”
- **Special Edition curated by:** Loni Baur, make-up artist
- **Hashtags:** #NaturalCosmeticsWeek #NCW2026 #ChooseTrueBeauty
- **Register your activity:** forms.gle/8UN891BSDHLG9VX39
- **Press images of Loni Baur, the campaign logo and visuals**
- **More information:** natrue.org/media-hub/international-natural-cosmetics-week

About NATRUE

NATRUE is an international non-profit association based in Brussels. It promotes and protects authentic natural and organic cosmetics through independent certification, consumer education and policy advocacy. www.natrue.org

Media contact

Viktoría Potko, Global Communications and PR Manager at NATRUE (maternity cover)

vpotko@natrue.eu | +32 472 62 63 88

Sources: Mintel, 2026 Global Beauty and Personal Care Predictions. Naturkosmetik-Branchenmonitor (Mirja Eckert), presented at Biofach, February 2026, as reported by bioHandel, 10 March 2026 (biohandel.de/bio-branche/naturkosmetik-brachenmonitor-2026). Mintel (2024) and Ecovia Intelligence (2024), as cited by NATRUE. NATRUE certification figures: natrue.org.

