

A top-down view of various natural ingredients and skincare products arranged on a white surface. The items include a halved orange, a whole orange, several red cranberries, green eucalyptus-like leaves, a tall green pump bottle, a clear glass dropper bottle, a small jar of white cream, a small bowl of sliced almonds, a small bowl of rolled oats, a piece of ginger root, and several pieces of turmeric root. A green rectangular frame highlights the central area containing the pump bottle, dropper bottle, cream jar, and some leaves. A green and white diagonal striped pattern is visible in the upper right corner.



2021



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FOREWORD

by Dr. Bernhard Irrgang

Dear NATRUE friend,

The beauty industry has waded through a difficult two years but emerged stronger as it edges deeper into a very different consumer landscape. The pandemic has had one positive outcome: the growing consumer demand for sustainable beauty. Increasingly nowadays consumers want products that are authentically natural or organic but the scope of their expectations has expanded further to take into account considerations for the ethical, social and environmental impact of a product, its ingredients and its packaging as well.

This fast development of the natural and organic cosmetic sector conflicts with the lack of regulation for “natural” and “organic” claims for cosmetics, which can leave consumers unprotected in the face of greenwashing. In fact, one of the conclusions of the 2021 NATRUE consumer study highlighted this exact point: Consumers willing to buy natural/organic cosmetics risk being misled by marketing “tricks” from nature-inspired brands.

Aware of this situation, NATRUE wanted to take a step forward, a leadership position to keep

greenwashing off the shelves and give consumers the possibility of purchasing truly natural and organic cosmetics. We detected that tools promoting transparency when it comes to product information can help consumers differentiate verifiable claims from greenwashing; this is why we got involved in the collaboration to produce the first Planet Positive Beauty Guide, an easy-to-digest tool to help consumers make greener beauty choices and keep greenwashed products off the shelves.

Another consequence of the pandemic is the significant growth of e-commerce. Just as for in-store and on-pack purchases, when consumers are shopping online, they need verifiable and reliable tools to assist their informed decision-making. For this reason, in 2021 the NATRUE Label was included in Amazon's Climate Pledge Friendly certifications, an initiative that aims to help consumers identify more sustainable products.

Since its inception in 2008, NATRUE has worked for better regulation for natural and organic cosmetic products and has actively advocated for an official definition of natural and organic cosmetics, which is very much needed to effectively guarantee the

qualities consumers expect of these products. Our work does not stop there, and as an association, NATRUE participates in research projects and market studies, and in EU regulatory decision-making processes.

NATRUE has always been proud of its strict criteria for natural and organic cosmetics. Taking increasing action to build in new requirements to protect resources, people and the planet remains a core value to NATRUE and its members, and therefore the NATRUE standard is regularly reviewed by the independent Scientific Committee. We will be doing something worthy, as the years go by, and we continue to grow: currently, more than 6,500 products, from over 280 brands worldwide, are NATRUE certified. I am proud to know that we are working for a cleaner, less polluted, purer world. For a more responsible, sustainable planet. For more “NATRUE”.

All the best and stay healthy,

*Dr. Bernhard Irrgang
President of NATRUE*



NATRUE IN A NUTSHELL

NATRUE, the International Natural and Organic Cosmetics Association, was created in 2007 by the pioneers and largest producers of natural and organic cosmetics in Europe: Weleda, Wala, Laverana, PRIMAVERA, LOGOCOS and CEP. For 15 years, we have been working for better regulation in the natural and organic cosmetics sector.

Strategic pillars of NATRUE



OUR VISION

To be the voice of natural and organic cosmetic producers and manufacturers of natural and organic cosmetics in Europe.



OUR MISSION

To protect and promote natural and organic cosmetics to the benefit of consumers worldwide.



Development and promotion of rigorous and demanding criteria for the formulation of natural and organic cosmetics.



Promotion of the NATRUE Label as a visual reference to guide consumers and help them identify natural and organic cosmetics that represent the qualities of "natural" and "organic" in an authentic way.



Participation EU regulatory decision-making to ensure the availability and protection of raw materials used in the formulation of natural and organic cosmetics.



Advocacy for better regulation for natural and organic claims and protection of ingredients linked to cosmetic products.

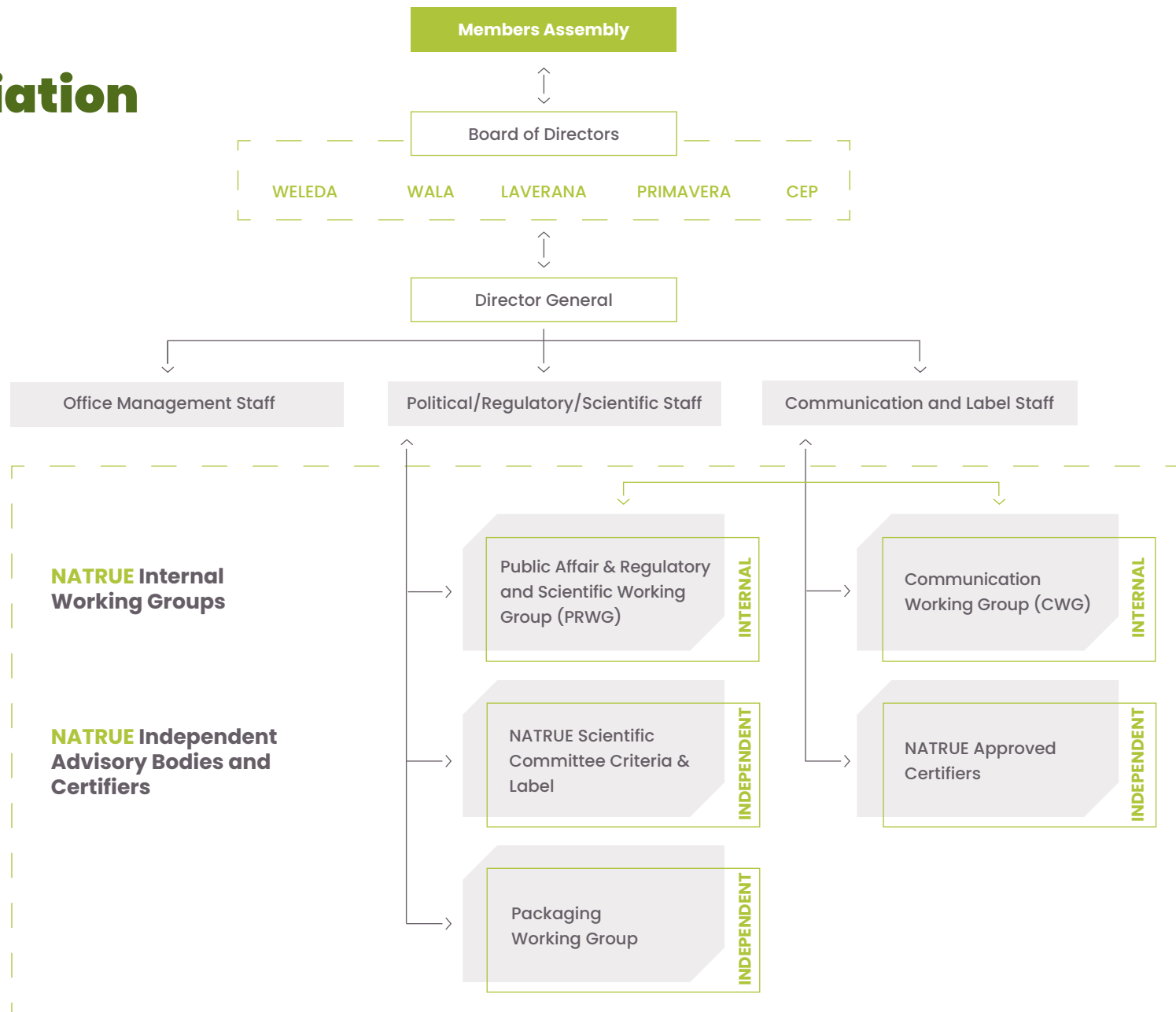


Support transparency and clarity in product information to guide consumers in their purchase decisions.

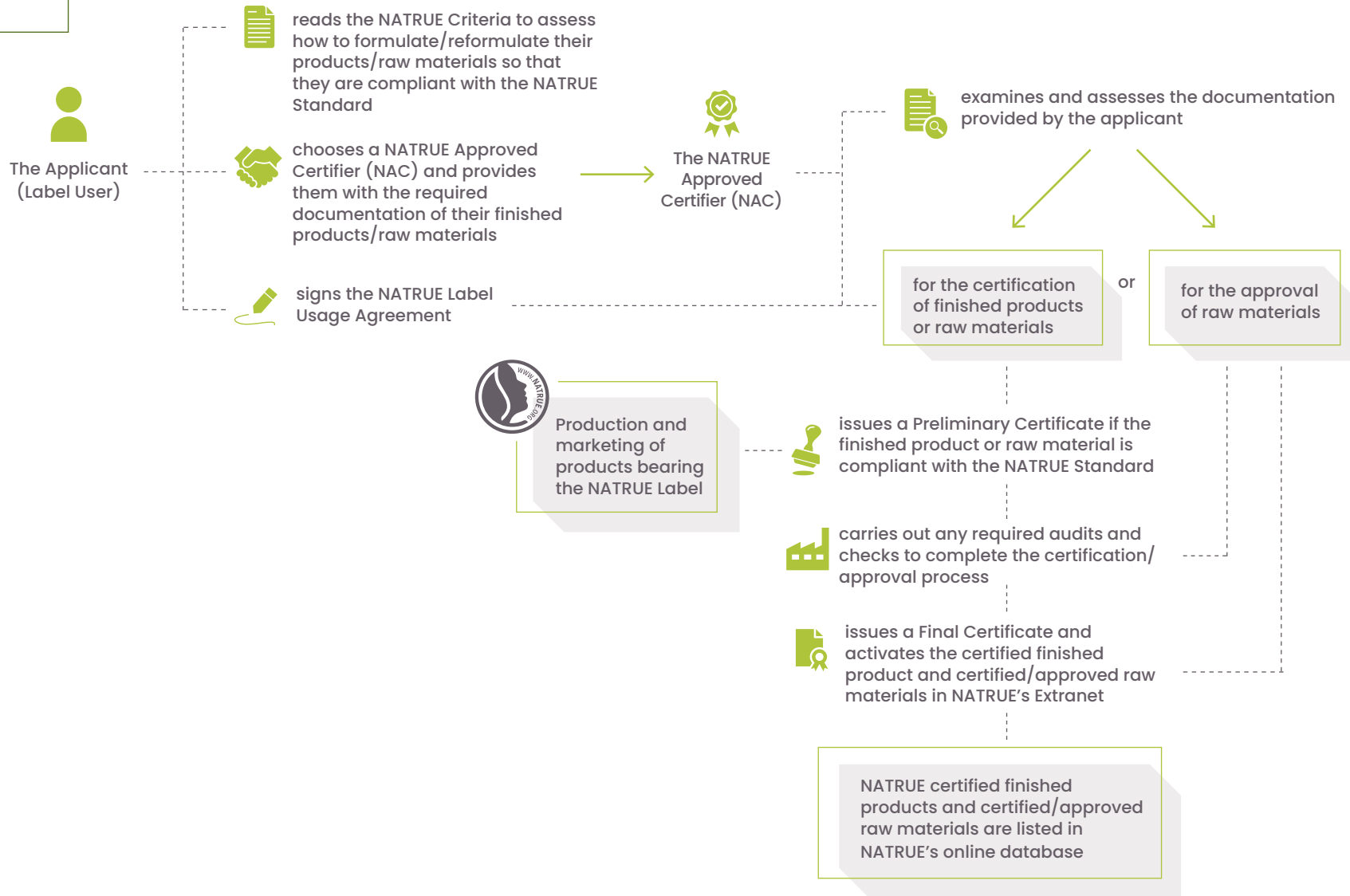


Integration of new sustainability-focused criteria in the NATRUE Standard at formulation (e.g., ingredients such as palm oil and derivatives) and packaging level (through the assessment work of NATRUE's Working Group on Packaging).

The association



The NATRUE label scheme





ADVOCACY AND RESEARCH

NATRUE participates in and contributes to relevant regulatory decision-making bodies at European and international level. Through its key contribution to working groups, consultations and research projects, NATRUE provides expertise to advocate for the natural and organic cosmetic sector addressing both challenges and opportunities.



Cosmetics – Targeted revisions

Following the adoption of the **Chemical Strategy for Sustainability (CSS)** in October 2020, which outlines the European Commission's (EC) strategy to better protect the public and the environment against hazardous chemicals and encourage innovation to develop safe and sustainable alternatives in the framework of the EU Green Deal, the EC launched its initiative for a targeted revision of the **EU Cosmetics Regulation 1223/2009 (EU CPR)**. The CSS recognizes there is a need for a targeted revision of the EU CPR to align the approaches outlined in the CSS. The potential measures under consideration by the EC range from the use of a generic approach to risk management to automatically ban the

most harmful chemicals unless proven to be essential for society to reviewing the nanomaterial definition, and improving labelling information on cosmetics.

The process began in October 2021 with the Inception Impact Assessment and in June 2022 the process finalised the public and targeted stakeholder consultation period together followed by a stakeholder workshop. The adoption phase for the EC proposal is **expected by the end of 2022** followed by the start of the ordinary legislative procedure lasting from 6-24 months starting in Q1 2023.

NATRUE advocates that a wide palette of natural substances is necessary not only to formulate a diversity range of product categories, scents and textures, but equally since consumers expect natural cosmetic products and the claims made about them not to be subject to greenwash. NATRUE has been involved in providing responses to all stages of the revision process; in addition to contributing to the parallel public consultations concerning the targeted revisions of REACH and CLP in respect of the CSS.

Evaluation of Endocrine Disrupting Chemicals (EDCs)

In January 2021, in response to the call for data on the ED properties of Genistein and Daidzein, NATRUE in a consortium together with UNITIS submitted a toxicological dossier to protect the use of defined plant extracts containing these isoflavones. Genistein and Daidzein occur naturally together in many plant varieties, and both substances can be found in extracts resulting from plants, such as soybean extracts. Since both substances are structurally similar, the industry group collectively contacted **DG GROW** to propose to combine the two submissions to assist SCCS experts. The proposal was accepted and a single submission dossier concerning the safety evaluation of Genistein and Daidzein and soy isoflavones was prepared and submitted to DG GROW for SCCS evaluation with an independent registered toxicologist. In January 2022 the **SCCS preliminary Opinion (SCCS/1641/22)** was published. NATRUE together with UNITIS are providing supplementary data to assist the finalisation of the SCCS Opinion and ensure continued use of these substances in plant extracts.



Claims

In 2020 NATRUE had contributed to the stakeholder workshops and public consultations links to two initiatives aimed at (i) preventing overstated environmental information ('greenwashing') by strengthening the role of consumers in the green transition (DG JUST), and (ii) to make green claims (and labels) more reliable, comparable and verifiable across the EU in order to reducing greenwashing (DG ENV). In March 2022, the European Commission released a **proposal to amend the Unfair Commercial Practices Directive and strengthen consumer rights**. The proposal included a ban making vague or generic claims ('eco'; 'green'), a ban making environmental claims about the entire product when they only concern parts of the product, and a ban sustainability labels which are not a sustainability label based on (a) a (voluntary) third-party verification scheme (or) (b) established by public authorities. Throughout 2022 NATRUE expects to remain involved in and monitor a large number of additional initiatives related to the European Green Deal (Ecodesign for sustainable products, Circular Economy Action Plan, Packaging and Packaging Waste Directive revision, the Safe and sustainable by design initiative).

INTER- ASSOCIATION WORK

In its role as a member, sponsor and partner of international organisations and bodies that contribute to the protection of cosmetic ingredients and products, NATRUE tackles issues of common concerns and works with key stakeholders to share its fundamental belief in the protection of nature and biodiversity, as well as the preservation of the Earth's precious natural resources.



New partnerships

The NATRUE Label is listed in Amazon's Climate Pledge Friendly Certification

**CLIMATE
PLEDGE
FRIENDLY**



The NATRUE Label is now included in Amazon's Climate Pledge Friendly (CPF) Certifications, an initiative aiming to help

consumers to identify more sustainable products. Products that have earned our certification will be able to feature on Amazon's websites in **all European countries** where the project is implemented (France, Germany, Italy, Spain, and UK).

Climate Pledge Friendly has been designed as a simple way for our customers to shop for more sustainable products. Being listed in the program means that the product will have a CPF badge, meaning that consumers can filter by CPF when willing to buy online and find the certified products among all Amazon's assortment.

We want to help consumers make more confident, educated shopping decisions. Consequently, in addition to being a high-quality benchmark for producers, NATRUE has long since taken a leadership position to keep greenwashing off the shelves and give consumers the possibility of purchasing truly natural and organic cosmetics, independently certified according to the strict requirements set in its Standard.





NATRUE is a proud member of the Sustainable Beauty Coalition



Since July 2021, NATRUE is a proud member of the steering committee of the Sustainable Beauty Coalition, a project that the British Beauty Council started developing at the end of 2020, but which was officially launched during the summer of 2021. As outlined in its **Courage to Change** sustainability report, the goal of the Sustainable Beauty Coalition is to create an overarching framework for action to enable collaboration and exchange collectively within the beauty industry to advance the British Beauty Council's sustainability goals.

NATRUE joins the EcoBeautyScore (EBS) Consortium

NATRUE is one of the **54 cosmetics and personal care companies** and professional associations that have joined forces **from 4 continents** to form the **EcoBeautyScore Consortium**, aiming to enable consumers to make sustainable choices through develop an industry-wide environmental impact assessment and scoring system for cosmetics products. The approach has a global scope and may help provide consumers with clear, transparency and comparable environmental impact information, based on a common science-based methodology.

This will contribute to meet growing consumer demand for greater transparency about the environmental impact of cosmetics products (formula, packaging and usage.) Indeed, a **significant portion of consumers (42%) is interested in buying brands that concentrate on circular and sustainable practices**. The EBS Consortium is open to all cosmetics and personal care companies, regardless of their size or resources, to join this unique initiative.





NATRUE contributes to the Planet Positive Beauty Guide

In November 2021 to coincide with COP26 in Glasgow (UK), the **Sustainable Beauty Coalition** (SBC) launched the **Planet Positive Beauty Guide** to help consumers avoid “greenwashed” products. With this, the SBC has created an easy-to-digest guide to help consumers make greener beauty choices more confidently. The guide includes refers to the NATRUE label in relation to various claims including ‘natural’ and ‘organic’.

OUR PARTNERS

British Beauty Council

Affiliate Board

Consumer Information Programme by One Planet Network

Partners

Global Frankincense Alliance

Partners

Roundtable on Sustainable Palm Oil (RSPO)

Affiliate Member

URBIOFIN project

Consortium Member

VIVANESS

Sponsor

THE NATRUE LABEL



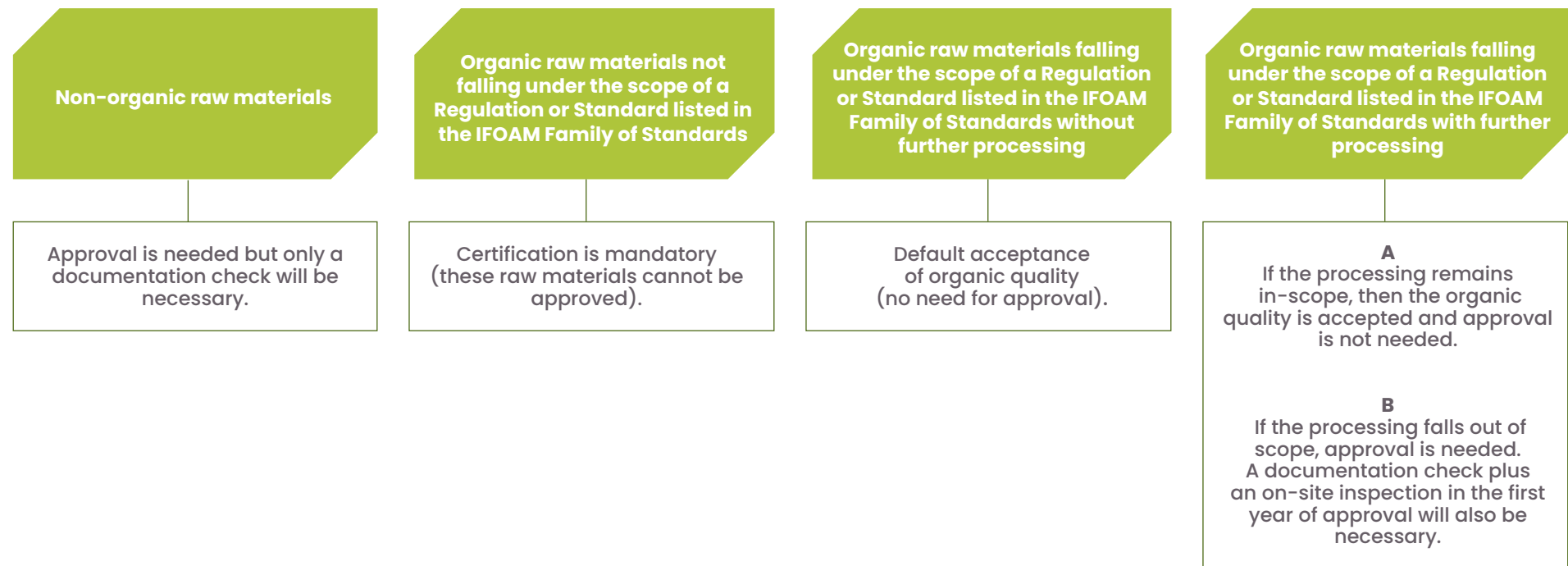
Since 2008, the NATRUE Label has developed grown and expanded across Europe and worldwide, consolidating its position in the sector as an international benchmark for authentic natural and organic cosmetic products both for producers and consumers.

NATRUE's certifiers network grows: CSQA becomes a NATRUE Approved Certifier

CSQA, a certification and inspection body established in Italy in 1990, has become a NATRUE Approved Certifier in May 2021. CSQA is a pioneer in certification activities in Italy with broad experience in the certification to diverse standards qualifying product aspects related to sustainability, quality and social responsibility, among others.



Raw material assessment under NATRUE's Scheme



NATRUE's insights of its latest consumer survey

Basing its research on the EU framework for natural and organic cosmetics and taking into account current regulatory developments impacting NOCs at EU level (for instance, the EU Green Deal, the EU Sustainable Development Strategy, etc.), **NATRUE commissioned a consumer-centric study** that compiles the results of a quantitative online survey carried out in Germany and France between January and February 2021. **This study evaluates three pillars: consumer attitudes, brand perception and seal performance.**

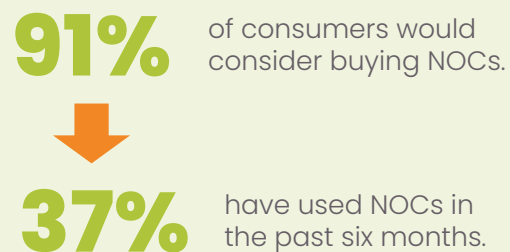
The focus of this consumer study is to analyse consumer expectations and perception about cosmetic brands, as well as seals and claims used often to characterize natural and organic cosmetics, in order to support the sector, including NATRUE's members and Label Users. By better understanding what attributes consumers look for in natural and organic cosmetics, brands can identify the missing elements that can support informed decision-making and transparency, which would help them to combat greenwashing more effectively.

They key findings of NATRUE's consumer study are on [NATRUE's website](https://www.natrue.org/natrue-publishes-the-insights-of-its-latest-consumer-study/)*

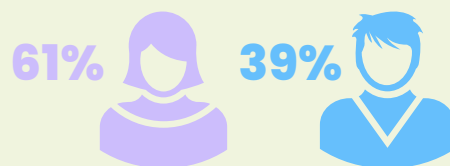
* NATRUE: NATRUE publishes the insights of its latest consumer study. 2020, Blog section. Online resource: <https://www.natrue.org/natrue-publishes-the-insights-of-its-latest-consumer-study/>

NATRUE consumer study 2021

Key figures in the GERMAN market



What do consumers look for in NOCs?

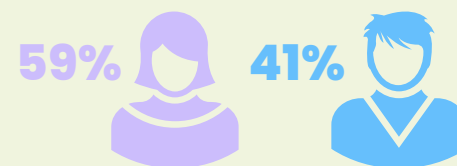
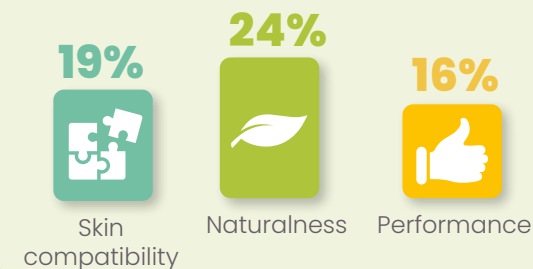


5 out of 10 consumers under 42 years use at least **1 natural/organic cosmetic**

Key figures in the FRENCH market



What do consumers look for in NOCs?



4 out of 10 consumers under 42 years use at least **1 natural/organic cosmetic**

NATRUE's Raw Materials Scheme

At the beginning of 2020, NATRUE implemented its new Raw Materials Scheme to further facilitate and promote the formulation of NATRUE certified finished products. Raw material producers can submit their products to certification or approval depending on the characteristics of the raw materials aiming to benefit from the use of the NATRUE Label.

Since the project started, our percentage of certified raw materials has not stopped to grow: currently*, we have more than 1550 approved and certified raw materials; and the numbers are growing!

If you want to certify your raw materials, take note of the timeline:

Deadline
31/01/2023



all new products must include only approved/certified raw materials.

Deadline
01/02/2024

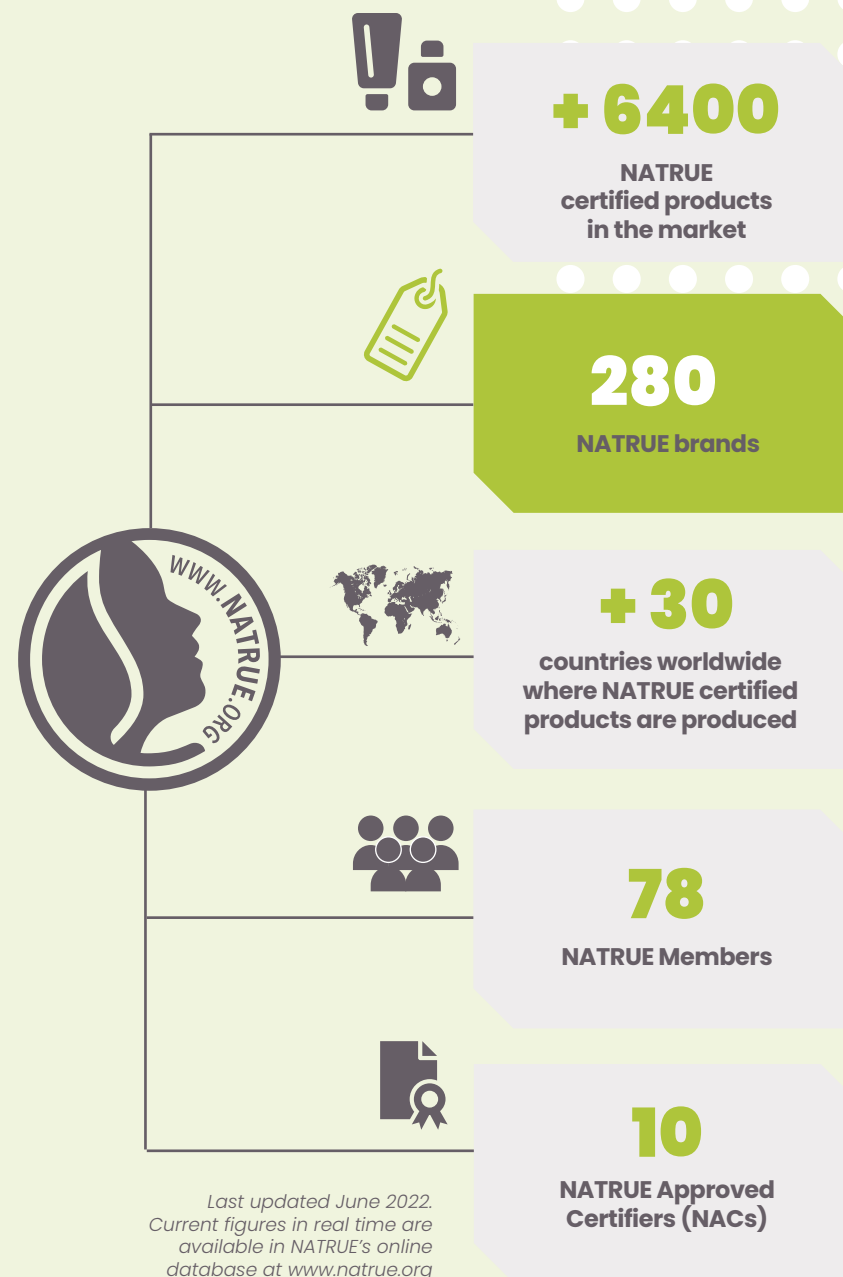


all products must include only approved/certified raw materials if re-certified.

As a Raw Material producer, we know that you play a major role in the supply chain. To benefit you, and your customers, the NATRUE Raw Material Scheme offers:

- **VALIDATION** – independently verified criteria by a third-party certifier.
- **EFFICIENCY** – once approved or certified you will provide just one certificate
- **PROACTIVITY** – quickly and easily assist conformity requests for new product development from your customers
- **PROMOTION** – gain international visibility via the online NATRUE Raw Material database and use of the NATRUE Label

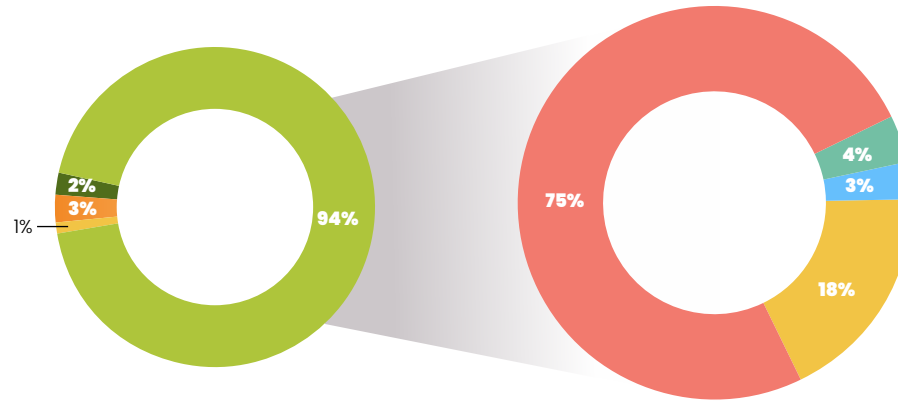
* Updated June 2022



Global distribution of NATRUE brands

BY CONTINENTS

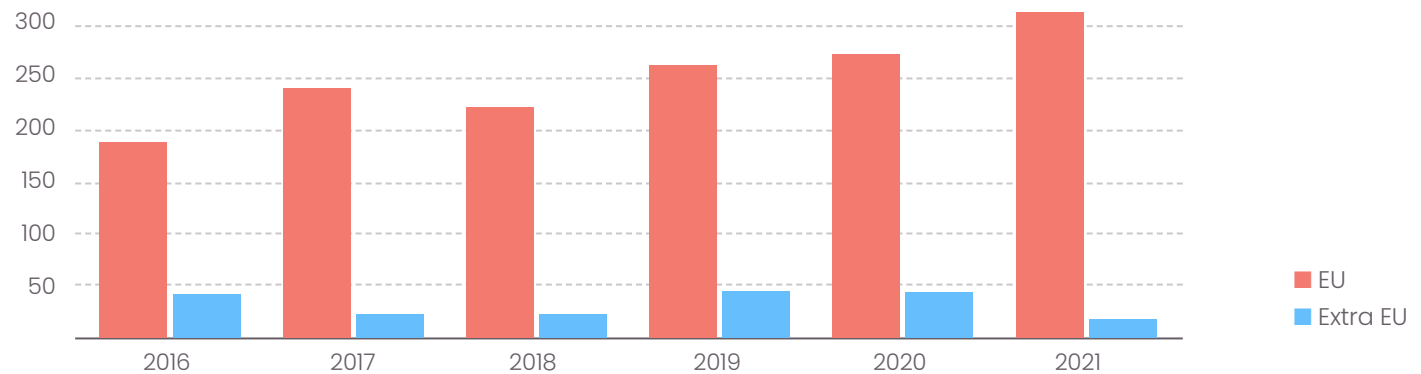
- America
(Brazil, Peru, USA)
- Asia
(Hong Kong, India, Japan, Sri Lanka, Turkey)
- Europe
- Oceania
(Australia, New Zealand)



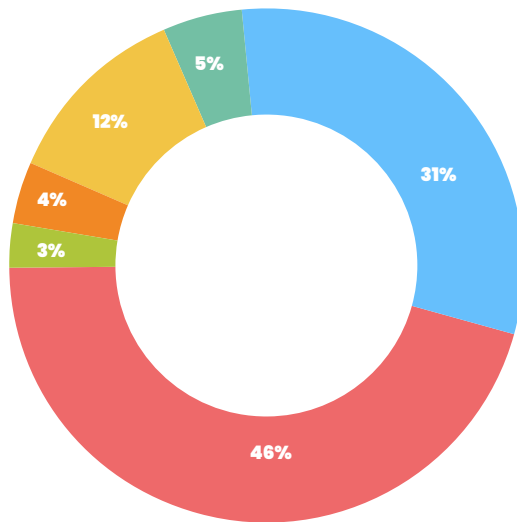
EUROPE

- Eastern Europe
(Bulgaria, Croatia, Poland)
- Northern Europe
(Denmark, Finland, Ireland, Latvia, Sweden, United Kingdom)
- Southern Europe
(Cyprus, Greece, Italy, Malta, Portugal, Spain)
- Western and Central Europe
(Austria, Belgium, France, Germany, Switzerland, The Netherlands)

Number of NATRUE brands (EU-Outside the EU)

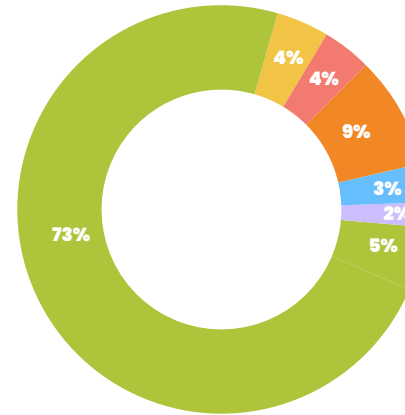


NATRUE certified products by category



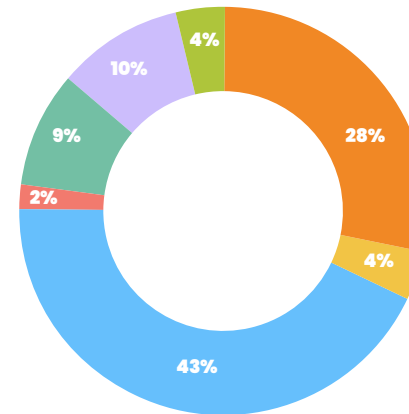
CATEGORIES

- Baby care
- Hair care, colouring & styling
- Make-up
- Massage oils & creams
- Other products
- Skincare



OTHER PRODUCTS

- Cleaners and toners
- Deodorants/anti-transpirants
- Make-up removers
- Nail care
- Perfumes
- Rinse-off products*
- Sun protection/After sun



SKINCARE

- Anti-aging care
- Body care
- Eye contour care
- Face care
- Foot care
- Hand care
- Lip care

Last updated figures : 31.12.2021

* Bath and shower products, exfoliant products, intimate care and hygiene, oral care, shampoos, shaving products and soaps



EVENTS

NATRUE actively participates as a speaker and exhibitor in key cosmetic events and trade shows all around the world to promote natural and organic cosmetics to share its expertise on topics related to product formulation and regulation.

2021: Where have we been?

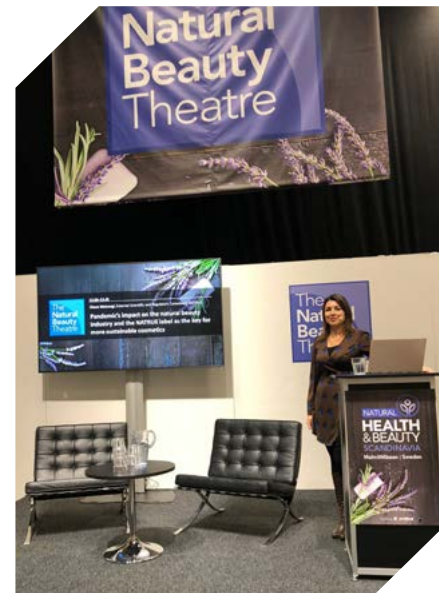


NATRUE at NATEXPO (26–28 October 2021)

NATRUE and Beauty Garden co-exhibited again in **NATEXPO** 2021, the biggest organic trade show in France, which took place from 24 to 26 October in Paris. The event took place at the largest pavilion in the Parc des Expositions de Paris Nord Villepinte and involved 2,500 brands –from producers to manufacturers, distributors, and specialists – presenting the latest products and innovations in the natural and organic sector.

NATRUE at Eco Life Scandinavia (17–18 November 2021)

NATRUE has been in **Eco Life Scandinavia**, the Nordic region's biggest trade show for natural and organic, which took place from 17 to 18 November 2021 in Malmö (Sweden). This trade show met 450 exhibiting companies and brought together industry professionals, independent retailers, distributors, wholesalers, and innovators, who delivered the newest trends and latest research studies. In this edition, NATRUE had the pleasure of hosting at our stand a variety of products from some NATRUE certified brands: GreenEtiq, Tash. sisterhood, and Weleda. Moreover, NATRUE shared two informative presentations.



NATRUE at Eco Living Iberia (7–9 September 2021)

NATRUE took part for the first time in this year's **Eco Living Iberia**, the biggest natural and organic trade event in the Iberian market, which took place from 8 to 9 September in Madrid. On the first day of the event, Viktoria Potko, NATRUE's Label and Events Officer, delivered a presentation about the latest trends in natural and organic cosmetics (NOC) and provided an introduction to obtaining the NATRUE Label! Thanks to all of you who came!

With almost 5,000 attendees, Eco Living Iberia brought together more than 300 exhibitors and gave us the opportunity to discover the newest trends emerging from the natural and sustainable sector.



In 2021, NATRUE was a speaker at

Source for Tomorrow Commonshare event	19 January 2021
ERPA Annual Congress on Regulations and Compliance for Cosmetics	26–27 January 2021
Vivaness	17–19 February 2021
Cosmetics Innovation Virtual Summit	2–3 March 2021 (Mark was speaker)
Cosmetics Business Live	10–14 May 2021 (Mark was speaker)
Match2Pack	10 of June 2021
Clean Beauty Connect	28–29 June 2021
Cosmetics, Flavors & Fragrances Regulations Live Event	8 July 2021
Natural Cosmetics International Meeting	22–24 September 2021
Eco Living Iberia	7–9 of September 2021
Marathon on the Environment – APAC	21–23 September 2021
Sustainable Cosmetics Summit	25–28 October 2021
Brand Connect	8–10 November 2021
Eco Life Scandinavia	17–18 November 2021
Scancos	25 November 2021

Members

AUSTRIA

- BANO Health Care GmbH
- Grüne Erde GmbH
- GW Cosmetics GmbH
- Pure Green GmbH
- Velvety Manufaktur GmbH

BELGIUM

- Zoutman NV/SA

CROATIA

- OLIVAL
- Quarnero d.o.o.

FRANCE

- Couleurs Gaïa
- La Ferme de Beauté Sarl (Beauty Garden)
- La Savonnière

GERMANY

- Allgäuquelle Naturprodukte GmbH
- amo como soy
- Anton Hübner GmbH & Co. KG
- BCI Bio Cosmetics International GmbH
- Bonano GmbH
- BUDNI Handels und Service GmbH & Co.
- CEP

- Dirk Rossmann GmbH (Associate Member)
- DM-drogerie markt GmbH + Co
- Emil Kiessling GmbH
- Evonik Dr. Straetmans GmbH (Associate Member)
- Fair Squared GmbH
- Foodignity Labs GmbH (CIRCLY)
- Hellmut Ruck GmbH
- Hyga GmbH
- Interco Cosmetics GmbH
- Kappus Seifen GmbH Riesa & Co. KG
- Lavera
- Leyh Pharma GmbH
- LOGOCOS Naturkosmetik AG
- Marulala Anziehend Sinnlich Schön
- oceanBASIS GmbH
- Phönix Laboratorium GmbH
- Primavera Life GmbH
- Santaverde GmbH
- Schaeben GmbH & Co. KG
- Taoasis GmbH
- ÜBERWOOD – Gebr. Ewald GmbH
- WALA
- Water & Salt AG
- Yeauty GmbH

INDIA

- Mezora Consumers Private Limited

ITALY

- Arrival Srl
- GALA Srl
- Inalme s.r.l.
- N&B «Natural is Better» srl
- Rolland S.r.l.
- Mario Zunino & C. srl

LATVIA

- Labrains Ltd

NEW ZEALAND

- Alise & Chael Limited
- Essential Touch NZ Ltd
- Simunovich Olive Estate
- Trilogy Natural Products Ltd

PERU

- Yana Cosmetics (Mishki)

POLAND

- Beliso sp z.o.o.
- NATURATIV Sp. z o.o

SLOVENIA

- Hemptouch Ltd

SPAIN

- Palearis Organics SL
- Priorat Cosmetics SL

SRI LANKA

- Nature's Beauty Creations Ltd

SWEDEN

- Tash Sisterhood AB

SWITZERLAND

- Farfalla Essentials AG
- Jardin des Monts Sàrl
- Medena AG
- Melisana AG
- Robert & Josiane
- Sea Buck AG
- Similasan AG
- Spagyros AG
- The Powder Company
- Vivienne Swiss Formula GmbH
- Weleda

UNITED STATES OF AMERICA

- Amala LLC
- Burt's Bees (Associate Member)
- Dr Bronner's Magic Soaps

Secretariat



**Dr. Mark Smith,
Director General**

Running of NATRUE, lead role in all political, regulatory and scientific affairs of the association – advocacy, research and label.

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NATRUE

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