

NATRUE

PRESS KIT



Who are we?

NATRUE is a Brussels-based international non-profit association committed to promoting and protecting natural and organic cosmetics worldwide. Founded in 2007, **NATRUE** provides a home to all true friends of Natural and Organic Cosmetics and welcomes all who commit to our high standards of quality and integrity.

The NATRUE Label

Upon its creation, the main objective of **NATRUE**'s label criteria was to set and build strict requirements for natural and organic cosmetic products, particularly for organic cosmetics, packaging and products' formulations which could not be found in other labels. Since then the criteria has expanded to reference other ethical and environmental aspects such as animal welfare, sustainable sourcing, and biodegradability. The **NATRUE** Label consistency and transparency helps to ensure consumer expectations are met.

Our mission

Promoting and protecting natural and organic cosmetics for the benefit of consumers worldwide means:

- Guaranteeing that consumers have access to authentic natural and organic certified cosmetics with transparent criteria;
- Advocating for natural and organic ingredients to protect and promote the production of natural and organic cosmetics;
- Helping consumers to identify natural and organic cosmetics and to easily obtain information about brands and NATRUE certified products in [NATRUE's online database](#);
- Contributing to better regulation concerning the definitions and claims used in natural and organic cosmetics.

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+6500

PRODUCTS

+280

WORLDWIDE BRANDS

+2100

APPROVED AND CERTIFIED RAW
MATERIALS

Our story

In a context where cosmetics regulations were becoming more and more complex, many cosmetic companies in the natural and organic sector felt the need to be represented and to speak with a single voice at international regulatory level. In 2007, the need for better regulation and the lack of an international definition for “natural” and “organic” cosmetics led finally to the creation of **NATRUE**, the International Natural and Organic Cosmetics Association. A year later, the **NATRUE** Label was created to help producers and consumers to identify natural and organic cosmetics that meet the rigorous **NATRUE** standard.

NATRUE was founded by the pioneers and largest producers of natural and organic cosmetics in Europe: Weleda, WALA, Laverana, PRIMAVERA, LOGOCOS and CEP. 15 years after its creation, **NATRUE** is a trusted and respected association and label that has consolidated its position as a true benchmark for highest international certification standards for natural and organic cosmetics worldwide.

What makes the NATRUE Label unique?

- **Only natural, derived natural and nature-identical substances**

The **NATRUE** label only allows non-GMO natural, derived natural and nature-identical ingredients in the formulation of natural and organic cosmetic products. **NATRUE** believes that nature cannot be reinvented, nor can natural and organic ingredients be replaced by ingredients of petrochemical origin.

- **Two levels of certification**

NATRUE defines two levels of **certification** for natural and organic cosmetic products depending on the percentage of natural and organic ingredients that the product contains: natural cosmetics, and organic cosmetics (at least 95% of the natural or derived natural substances must be organic - and water is not included in that 95%.)

- **13 categories of products**

NATRUE distinguishes **13 different categories of cosmetic products** to best acknowledge their characteristics at formulation level. This classification supports cosmetic innovation and ensures maximum levels of natural and organic content adapted to each type of cosmetic product.

- **75% of the range of a brand/sub-brand must be NATRUE certified**

The **NATRUE** seal is not granted on a product-by-product basis: at least 75% (or 8 out of 10 products) of a brand or sub-brand's range must be eligible for certification to the **NATRUE** standard in order to obtain the label. With this strict rule, **NATRUE** ensures that only companies truly committed to promoting natural and organic cosmetics and to fighting greenwashing can carry the **NATRUE** Label.

- **External and impartial certification**

In order to guarantee the independence and transparency of the certification process, **NATRUE** does not certify directly any candidate product: the certification process is carried out entirely by a network of third-party, external and independent **NATRUE Approved Certifiers (NACs)**. All NACs must undergo a strict accreditation process by IOAS, **NATRUE**'s partner.



Contact

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