



FACT SHEET

Why NATRUE is a win-win for consumers and brands



Who we are

NATRUE is a Brussels-based international non-profit association committed to promoting and protecting Natural and Organic Cosmetics for the benefit of Consumers worldwide.

Whilst there is EU legislation for Cosmetic Products (covering aspects like safety and labelling), there is no harmonized criteria or definition for cosmetic products' claims such as "natural" or "organic". This lack of regulation confuses consumers, who are not always able to make the clear distinction between natural cosmetics (e.g.: NATRUE ones) and nature-inspired cosmetics (an undefined mixture of natural and synthetic ingredients), which runs the risk that they will be misled.



What makes NATRUE special?

01. Transparency, security and trust

NATRUE ensures natural and organic ingredient clarity and product transparency. All NATRUE's certified products can be checked in [NATRUE's database](#), which is public and free.

02. External and impartial certification process

Any product aiming to be certified with the NATRUE Label must undergo a third-party certification process carried out by an accredited and independent [NATRUE Approved Certifiers \(NACs.\)](#)

03. Products that reflect consumer expectations

Every NATRUE-certified cosmetic meets strict and verifiable requirements. Each product contains only approved natural and certified organic ingredients that meet defined origin, manufacture, ethical, environmental, packaging and sustainable sourcing criteria

04. Binding commitment against greenwashing

The NATRUE seal is not granted on a product-by-product basis: it is only granted to a brand or sub-brand committed to the production of natural and organic cosmetics (NATRUE's 75% rule).



Internationally recognised

NATRUE is an international Standard applicable all around the world. From Singapore to New Zealand, passing by Germany, Albania, Brazil, United States, Latvia, France, Switzerland, Morocco, Slovakia or Japan; more than 8.800 cosmetic products and raw materials carry the NATRUE Label worldwide.

For example, NATRUE is a trusted Label of:

WELEDA 



Dr. Hauschka 



lavera
NATURKOSMETIK



SANTE
NATURKOSMETIK



farfalla

PRIMAVERA®

Cien
nature

LOGONA
NATURKOSMETIK



bigood




la vida

hej
ORGANIC

alviana
NATURKOSMETIK

peclavus

AND MANY OTHER BRANDS ALL OVER THE WORLD!



Check all our brand in our public and free database at www.natrue.org

A label you can trust

Helping consumers identify truly natural and organic cosmetics is easy: including the NATRUE Label in your products guarantees that the consumer is buying an authentically natural or organic cosmetic product verified by an independent certification body.

A GUARANTEE FOR CONSUMERS



Staying close to nature

Only of 100% natural, derived natural and nature-identical substances.



Meeting consumer expectations

No substances from GMOs, silicones, parabens, microplastics, synthetic fragrances or mineral oils.



Ingredient clarity & product transparency

Cosmetic products can be certified with the NATRUE Label as natural or organic cosmetics.

A GUARANTEE FOR PRODUCERS



Commit against brand greenwash

At least 75% of the products of a brand or sub-brand need to be NATRUE certified to be granted our seal.



Respecting product's uniqueness

Shampoo and soap are different: NATRUE distinguishes 13 product categories to guarantee maximum levels of natural and organic content.



Against inflated content

Only water coming from a plant source is considered as a natural substance in the formulation.



Consumers endorse it*

48%

of consumers that know the NATRUE Label trust it for their purchases of natural and organic cosmetics in Germany (the number one market for certified natural and organic cosmetics worldwide and second largest market globally).

Consumers are willing to pay more **for certified natural and organic products** like NATRUE ones.

The NATRUE seal that covers aspects such as origin, formulation and ingredients, score particularly high in regard to natural/organic ingredients in Germany.

56%

of French shoppers say that they rely on certifications for their purchases of natural and organic cosmetic products.

Key associations with the NATRUE seal in Germany:

- certification for natural cosmetics
- environmentally friendly,
- animal welfare
- natural ingredients



Be a part of it!



**+ 8,800 cosmetics
and raw materials**

carry the NATRUE Label
worldwide.



+ 280 brands
all around the world.



+ 75 Members
work with NATRUE protect
and promote natural and
organic cosmetics.

**Want to know more?
Check www.natrue.org**

Contact

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