



GLOBAL BRAND GUIDELINES 2023

NATRUE

The label you can trust

WWW.NATRUE.ORG

HELLO!





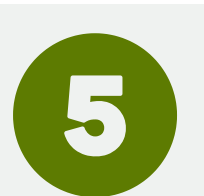
Our visual identity is an important tool for increasing the visibility and understanding of NATRUE. It has been created with careful consideration of our mission and delivers a clear message to all our audiences and member about who we are and what we stand for.

The frameworks, guidelines and tools included in this NATRUE Brand Guide are designed to help NATRUE Label Users and those wishing to communicate about NATRUE to drive a cohesive and consistent communication strategy.



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Communicate about NATRUE never has been easier!

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The NATRUE Label & goals

NATRUE is more than a logo. It is a common commitment, a guarantee applicable all around the world.

Who we are?

The International Natural and Organic Cosmetics Association - 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.

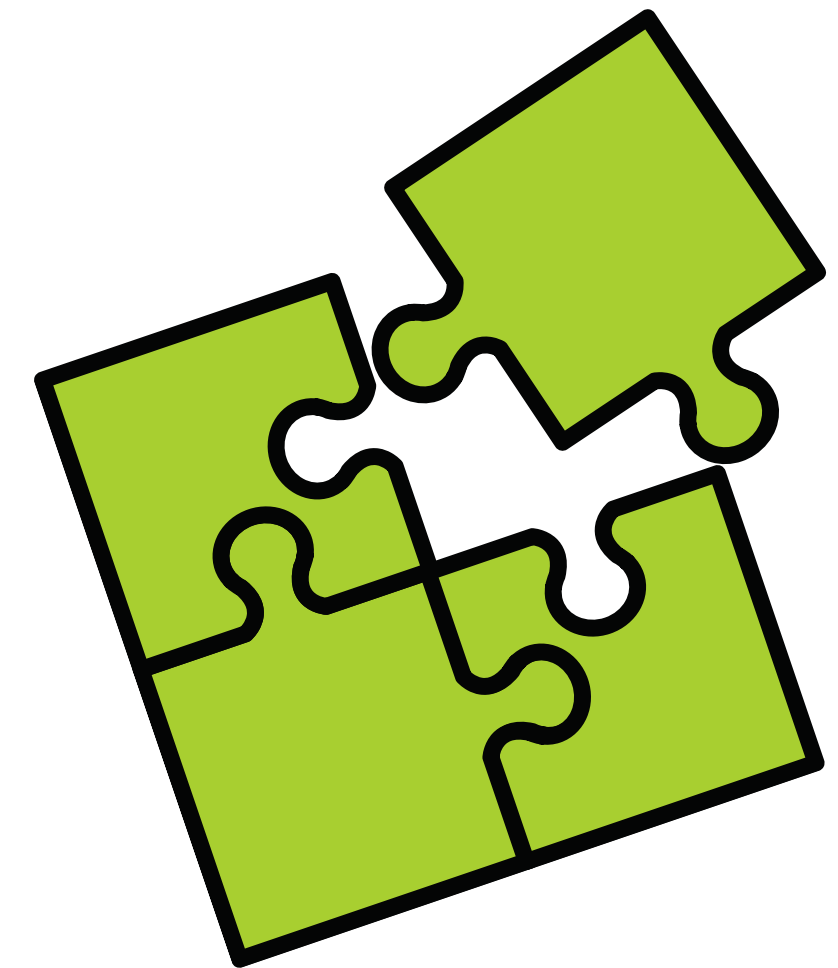


What we stand for?

NATRUE unites those who support true Natural and Organic Cosmetics made with honest respect for people and nature.

We embrace all who commit to our high standards of quality and integrity to join us so people worldwide can enjoy Natural Cosmetics truly worthy of that name.

For this purpose, we have created the NATRUE quality seal.



Our mission

NATRUE's goal is to protect and promote natural and organic cosmetics to the benefit of consumers worldwide. This 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 easily obtain information about NATRUE brands and products through [NATRUE's public database](#).



Contributing to better regulation concerning the definitions and claims used in natural and organic cosmetics.



Consumers are assured that every NATRUE labelled product has successfully met strict, transparent and independently verified criteria.

DR. MARK SMITH, DIRECTOR GENERAL

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.

2007: THE ASSOCIATION

The need for better regulation and the lack of an international definition for “natural” and “organic” cosmetics led finally to the creation of the association: NATRUE.

2008: THE STANDARD

The NATRUE Standard & Label helps to encapsulate the values of the Members, and it helps producers and consumers to identify truly natural and organic cosmetics that meet the rigorous NATRUE standard.

Our Membership

NATRUE is an international Association and Label with members all around the world!

Our Membership welcomes producers, manufacturers, and distributors of natural and organic cosmetics, as well as associations and friends of the industry who share our values!

There are numerous benefits to membership:

- ✔ Setting NATRUE's advocacy agenda,
- ✔ Being ahead of the regulatory curve
- ✔ Contributing to EU and international regulatory decision making,
- ✔ Participating in working groups
- ✔ Creating harmonized communications
- ✔ Joint presence at events/trade fairs
- ✔ Receiving our newsletter on the latest regulatory and scientific developments



Do you want more? [Join us!](#)



The NATRUE Label & goals

Name:

NATRUE

- Always in capital letters!

Scope:

NATRUE is an international Standard applicable worldwide.

Our numbers:

NATRUE's [database](#) is public and online.

Founding Members:

Founded by the pioneers and largest producers of natural and organic cosmetics in Europe: Weleda, WALA, Laverana, PRIMAVERA, LOGOCOS and CEP.

NATRUE in 20 words:

NATRUE is an international association and label committed to promote and protect natural and organic cosmetics all around the world.

NATRUE in 46 words:

NATRUE is a Brussels-based international nonprofit 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.

What can get the NATRUE Label:

- Finished cosmetic products,
- Raw materials for cosmetic use,
- Formulas



Communicate NATRUE!

Words are the way to transmit and make the information known. That's why the way you talk about NATRUE matters. On the following slides, you have guidance to help you communicate about NATRUE consistently.

Brand Style

In a context where cosmetic regulations were becoming complex, NATRUE was born to be an harmonised advocacy voice that could raise the concerns of authentic natural and organic cosmetics SMEs at the international regulatory decision-making level.



Transparent

Transparency is essential; for this reason, our [database](#) is public and freely accessible. Moreover, [NATRUE's factsheets](#) and [position papers](#) are also published and available online.



Positive

We celebrate all new Label Users that want to move on step forward and certify according to the NATRUE Standard. For this, our messages are always positive, realistic and optimistic.



Committed

NATRUE is the result of the sum of hundreds of brands, producers, and distributors from around the world. We share a quarterly newsletter to Members and we provide news alerts and updates to all stakeholders.



Claim and tone

Our claim is a clear supporting message about NATRUE and our mission

True Friends of Natural and Organic Cosmetics

Everything we do and communicate has to fit our tonalities

Passionate
Supportive

Of integrity
Committed

Key definitions

Approved raw material

The process aimed at verifying compliance to the NATRUE Standard. If the raw material does not come from organic agriculture, certifiers ([NAC](#)) will check their documentation (no audit).

Certification

The process aimed at verifying compliance to the NATRUE Standard. It is a two-step process (documentation check and on-site inspection.)

Certified products

Products that have successfully met the requirements of the NATRUE Standard through independent control via a NATRUE Approved Certifier, and which have been granted the ability to use the NATRUE Label under the conditions stipulated in the NATRUE Label Agreement, available [here](#).

Certified raw material

the process aimed at verifying compliance to the NATRUE Standard. If the raw material comes from organic agriculture and it is not certified to a regulation or standard in the [IFOAM Family of Standards](#), certifiers ([NAC](#)) will check your documentation and make an on-site inspection.

Chemicals

The word is colloquially used as synonym for synthetic (man-made) substances, including petrochemicals. However, from a scientific point of view, all substances are chemicals, and not all chemicals have a synthetic nature (for instance, water is a natural chemical).

Claims

Claims made in relation to the NATRUE criteria should refer to the NATRUE label guidelines. Please, note that compliance with legislation where the product will be placed is the producer's responsibility first and foremost.

Cosmetic product

Any finished cosmetic product as defined by, and complying with, the legal requirements where the respective product(s) will be marketed. A baseline reference with regard to their composition, safety, efficacy and labelling requirements is Regulation (EC) No. 1223/2009. In non-EU countries/regions, these legal references must be adapted.

Derived natural ingredients

Substances modified from those found in nature using allowed chemical reaction processes. Derived natural substances must only come from 100% natural ingredients (no synthetics).

Communicate NATRUE

Final certificate

The final point of the Certification process, where the definitive use of the NATRUE Label is granted.

GMOs

A [genetically modified organism \(GMO\)](#) is any organism (with the exception of human beings) in which the genetic material has been altered in a way that does not occur naturally by mating and/or natural recombination. GMOs and ingredients produced from them are prohibited in natural and organic cosmetics certified under the NATRUE Label.

Independent certification (by accredited third-parties)

NATRUE does not certify products itself. Any product aiming to be certified with the NATRUE Label must undergo a third-party certification process carried out by an accredited NATRUE Approved Certifiers (NACs).

Greenwashing

Since there is no harmonised criteria to define the properties of natural and organic cosmetics at international level, it is difficult for producers and consumers to evaluate whether the claims ‘natural’ or ‘organic’ can be considered misleading.

The problem remains that conventional and nature-inspired products may make claims (e.g.: “made with rose oil”), use images, iconography and other forms of marketing that can draw attention to a limited number of natural ingredients rather than the product as a whole. Such natural ingredients may be present in the finished product, but only in very low concentrations relative to the proportion of non-natural substances used. This phenomenon, called “greenwashing”, can be seen not only in the misleading use of claims such as “natural” or “organic”, but also “environmentally friendly”, “clean” or “green”.

NATRUE Approved Certifier - NAC

the independent certification body that is approved and accredited to perform certification activities aimed at verifying compliance to the NATRUE standard.

The List is public and available [here](#).

Natural ingredients

Those isolated directly from a plant (herbal extracts or essential oils), animals (for example, lanolin) excluding dead vertebrates, or a mineral source (for instance, sea salt). They are obtained through physical processes or microbiological or enzymatic processes that use natural microorganisms or enzymes.

NATRUE Label

The visual sign identifying compliance to the Standard - also referred as “the NATRUE criteria” or “the NATRUE standard”.

NATRUE Label User

The legal representative signing the Agreement on the Usage of the NATRUE Label who has successfully achieved the NATRUE certification for natural and organic cosmetics products.



Communicate NATRUE

Nature-identical ingredients

These exist in nature but they cannot be recovered from it using reasonable technical effort or in sufficient quality or purity, so they are reproduced in a lab. Under the NATRUE criteria, only certain pigments, minerals and preservatives are permitted in nature-identical form. Authorised or approved nature-identical and derived natural substances are listed by their INCI on the Annexes to the NATRUE Standard, which can be downloaded [here](#).

Organic NATRUE level

The NATRUE Standard establishes that at least 95% of the ingredients from plant and animal origin contained in a cosmetic product that claims the NATRUE organic certification level must come from certified controlled organic farming or wild collection.

Preliminary certificate:

The document with which the Company is granted the provisional use of the NATRUE Label in anticipation of the receipt of the Final Certificate.

Preservatives

Preservatives are substances whose use is exclusively or mainly intended to inhibit the development and proliferation of microorganisms (such as bacteria, fungi or yeast) in a product. NATRUE permits a selected number of preservatives of natural, derived natural and nature-identical origin in the formulation of cosmetic products. Preservatives such as triclosan, phenoxyethanol and substances within the parabens family do not conform and so are prohibited from use in finished cosmetic product formulations.

Standard:

NATRUE rules. It is the document [“NATRUE Label: requirements to be met by natural and organic cosmetics.”](#)

Synthetic ingredients

Synthetic ingredients are a type of compounds produced by chemical synthesis. These can be entirely man-made ingredients that do not exist in nature (for instance, dimethicone, which is a common silicone) or ingredients reproducing those that already exist in nature (such as sorbic acid, which is a preservative). Synthetic ingredients can also be chemically modified natural substances (for instance, glycerine.)

Respecting product's uniqueness

To acknowledge the different qualities and characteristics of cosmetic products, NATRUE has a unique system of 13 product categories and has assigned minimum levels of natural substances and maximum levels of derived natural substances to each category. This is how the NATRUE Label can guarantee the highest levels of natural and organic ingredients for each product category.

Rule 75%

Being truly committed against greenwashing, the NATRUE Label can only be granted to a product if at least 75% (8 out of 10) of the products of the same brand or sub-brand (if this has been specifically created to develop the natural and organic product line of a brand) undergo certification to obtain the NATRUE seal.

This rule prevents brands from marketing one or two “hero products” as NATRUE certified cosmetics while keeping the rest of the line as conventionally formulated ones, which can be misleading for consumers as they might believe that all the products of the brand are certified as natural or organic cosmetics under the NATRUE Label.



NATRUE's basic design elements

The basic elements of our visual identity -the label, colours, and imagery - are the tools with which we can build greater recognition of NATRUE. This section introduces you to detailed information on how to properly use the NATRUE Logo.



NATRUE's basic design elements

Colours

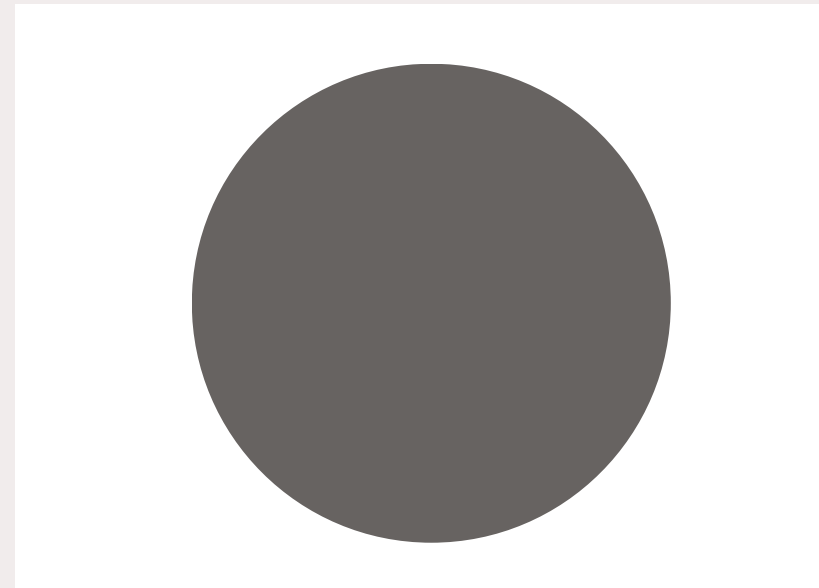
Colours form an important part in our look and feel and should be used carefully and consistent throughout our communications.

We have chosen a well-balanced yet versatile palette of true and honest colours taken from nature. They compliment our tonalities and work well to create an overall friendly and engaging yet solid and confident look at feel.

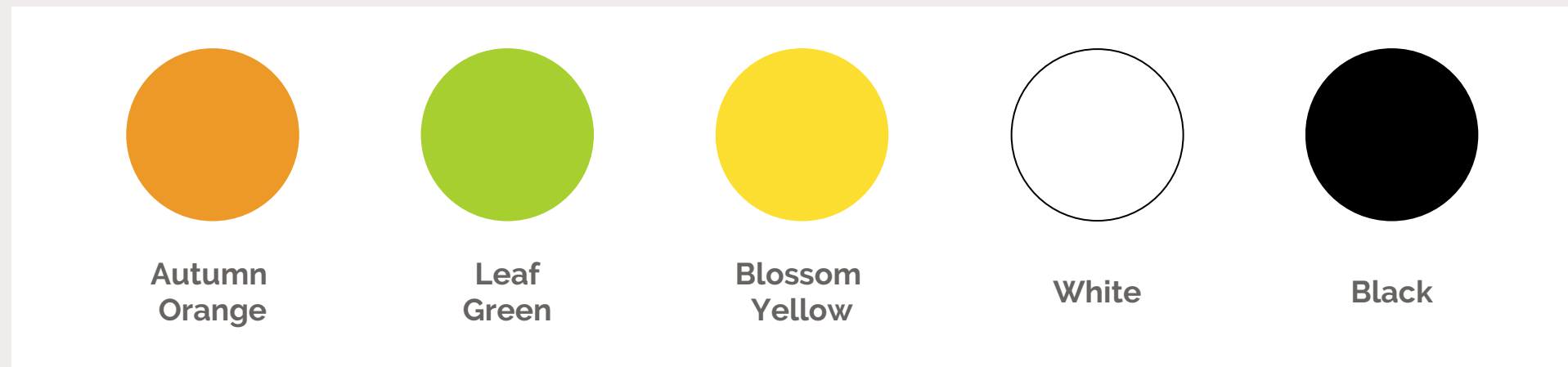
Our main colours are Pebbles Grey and Natural White.

A secondary palette has been put together to complement the master colours for highlights in typography and graphic elements.

MAIN COLOURS








SECONDARY COLOURS



Colours

SPECIFICATIONS

All colours have been specified for most print and screen purposes. Should other specifications be required, please get in touch.

COLOUR NAME	PRINT COLOURS			SCREEN COLOURS		OPAQUE COLOURS	
	PANTONE® coated	PANTONE® uncoated	CMYK	sRGB (visually)	Hex	RAL	NCS
 Pebbles Grey	Cool Grey 10 C	412 U	0 10 0 75	103 99 97	676361	8019 Grey Brown	S 7005-R50B
 Natural White	Warm Grey 1 C	Warm Grey 1 U	5 5 10 0	231 226 219	E7DED8	9001 Cream	S 1002-Y50R
 Autumn Orange	158 C	144 U	0 55 90 0	237 153 39	ED7B27	2000 Yellow Orange	S 1080-Y30R
 Leaf Green	7495 C	583 U	40 5 90 0	168 207 48	A8CF30	Not available	S 2070-G80Y
 Blossom Yellow	129 C	7404 U	0 20 85 0	251 222 47	FBDE2F	1023 Traffic Yellow	S 0560-Y20R
 White			0 0 0 0	255 255 255	FFFFFF	9010 Pure White	S 0300-N
 Black		Black U	0 0 0 100	0 0 0	000000	9005 Jet Black	S 9000-N

NATRUE's basic design elements

The NATRUE Logo

The NATRUE Label is our most important asset. As specially drawn artwork, it illustrates a leaf and a head profile together with our name and web address within a seal.

To ensure our Label is clearly recognisable and delivers a consistent message, it must never be altered and it has to be reproduced using the approved master artworks (NATRUE Logo)



NATRUE's basic design elements

The Logo

ARTWORKS

Shown here are the three different master artwork files in Pebbles Grey, white and Black. Our preferred usage is in Pebbles Grey or White.

If this is not possible due to printing restrictions or legibility, the Black version can be used.



Black (RGB: 0 0 0)



White (RGB: 255 255 255)



Pebbles Grey (RGB: 103 99 97)

NATRUE's basic design elements

The Logo

COLOUR USAGE ON NATRUE COMMUNICATIONS

The positive colour version of our label can be shown on White or Natural White. It can also be shown on light colour backgrounds in images. The white version can be used on any of the NATRUE colours or on dark background images.



NATRUE's basic design elements

Sizes

The Label size must ensure the clarity of the artwork (easy recognition) and its legibility (particularly onpack). These factors will assist consumers and the recognition of the logo.

With respect to all product packaging, the mandatory, minimum size for the NATRUE Label is 1 cm. The NATRUE Label cannot be used in a size smaller than 1 cm except for pencils and very small products.

The size must be agreed previously with the NATRUE Approved Certifier and NATRUE.



SMALL VERSION

Size in height/width 10-15 mm

Scale from master artwork size from 100-150%

REGULAR VERSION

Size in height/width no smaller than 15 mm

Scale from master artwork size no smaller than 15%

Application on packaging

THE NATRUE LABEL MUST BE DISPLAYED ON THE PRODUCT PACKAGING IN A CLEAR AND PROMINENT POSITION (e.g. preferably the front.)

The NATRUE logo should not be placed in a position where consumers cannot easily identify it or its direct connection to qualified characteristics of the product.

The logo can also be placed on the back or the side of the product packaging if near or next to the INCI list.



Any proposals for derogations regarding the placement of the NATRUE Label on the most prominent positions on-pack (front or back side) must be communicated to the Company's NATRUE Approved Certifier, which needs to submit it to NATRUE's Secretariat for approval. NATRUE reserves the right to reject company proposals not in line with the best interest to facilitate the visibility of the NATRUE Label on-pack.

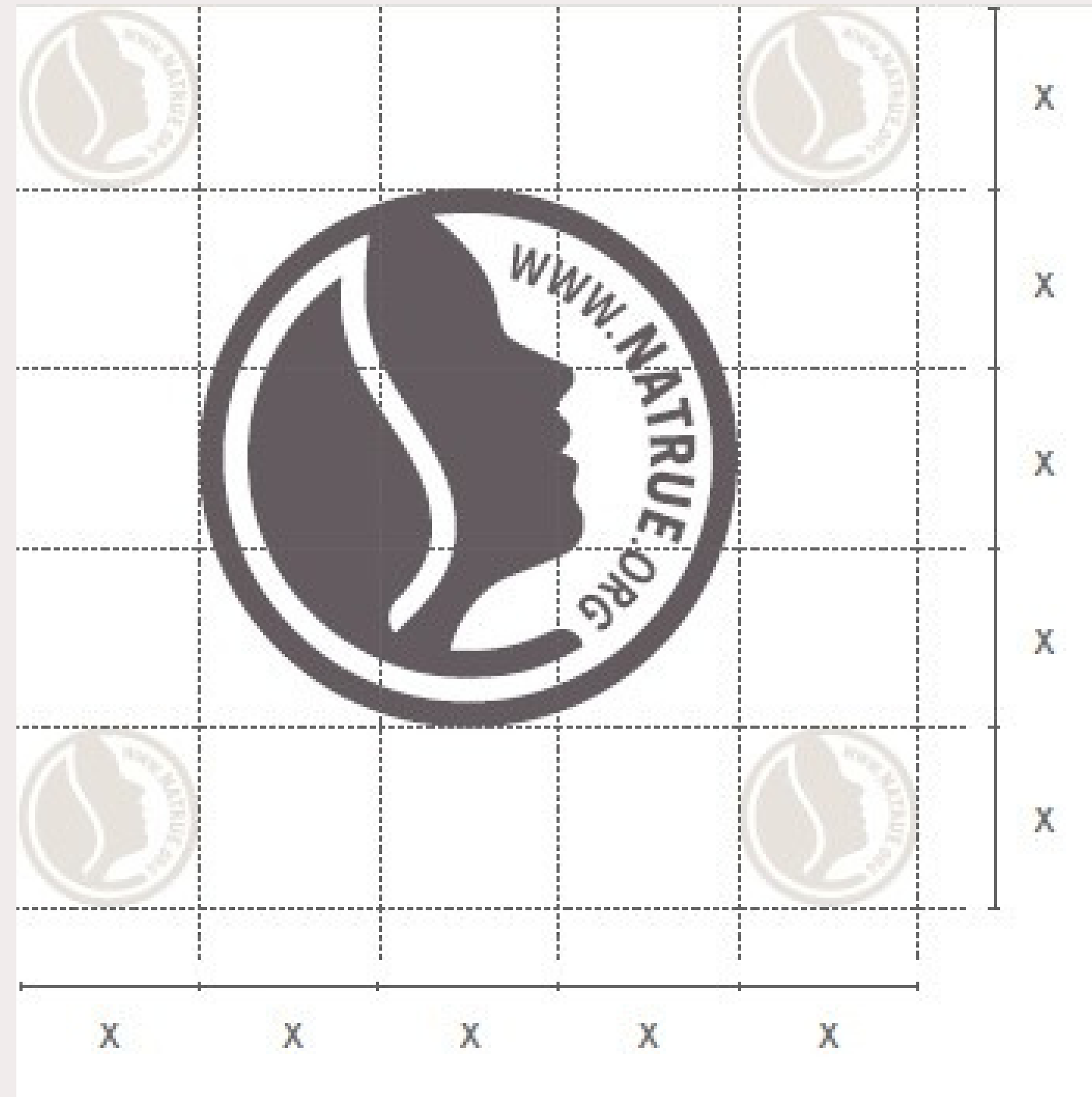
Application on packaging

Regarding the clearance zone around the NATRUE Label, the following considerations apply:

- The clearance zone around the Label is one-third of the height/width (X) and has to be applied on all sides.
- In packaging designs where space restrictions apply, the clearance zone can exceptionally be reduced.

The NATRUE logo must never touch other graphic or illustrative elements or text. The NATRUE Label will always appear clear, precise and consistent.

No graphic or illustrative elements or type can enter this zone.



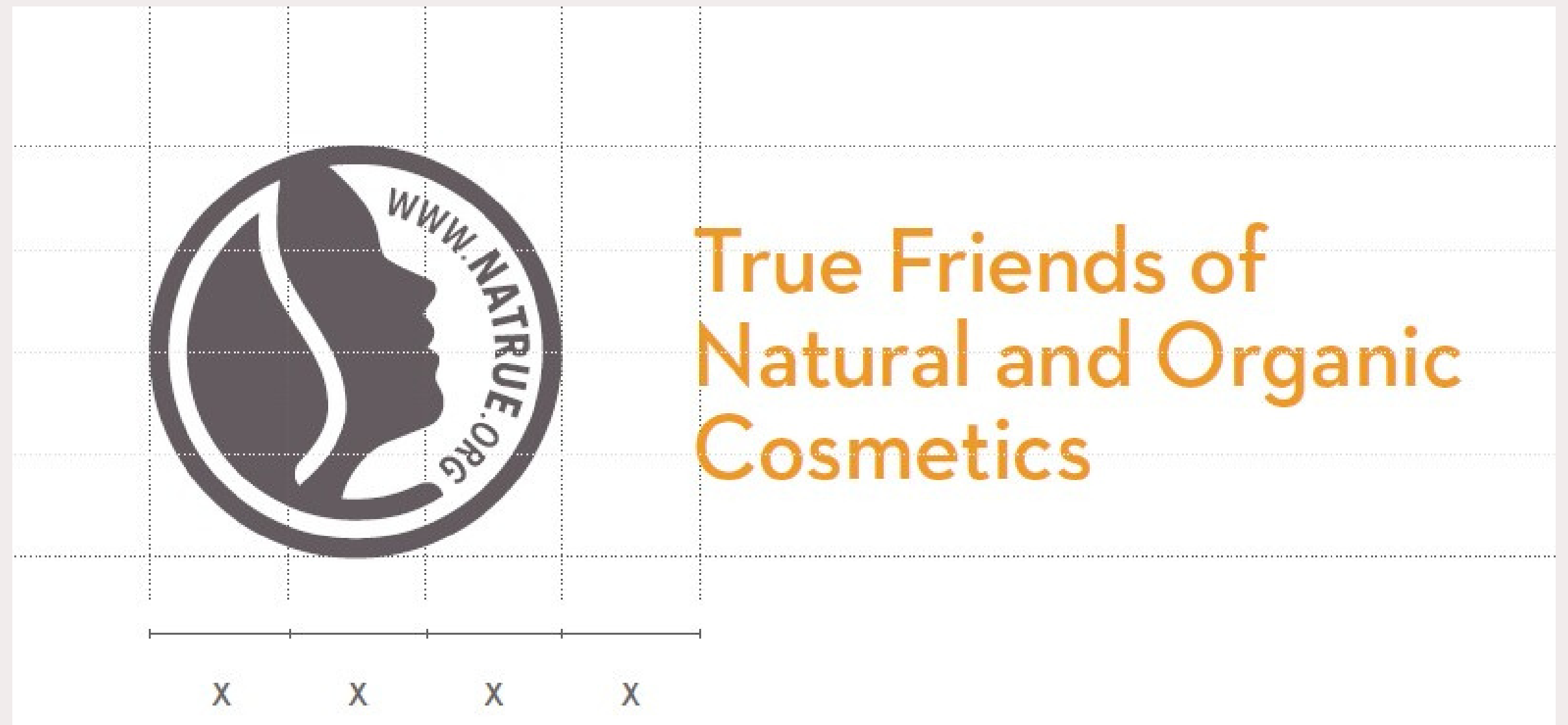
Label and claim

LABEL AND CLAIM

When using our claim with the NATRUE Label it should be constructed as shown here.

The claim should be typeset in Neutralface No. 2 Text Demi with 100% typesize leading. Optional kerning has to be enabled when typesetting.

It is used in Autumn Orange (primarily), Pebbles Grey, White, or Natural White.



NATRUE's basic design elements

Label and claim

CERTIFICATION LEVEL

All NATRUE certified products can display the corresponding level of certification (natural or organic) on-pack provided that this is not in conflict with local legislation. It can be added next to the NATRUE Label as shown in the examples. Variations are accepted.

Short single lines -no more than two or three words per line- should be used. The text block is always horizontally centered with the label.

The text should be typeset in Neutralface No. 2 Text Demi, all uppercase with 100% typesize leading. Optical kerning has to be enabled. The certification text must always be used in the same colour as the Label.



NATRUE's basic design elements

Label and claim

WHAT ABOUT THE WORD 'CERTIFIED'?

As a complimentary addition to indicating a product's certification level (natural or organic) for the consumer, notification that certification has been carried out to obtain the NATRUE Label is also valuable information. As such, the use of the word «certified» is permitted provided it is not prohibited by local legislation. It is the responsibility of the Company's regulatory department to double-check this term and its status for the markets it is selling their products in.

If the Company chooses to use NATRUE's seal in conjunction with the word «certified», the following artwork formula is suggested: Label + wording + 2 lines of the same colour as a framework:



**CERTIFIED
NATURAL COSMETIC**



**CERTIFIED
ORGANIC COSMETIC**

The font for the wording of this artwork is freely selectable, but Neutraface No. 2, Arial or similar is recommended. The colours used for it must be one of NATRUE's approved colours to ease legibility,

NATRUE's basic design elements

Typography

Our typeface is called Neutralface No. 2 Text and was chosen due to its timeless character and open feel. It's very legible in a range of sizes and works well with the NATRUE Label.

The weights Book, Demi, and Bold can be used. Italic versions should not be used.

Arial should be used for on-screen viewing and composing in general office applications such as letters, e-mails, presentations, web pages, and newsletters.

PURCHASING

Neutralface No. 2 Text is available here: www.houseind.com.

The quick
brown fox jumps
over the lazy dog
&?!(.,:;)@/*

The quick
brown fox jumps
over the lazy dog
&?!(.,:;)@/*

NEUTRAFACE NO. 2 TEXT BOOK

Aa	Bb	0
Cc	Dd	1
Ee	Ff	2
Gg	Hh	3
Ii	Jj	4
Kk	Ll	5
Mm	Nn	6
Oo	Pp	7
Qq	Rr	8
Ss	Tt	9
Uu	Vv	0
Ww	Xx	
Yy	Zz	

NEUTRAFACE NO. 2 TEXT DEMI

Aa	Bb	0
Cc	Dd	1
Ee	Ff	2
Gg	Hh	3
Ii	Jj	4
Kk	Ll	5
Mm	Nn	6
Oo	Pp	7
Qq	Rr	8
Ss	Tt	9
Uu	Vv	0
Ww	Xx	
Yy	Zz	

NEUTRAFACE NO. 2 TEXT BOLD

Aa	Bb	0
Cc	Dd	1
Ee	Ff	2
Gg	Hh	3
Ii	Jj	4
Kk	Ll	5
Mm	Nn	6
Oo	Pp	7
Qq	Rr	8
Ss	Tt	9
Uu	Vv	0
Ww	Xx	
Yy	Zz	

NATRUE's basic design elements

Spelling

As a compulsory rule, the word NATRUE must always be written in upper case (all caps) in all written text.

This is important due to the unique placement of letters in our name and helps pronounce NATRUE correctly.

Never highlight the word NATRUE by making it italic.

EMAIL AND WEB ADDRESS

There is one exception to this rule: as part of an e-mail or web address, NATRUE must always be written in lower case, as shown here in Autumn Orange.



NATRUE unites those who support true Natural and Organic Cosmetics made with honest respect for people and nature.

~~Natru~~e unites those who support true Natural and Organic Cosmetics made with honest respect for people and nature.

info@natrue.eu
www.natrue.org

~~info@NATRUE.eu~~
~~www.NATRUE.org~~

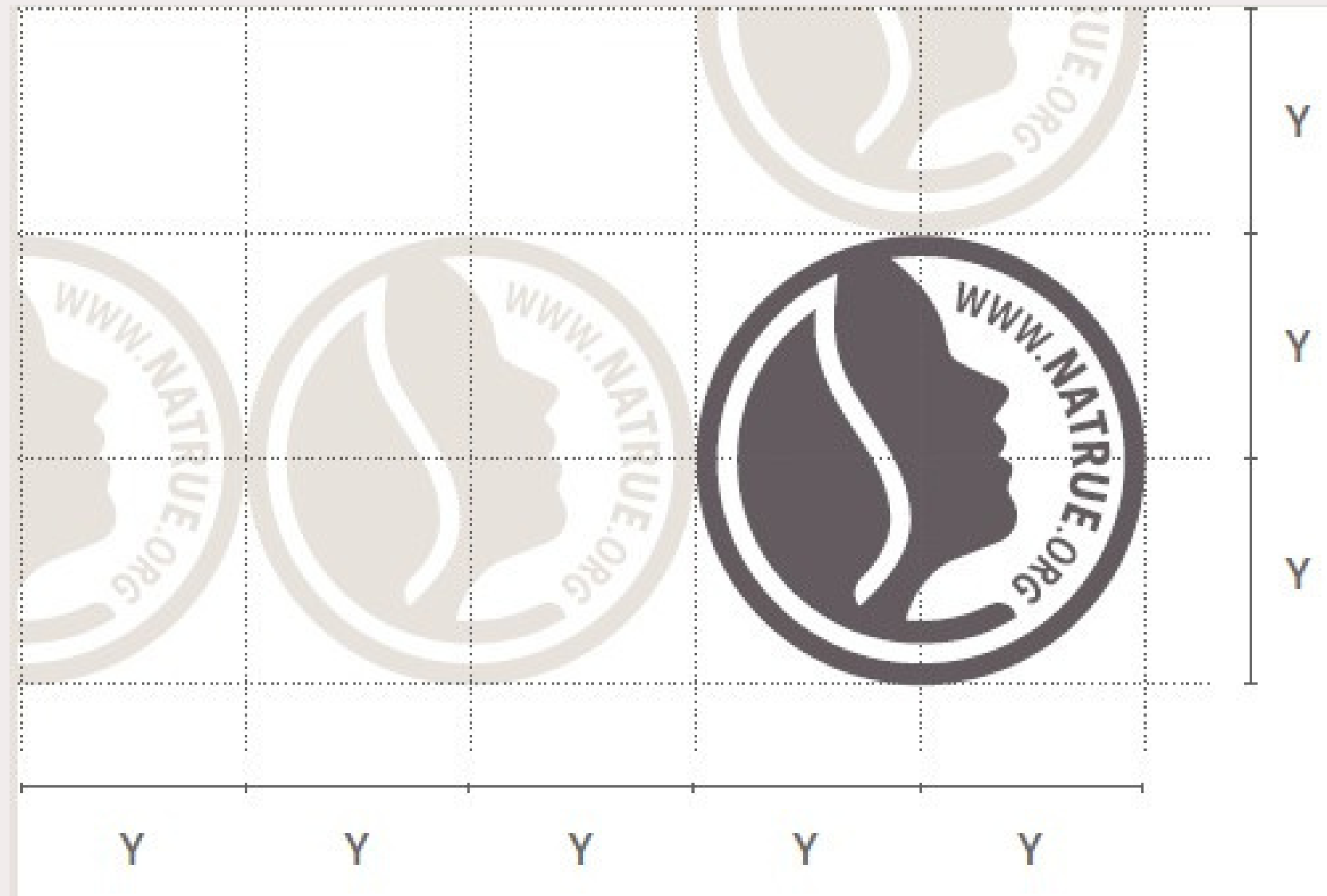
~~NATRUE~~ unites those who support true Natural and Organic Cosmetics made with honest respect for people and nature.

Clearance zone

PLACEMENT ON NATRUE COMMUNICATIONS

Our Label must always be placed consistently throughout our communications.

Preferably it should be placed on the top left hand corner of a document as shown here based on half of the label





Make it personal!

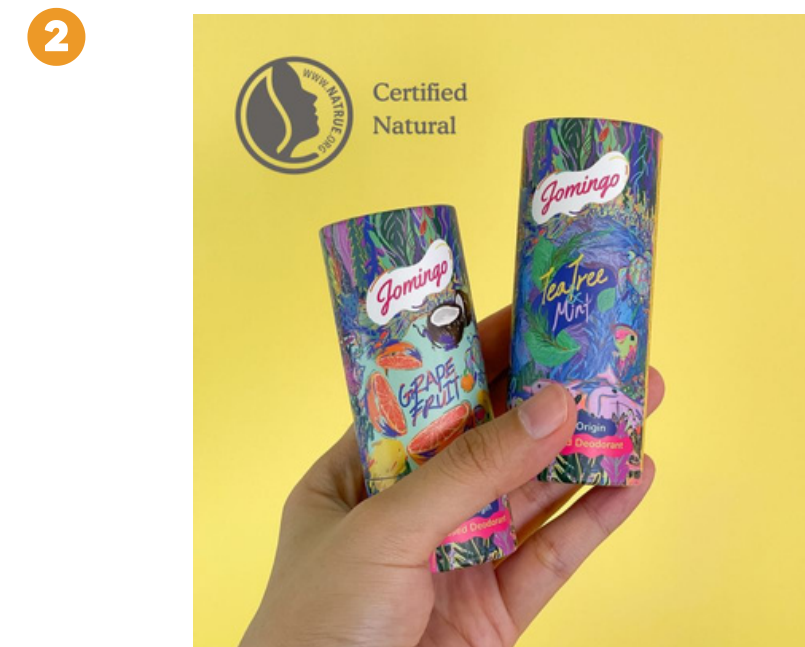
The reason that took you chose the NATRUE certification is as unique as your company. Feel free to tell everyone about your experience and do not forget to mention NATRUE -maybe you can include a NATRUE section on your website, or a post on your social media.

Make it personal!

Social Media examples

REFERENCES

1. Post social media Babyduft (Switzerland),
2. Post social media Jomingo (Singapore),
3. Post social media DM Alverde (Germany),
4. Post social media Ecogruppero (Italy),
5. Post social media The Baumery (Germany),
6. Post social media qimaibd (Brasil).

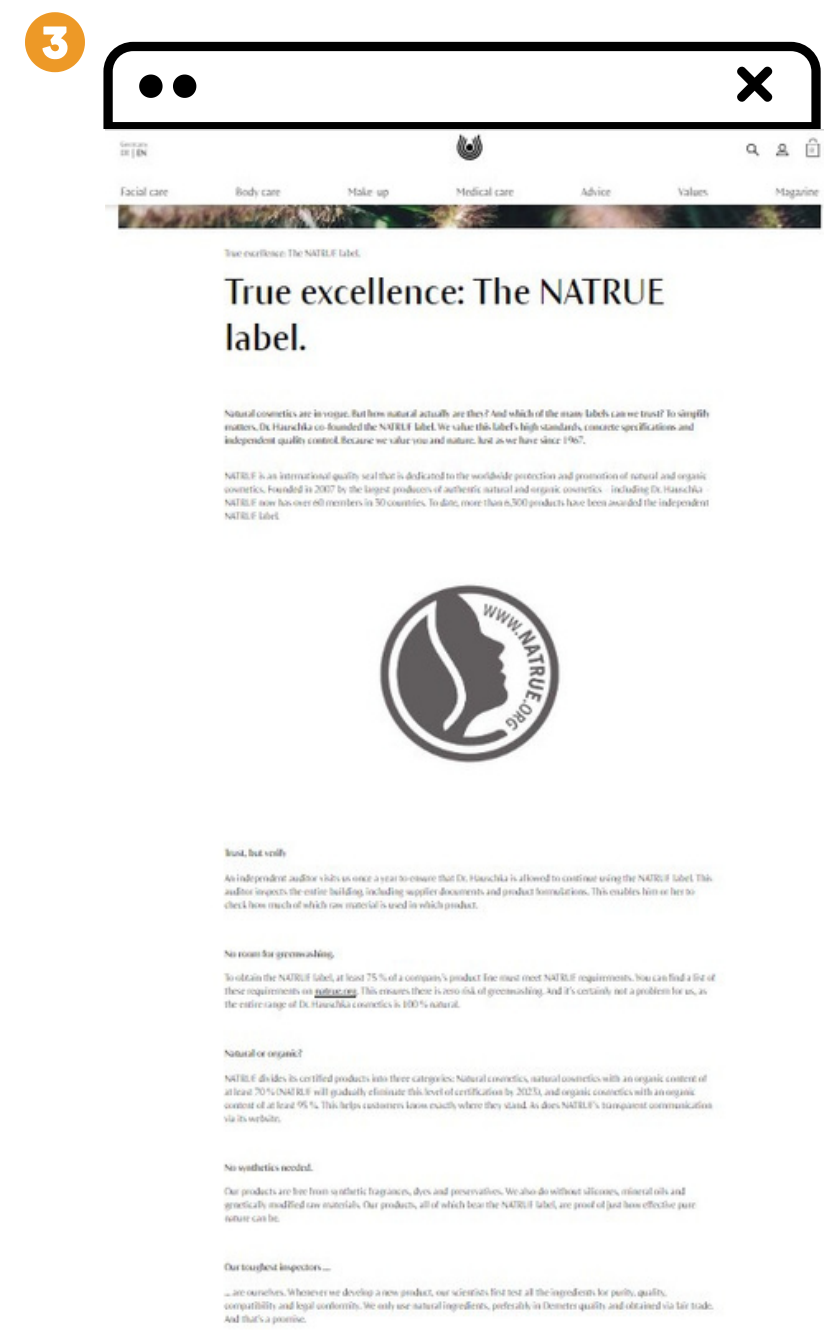
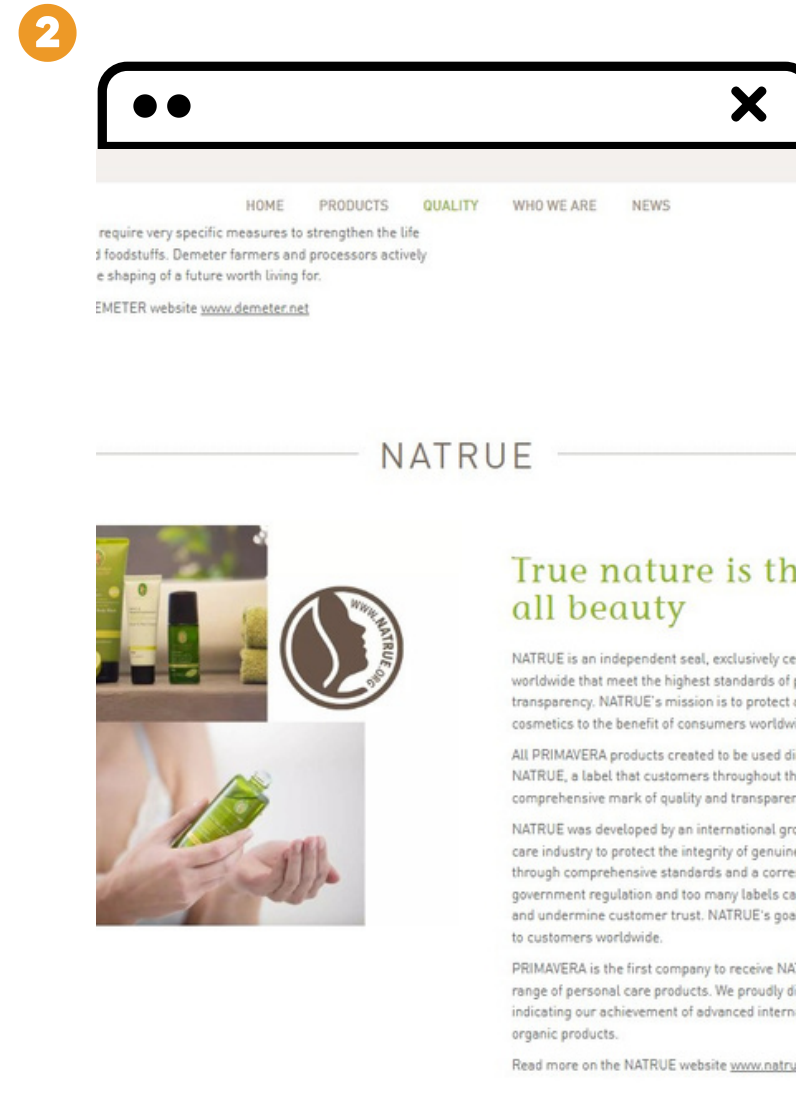
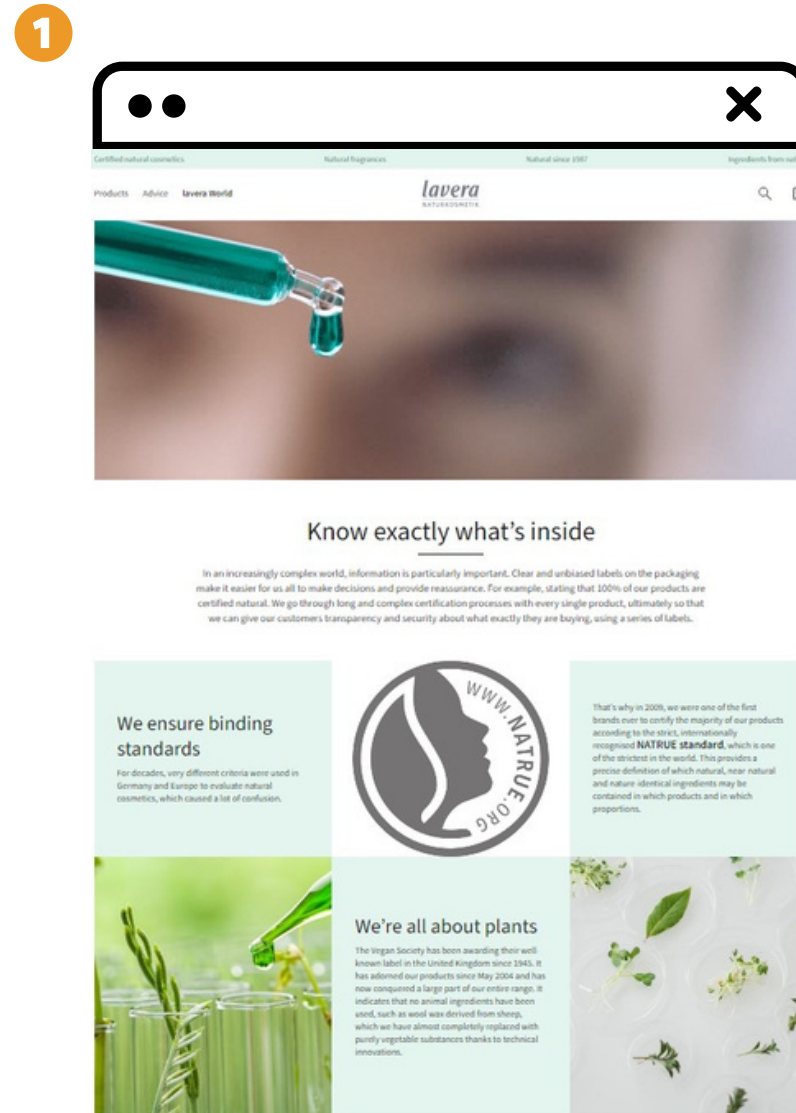


Make it personal!

Blog examples

REFERENCES

1. Website Lavera,
2. Website PrimaveraLife,
3. Website Dr. Hauschka



Make it personal!

Tradeshow examples

REFERENCES

1. Rose und Ann (VIVANESS 2023)
2. Beauty Garden (Natexpo 2022),
3. Hemptouch (Sana 2022)





More questions?

Find here some frequently asked questions and useful links to NATRUE resources.

More questions?

Frequently asked questions

Can I claim "organic/bio cosmetic"?

Ensuring coherent messaging is integral to credible claims, consumer transparency and informed decisionmaking. If a Company's product is certified as "natural", it should not be perceived by consumers as being certified as "organic". To avoid misleading or confusing consumers, the use of any reference to "organic" or "bio" in products certified as "natural" should clearly refer only to the respective organic ingredients on the ingredients list. Similarly, the brand name of a product should not include the wording "organic" or "bio" if the finished product(s) cannot be considered as "organic" according to the certification level they hold.

Can I claim "100% natural cosmetic"?

Yes, it may be possible to claim "100% natural cosmetic" for a given certified product under the "natural" certification level in relation to the NATRUE Label criteria since NATRUE provides a definition of ingredients and verifiable criteria requirements for the certification of natural cosmetics.

Can I claim "100% organic cosmetic"?

The claim "100% organic cosmetic" is harder to substantiate since it might not always be the case that every category of cosmetic product can, or will, contain only 100% certified organic ingredients.

Unlike foods, cosmetics cannot be assuredly 100% organic. For NATRUE, being certified organic means that a specific proportion (95% or greater) of defined natural or applicable derived natural substances in the product must be organic according to the NATRUE criteria. Complimentary statements, such as the percentage proportion of natural and/or organic ingredients in NATRUE certified natural or organic products, must be consistent with, and supported by, the criteria within the NATRUE standard. Consequently, if used, statements such as "X% organic ingredients" must be verifiable to provide consumers with transparent information about specifically highlighted attributes within the certified product.

Differences between NATRUE and other Label schemes

The NATRUE Label goes hence further than other definitions of "natural cosmetics" established in Europe in terms of consistency and transparency. Moreover, there are three key differences:

1. Our commitment against greenwashing: for a product to carry the NATRUE Label, at least 75% of the products of its brand or sub-brand need to be NATRUE certified to be granted our seal (NATRUE's 75% rule).
2. Part-natural, part-synthetic ingredients are not allowed: NATRUE does not allow the use of substances such as Guar Hydroxypropyl-trimonium Chloride and Cocamidopropyl Betaine (used in hair care products) in the formulation of products carrying NATRUE's seal.
3. Impartial certification process: NATRUE does not certify products itself. Any product aiming to be certified with the NATRUE Label must undergo a third-party certification process carried out by an accredited NATRUE Approved Certifiers (NACs).

More questions?

Frequently asked questions

How can I certify a finished product?

1. Read the [NATRUE criteria](#) carefully to assess the requirements the products have to meet.
2. Choose a [NATRUE Approved Certifier \(NAC\)](#) to guide you through the whole certification or approval process and sign a contract with them. Please, note that NATRUE does not certify or approve; [NATRUE is the Standard owner](#).
3. Once step 2 is done, you will need to sign and send back to NATRUE the [Agreement on the Usage of the NATRUE Label](#).
4. Once your products have successfully been certified by your NAC, you will be issued with a certificate. The certificate is valid for 2 years.
5. After the certificate has been issued, you will receive an invoice(s) for the NATRUE Label fee(s) linked to your finished products.

Download [here](#) the infographic that illustrates the whole process in a visual and comprehensive way.

Find more detailed information [here](#).

How can I certify a raw material?

1. Define the origin of your raw material (RM):
 - a. [Not from organic agriculture](#) (i.e.: natural): documentation check ONLY (= **approval**);
 - b. [From organic agriculture](#): documentation check + on-site audit required (= **certification**).
 2. Choose a [NATRUE Approved Certifier \(NAC\)](#) to guide you through the whole process and sign a contract with them. Please, note that NATRUE does not certify or approve; [NATRUE is the Standard owner](#).
 3. Sign and send back to NATRUE the Agreement on the Usage of the NATRUE Label (for [certification](#) or [approval](#)).
 4. Once your RMs have successfully been certified by your NAC, you will be issued a certificate (valid for 2 years.)
 5. After the certificate has been issued, you will receive an invoice(s) for the NATRUE Label fee(s)
- Download [here](#) an illustrative infographic and find more information [here](#).

I want to certify my products with the NATRUE Standard but I do not have a manufacturer.

Do not worry. NATRUE has created a page on its website that provides you with worldwide third-party manufacturers that produce according to the NATRUE Standard. The page is available in five different languages ([English](#), [Spanish](#), [Italian](#), [German](#), and [French](#)).

What are the differences between NATRUE and NACs.

The NATRUE association is the owner of the NATRUE Label Criteria, a set of requirements for natural and organic cosmetic products - particularly for organic cosmetics, packaging, and products' formulations.

The [NATRUE Approved Certifiers \(NACs\)](#) are the certification bodies that have official permission to certify ingredients and finished products under the NATRUE Label Criteria. They are 100% independent of NATRUE.

More questions?

Frequently asked questions

What are the Finished Products certification costs?

NATRUE does not certify or approve directly in order to make the whole process more independent and transparent. NATRUE is the Standard owner and the certification process is made by an independent third-party certification body, also known as NATRUE Approved Certifiers.

There are two costs you will take into account:

- Cost of the certification: invoiced by the certifier (NAC) and independent from NATRUE;
- Cost of the label fee (only cost invoiced by NATRUE): €220 per certified product for a two-year certification.

* If more than 100 products are certified, then the label fee is €170 per certified product for a 2-year certificate.

What are the Raw Material certification costs?

NATRUE does not certify or approve directly in order to make the whole process more independent and transparent. NATRUE is the Standard owner and the certification process is made by an independent third-party certification body, called NATRUE Approved Certifiers.

There are two costs you will take into account:

- Cost of the approval/certification: invoiced by the certifier (NAC) and independent from NATRUE;
- Cost of the label fee (only cost invoiced by NATRUE): €50* per raw material for a two-year certification.

*Label fee can be grouped, i.e.: single oils, defined plant extracts, and raw materials with the same INCI composition are invoiced collectively. For example, for 10 plant oils, the label fee would be €50 and not €500.

Why choosing NATRUE?

Here you have the key principles of NATRUE:

1. Against greenwashing to reflect consumer expectations,
2. Supporting sustainable innovation and responsible consumption,
3. Ensuring natural and organic ingredient clarity and product transparency,
4. Protecting the environment and promoting waste reduction,
5. Guaranteeing independent certification by the NATRUE Approved Certifiers,
6. Standing-up for animal welfare.

Do you want more? Take a look [here](#).

More questions?

Useful links

Need to know more? Have a look at our website



[Certification and Approval process](#)

[Criteria](#)

[Fact sheets and position papers](#)

[Frequently Asked Questions \(FAQ\)](#)

[Membership Opportunities](#)

[NATRUE Approved Certifiers \(NACs\)](#)

[NATRUE's worldwide database](#)

[NATRUE Secretariat](#)

[NATRUE Third Party Manufacturers](#)

GLOBAL BRAND GUIDELINES 2023



Thank you!

If you have any questions regarding the use of these guidelines, please contact us at:

info@natrue.eu