



DAY OF NATURAL COSMETICS

23rd November

On 23rd November NATRUE, the International Natural and Organic Cosmetics Association, invites us all to celebrate the **Day of Natural Cosmetics**. The day is open to encourage producers, manufacturers and distributors of natural and organic cosmetics, as well as associations and individuals to inspire, promote and motivate about natural cosmetics

Be part of the Day!

NATRUE is asking its Members, Label Users, and friends to be involved by sharing a video responding to a [set of questions](#) reflecting their motivation and inspiration for our sector. The video will be shared on **23rd November**. You can help to spread the word globally and your passion for the sector! Let's inspire the world together!

What you need to know

We want to share our joint passion for natural and organic cosmetics and ask you to be part of the day as well. Below we've provided a summary of the need-to-know points:

- **Event's name:** Day of Natural Cosmetics.
- **Description:** Celebrated annually and focused on natural cosmetics across the supply chain from the farm to the shelf by involving manufacturers, suppliers, and consumers all around the world.
- **When:** 23rd November.
- **Timing 2022:**
 - o NATRUE will launch a compilation of all the videos we will receive on our [YouTube channel](#). From that moment on, you will be able to use the video and broadcast it on your social media networks! 😊
 - o NATRUE will launch its new NATRUE video on our [website](#) and throughout social media
- **Hashtags:**
 - o #DayofNOC
 - o #choosetruebeauty

This information is *under embargo*. You can start disseminating on 23rd November.

Participate! - social media and other assets:

NATRUE will post content before, during and after the **Day of Natural Cosmetics**; so follow us on our social media, **like and share**, and feel free to create your own videos using our hashtags. Let's spread the word about natural cosmetics!

Below you can find some examples of posts you can use to promote the **Day of Natural Cosmetics** on your own social media channels.



Examples of messages for social media:

- We want everyone to know why natural and organic cosmetics are important. 🏠🌿 That's why #NATRUE has declared 23rd November as Day of Natural Cosmetics. Celebrate it with us and share your reasons with the hashtag #DayofNOC 🙌 Let's spread the word together!
- Using #NATRUE certified products daily in your skincare routine is a way to be sure you take an informed decision. Choose truly natural, choose a label you can trust. #DayofNC
- **(for Label Users):** With the #NATRUE Label, you can be sure one cosmetic 📄 claimed as "natural" or "organic" is truly NATURAL and ORGANIC 🌿. #DayofNOC
- I choose natural cosmetics because **XXXXX (include your own reasons)**. Let's promote and protect NOCs together. #DayofNOC #choosetruebeauty
- Let only nature touch your skin! Choose NATRUE and #choosetruebeauty!

Sample of Twitter post:

- On #DayofNOC choose natural and organic cosmetics certified by #NATRUE.
- When you choose #NATRUE, you avoid the greenwash and get a product that has been independently certified! #choosetruebeauty #DayofNOC
- Visit your favourite store and #chooseNOC certified by #NATRUE products. Protect your skin and the planet! #choosetruebeauty

Graphics:

Event's logos:



Instagram posts:





True Friends of
Natural and Organic
Cosmetics



More information

Contact the **NATRUE Secretariat** at info@natrue.eu for general enquiries or directly to both:

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