

NATRUE

Day of Natural Cosmetics

23 November 2023



WHAT IS THE DAY OF NATURAL COSMETICS

On 23rd November NATRUE celebrates the International Day of Natural Cosmetics (NOC), designed to promote natural cosmetics, and inspire and motivate both the beauty industry and consumers.

The objective is to encourage producers, manufacturers, and distributors of natural and organic cosmetics, as well as organizations and individuals to promote the benefits -for both people and planet - of truly natural cosmetics, and inspire us all to #choosetruebeauty.

NATRUE is the international non-profit organisation behind the acclaimed international standard for certification of natural and organic cosmetics, which sets strict criteria for third-party certification of natural and organic beauty products, to distinguish truly natural cosmetics from the myriad nature-inspired products on the market, and to help consumers navigate through the 'greenwash'.

THE POWER OF NATURAL AND ORGANIC COSMETICS

+90%

of German and French consumers would consider using natural/organic personal care and beauty products.

1/3

While 85% of women know a difference exists between "natural" and "organic", only 1/3 claim to know what the difference is.

90%

want clearer information on how to recycle products when finished, and 88% of consumers want to be able to refill their cosmetics

DAY OF NOC 2023

THE CAMPAIGN

We want to **ensure** that the **natural and organic cosmetics industry** is **recognised and valued** at all levels.

The objective is to drive awareness among consumers whilst strengthening the reputation of the natural and organic cosmetics industry.



WHAT WE NEED FROM YOU



COMMITMENT

ADVERTISING

PROPOSALS

diffusion

ENGAGEMENT

CALL TO ACTION

DISSEMINATION

IDEAS

INVOLVEMENT

WHAT NATRUE OFFERS

At NATRUE we offer you the possibility of being part of the **International Day of Natural Cosmetics 2023**.
How? Easy! Think about how you can promote the sector and carry it out on 23rd November!



NATRUE is going to launch a web page where all the activities will be shared. Moreover, we will promote them on social media! You just have to register your idea and we will **promote** it for **free**!

You're welcome



WHAT YOU CAN DO



SPREAD THE WORD

Internet has brought us many facilities. Why don't you host a webinar to educate consumers about what makes your cosmetic products special?



**BE
PART**



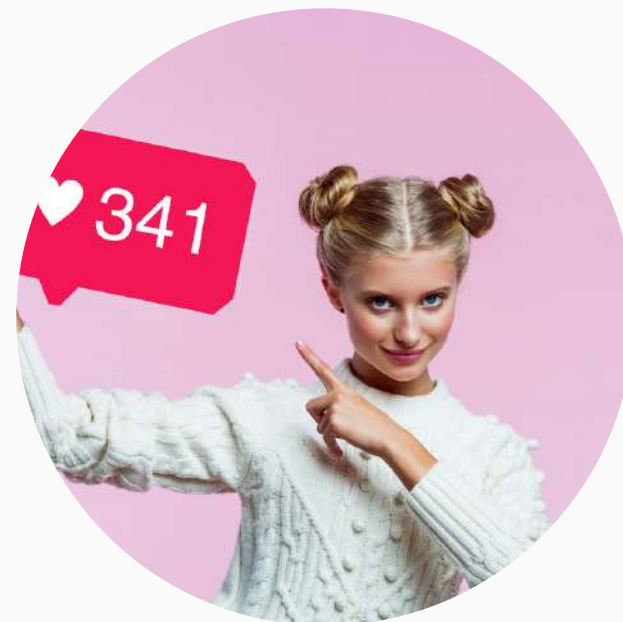
"OPEN DOORS" DAY

Do you have your own garden or do you grow the ingredients of your cosmetic product yourself? Organize a guided tour where consumers can learn more about your brand!

WHAT YOU CAN DO

CLEAN YOUR CITY

Do you live in a city with beaches or forests and want to help the planet? Championship a plastic collection campaign and invite citizens to participate!



RAISE BRAND AWARENESS

Get connected to influencers that are committed and that can help in spreading the word about natural and organic cosmetics!

LAUNCH A PRESS RELEASE

Why not to launch a press release talking about the benefits of certification as a way to help consumers not to be misled by false claims? Spread it with your contacts!



REDUCE YOUR FOOTPRINT

Too many cars? Too much pollution? Organize a bike tour in a nearby forest and show off some of your cosmetic ingredients!

WHAT YOU CAN DO

WORKSHOP

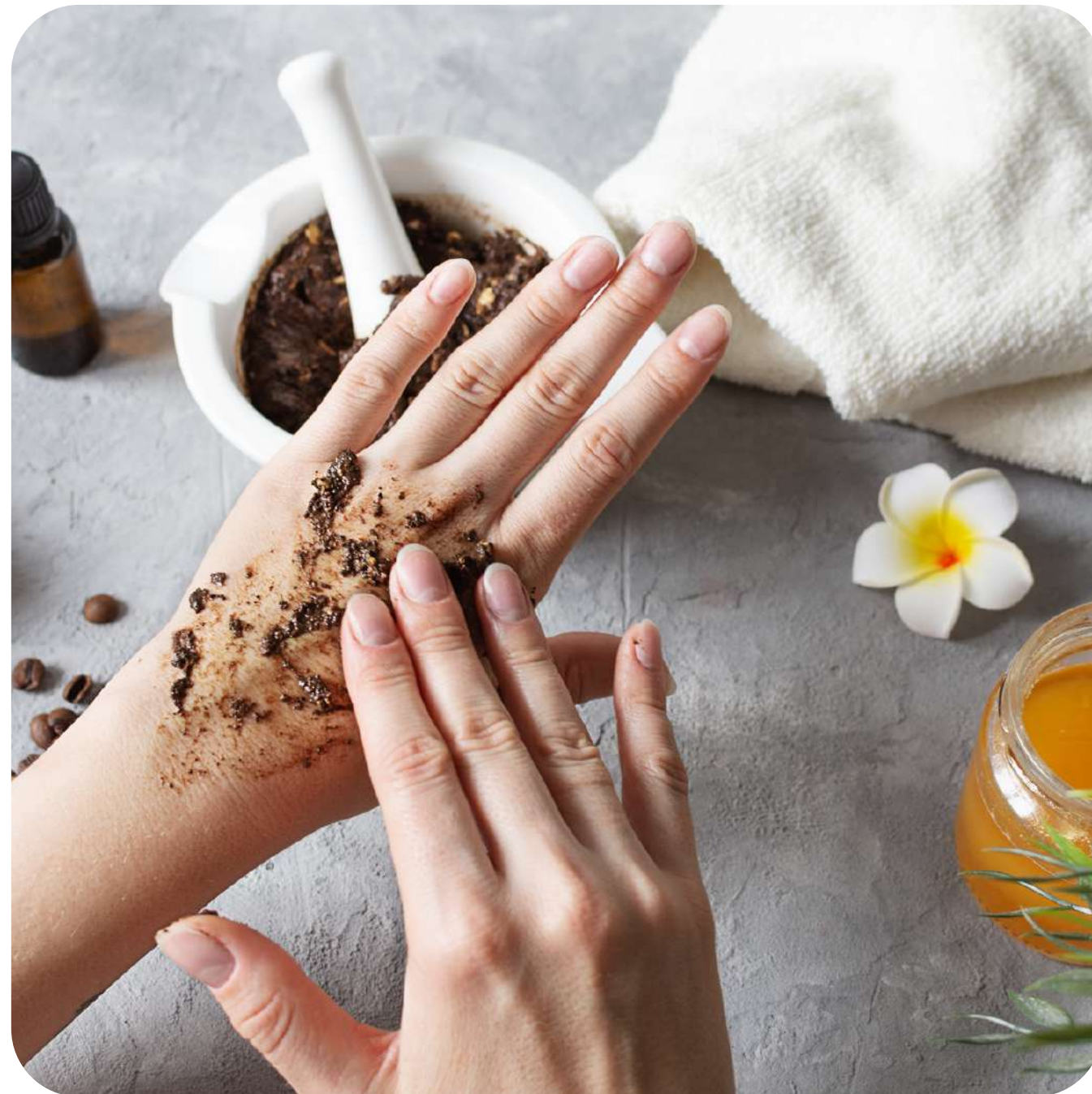
Why not hold a workshop on natural ingredients and teach shoppers what to look for? Or a skincare routine explanation? Let's help consumers!



BROADCAST

Do you have a podcast or know someone who does? Why not participate by talking about natural cosmetics or giving tips to avoid greenwashing (such as certification)?





**Possibilities are limitless.
Any other ideas you may
have are more than
welcome!**

*Our goal is to promote natural and
organic cosmetics!*

I WANT TO REGISTER MY ACTIVITY. HOW?

- 1 Complete [this form](#) to register your activity
- 2 NATRUE will evaluate the proposal
- 3 Once accepted, it will be published on [our website](#) and the promotion will start!



JOIN OUR SOCIAL MEDIA CAMPAIGN!



On 23rd November, feel free to post a **reel** on **Instagram** or a **TikTok** where you together with your friends, your family, your co-workers or whomever you want, showing something related to natural and organic cosmetics.

It can be a comment, in a fun way, of what you like the most about natural cosmetics, how you fight against greenwashing or an explanation of why you recommend the use of truly natural cosmetics!

Don't forget to use the following hashtags: **#dayofnoc** & **#choosetruebeauty**

And mention **@natrue_aisbl**

OUR EXPECTATIONS

International Day of Natural Cosmetics 2023

Be
present
in various media
outlets, magazines,
newspapers and
radios.

1M
media reach

**Global
participation**
Everyone is invited!

+500
mentions on Instagram
through the hashtag
#choosetruebeauty





GET INVOLVED! PARTICIPATE

If you want to get involved or if you need to find out more about how you can participate, please contact **info@natrue.eu**

THANK YOU



info@natrue.eu



www.natrue.org

