



HOW TO CERTIFY  
**FINISHED PRODUCTS**  
 WITH NATRUE

**WHO:** for producers, third-party manufacturers, and brand owners.

**WHAT:** natural or organic finished cosmetic products.

**HOW:** third-party certification by a **NATRUE Approved Certifier**. It consists of 2 steps: (1) Evaluation of the product formula and (2) Audit on the manufacturing site.

✦

## Follow these five steps:



### EVALUATE THE CRITERIA

Read the [NATRUE Label Criteria](#) carefully to assess the requirements ingredients and products have to meet. Any questions? Ask the [Secretariat](#).



### CHOOSE YOUR CERTIFIER

NATRUE is **not a certifier** → Certification is only carried out by independent and accredited third-parties (NACs.)

- NATRUE does not certify or approve directly in order to make the whole process more independent and transparent.
- NATRUE is the Standard owner. The Standard is developed and interpreted by the [NATRUE Scientific Committee](#) and controlled by independent NATRUE approved certifiers.



### CONTACT YOUR CERTIFIER

Choose one of these international [NATRUE Approved Certifiers \(NACs\)](#) to guide you through the whole certification process.

We recommend you to contact 2 or 3 certifiers to compare their services, availability and costs. All of them are listed on our website!

**NB!:** Don't forget to complete the **NATRUE Label User Agreement** for finished products and send it back to us. You can find the latest agreement [here](#).



### COSTS

There are two costs you need to take into account:

1. **Cost of the certification** → invoiced entirely by your chosen NAC and independent of NATRUE;
2. **Cost of the Label Fee** → **only cost invoiced by NATRUE**:  
 €220/certified product for a 2-year certificate.

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



### DONE

Once your products have successfully been certified, you will be issued with a certificate. Certified products will be then added to [NATRUE's online database](#).



## Your benefits

- |   |   |
|---|---|
| <p><b>1 VALIDATION</b> - independently verified criteria by a third-party certifier.</p>                    | <p><b>2 STRICT CRITERIA</b> - origin, quality, authenticity, proven and verified ingredient criteria</p>          |
| <p><b>3 INTERNATIONAL</b> - Once certified, the product can achieve high-quality recognition worldwide.</p> | <p><b>4 PROMOTION</b> - gain visibility thanks to the online NATRUE database and the use of the NATRUE Label.</p> |

