

# INTERNATIONAL DAY OF NATURAL COSMETICS

with NATRUE



## About the International Day of Natural Cosmetics

On 23 November NATRUE champions natural and sustainable beauty with a motivational initiative: the International Day of Natural Cosmetics.

The focus of the day is to encourage everyone to promote natural cosmetics and inspire and motivate both the beauty industry and its consumers.

## In 2023...

This year we are focusing on best practices and awareness about natural and organic cosmetics. We want to engage with our community, and showcase what makes natural cosmetics special and why it is important to choose truly natural and organic cosmetics.

On our website ([www.natrue.org](http://www.natrue.org)) you can find all the planned activities to celebrate the day!

## What you can do:

If you have an idea you want to implement, just do it! Feel free to join our social media campaign: all you need to do is post feeds on your social networks promoting natural and organic cosmetics that will inform, inspire and motivate to the sector and the wider industry!



It can be a comment of what you like the most about natural cosmetics, how you fight against greenwashing, your actions to improve your sustainability, or an explanation of why you recommend the use of truly natural cosmetics! **Please, don't forget to use the following hashtags:**  
**#dayofnoc &**  
**#choosetruebeauty and**  
**mention @natrue\_aisbl**

## BE PART OF THE DAY & SHARE YOUR INITIATIVE!

For more information please contact us at [info@natrue.eu](mailto:info@natrue.eu) or visit our website: [www.natrue.org](http://www.natrue.org)