

FiBL proudly announces

OT4D 2023 - Online Training

NATRUE – International Standard for Organic and Natural Cosmetics

- Date:** November 27, 2023 // 09:45 – 11:30 (CET)
- Trainers:** Dr Mark Smith, Director General (NATRUE)
Viktoria Potko, Label and Events Officer (NATRUE)
- Moderator:** Toralf Richter (FiBL)
- Target groups:** Inspectors, quality managers of export companies, local consultants, staff from organic associations, Organic MAP producers, collectors and processors

Founded in 2007, NATRUE is an international non-profit association based in Brussels, Belgium. Since 2008 NATRUE has established its own private standard setting label criteria for voluntary third-party certification of natural and organic raw materials, formulas cosmetics and personal care products. The NATRUE label criteria has established itself as a leading standard in the natural and organic cosmetics industry.

The NATRUE label is carried by over 9'200 products (raw materials and finished cosmetics), encompassing 280 certified cosmetic brands in over 30 countries worldwide. Hence NATRUE plays a crucial role in the international market for natural and organic cosmetics.

The online training will give an overview about the market, its trends, the NATRUE label benefits, and its criteria requirements and certification procedures.




Day / Time	Topic	Responsible
09:45 – 10:00	Reception, welcome and introduction	T. Richter, FiBL
10:00 – 11:00	Introduction NATRUE Overview of the natural cosmetics markets including overview of the NATRUE's global presence; Current consumer expectations and trends about Natural and Organic Cosmetics Benefits of international NATRUE certification Regulatory framework in the EU for Natural and Organic Cosmetics: legislation and environmental claims linked to cosmetics Brief overview of the requirements/standards of NATRUE Certification process at NATRUE: step-by-step guide how to certify and approve cosmetics and raw materials to the NATRUE standard	V. Potko, NATRUE M. Smith, NATRUE
11:00 – 11:30	Q&A + Closure	All

How to register

Please [register](#) by **November 24, 2023 – 18:00 CET**.

Only registered persons will receive the link to the training platform.

About trainers and moderator

	<p>Mark graduated with a M.Chem (Hons.) degree in chemistry and an interdisciplinary PhD. between chemistry and genetics. Before joining NATRUE in June 2014, he developed further his research career with two positions covering biotechnology (Leeds, UK) and the biomedical/pharmaceutical sector (Montréal, Canada). Mark is a British national who has more than five years' experience in Scientific Management. During the last ten years, he has been involved in the successful coordination of strategic and collaborative interdisciplinary projects via academic departmental and international research. Mark became Director General of NATRUE in July 2016.</p>
	<p>Viktoria holds a Bachelor's degree in Public Relations and Communications and a Master's degree in International Relations in addition to her 6+ years of experience in personal care business. Before joining NATRUE in July 2020 as Label Certification and Events Officer, Viktoria worked for international cosmetic companies in new product development, launching brand marketing campaigns on the international markets, organizing events, and managing trade marketing activities. Currently in her role Viktoria is responsible for the certification process and the management of the NATRUE Label. In this role she leads the coordination of the certification process to the natural and organic cosmetic levels, NATRUE Label growth and international market trends.</p>
	<p>Toralf works for FiBL, the Swiss Research Institute for Organic Agriculture, the global organic competence center combining research, trainings and consultancies all over the world. He works as senior consultant in international organic market development projects and has vast organic project experiences in Ukraine and Balkan countries since 2014.</p>

The webinar is organized by FiBL and NATRUE with the financial support of the Swiss State Secretariat for Economic Affairs SECO within the framework of the Program Organic Trade 4 Development in Eastern Europe (OT4D), implemented by IFOAM – Organics International in partnership with HELVETAS Swiss Intercooperation (Switzerland) and the Research Institute of Organic Agriculture (FiBL, Switzerland).