



# NATRUE

THE INTERNATIONAL NATURAL AND ORGANIC COSMETICS ASSOCIATION

## ABOUT NATRUE

NATRUE is an international non-profit association that promotes and protects natural and organic cosmetics to the benefit of consumers worldwide. The NATRUE Label reflects the ethics and values of the association, and allows consumers to easily identify truly natural and organic cosmetic products, supports verifiable product claims, and helps to keeping greenwashing off the shelves.



### Against greenwashing

The NATRUE Label not only sets requirements for ingredients and the product but also for the brand: it is only granted to brands committed to the production of natural and organic cosmetics (NATRUE's 75% rule).



### Staying close to nature

No substances from GMOs, silicones, parabens, microplastics, synthetic fragrances or mineral oils are permitted in NATRUE.



### Transparency and Independence

NATRUE does not certify products itself. To use the NATRUE label products must undergo an independent third-party certification process.

## OUR GUARANTEES:

Are you looking for truly natural and organic cosmetics? Look for the NATRUE Label on-pack!



Against greenwashing to reflect consumer expectations



Guaranteeing independent certification process



Supporting sustainable innovation and responsible consumption



Protecting the environment and promoting waste reduction



Ensuring natural and organic ingredient clarity and product transparency



Standing-up for animal welfare

## 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**

## NATRUE in numbers

+9280

NATURAL AND ORGANIC COSMETICS AND RAW MATERIALS CARRY THE NATRUE LABEL WORLDWIDE

+270

INTERNATIONAL BRANDS CHOOSE NATRUE TO PROVE THEIR PRODUCTS ARE TRULY NATURAL

+65

MEMBERS ALL AROUND THE WORLD WORK WITH NATRUE TO PROTECT THE NATURAL BEAUTY SECTOR



WWW.NATRUE.ORG