



NATRUE

The International Natural and Organic Cosmetics
Association

Annual Report

2022

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FOREWORD

by Dr. Bernhard Irrgang

journey we have undertaken to promote authenticity, sustainability, and consumer trust within the cosmetics industry. 2022 was a year of transformation and growth, not just for NATRUE but for the entire industry. The pandemic reshaped our lives and consumption habits, emphasizing the need for sustainability and our relationship with the natural world. Today, our collective consciousness now recognizes the urgency of protecting our planet's resources and safeguarding biodiversity for the well-being of the planet and its current and future generations.

Since 2008, NATRUE has been at the forefront of inspiring producers and brand owners to formulate cosmetic products with transparency and authenticity that transcend the mere claims "natural" and "organic" labelling by anchoring those wordings to a deeper meaning. Across the product's life cycle from the ethically-sound raw materials sourcing to promoting innovative green chemistry production methods and thoughtful considerations for a product's end-of-life, NATRUE sets strict and transparent criteria, developed and validated by expert scientists, and independently verified by accredited third-party certifiers. I'm proud to see how NATRUE continues being the label you can trust.

Since our last report, NATRUE has tirelessly advocated for our industry. Nature offers a broad variety of ingredients for our sector and does not need to be reinvented. R&D with natural ingredients has improved throughout the years and our formulation and products

do not stand behind conventional products regarding efficacy and texture. Inappropriate regulation or lack of respect for sustainable biodiversity are examples of crucial issues that must be addressed to guarantee the continuity of premium, irreplaceable raw materials without which it would be impossible to formulate quality beauty products. For this reason, NATRUE has collaborated closely with both its members and external participating in and contributing to all relevant regulatory decision-making bodies.

In an industry that continues to thrive, so does the threat of greenwashing and misleading claims. To cover this gap and help consumers not to be misled by false claims, more and more brands have chosen our certification. A proof? Our data: nearly 300 brands worldwide trust the NATRUE Label, resulting in over 9,100 NATRUE products and raw materials globally.

In closing, I extend my deepest gratitude to our team in Brussels and each of you for your unwavering support and dedication to our shared vision. Together, we will address the evolving landscape of natural and organic cosmetics, overcome the challenges, and seize the opportunities to deliver products that benefit people and our precious planet.

Warm regards,

Dr. Bernhard Irrgang
President of NATRUE

Dear friends of real natural and organic cosmetics,

I am honoured to address you once again in our annual report, a proof of our collective dedication to the cause of natural and organic cosmetics. Reflecting on early 2022, there was some optimism for a return to normality, but due to Russia's unprecedented attack on Ukraine, uncertainty regarding politics and economy arose. In all these challenges, consumers have been able to adapt to the situation, and to acknowledge that we must take care of both ourselves and the planet. Amid these trials, NATRUE remained steadfast in its mission to promote and protect natural and organic cosmetics' integrity.

As we look back on the past year's achievements and challenges, what comes to my mind is the incredible

NATRUE in a nutshell

NATRUE, the International Natural and Organic Cosmetics Association, was created in 2007 by the pioneers and largest producers of natural and organic cosmetics in Europe: Weleda, Wala, Laverana, PRIMAVERA, LOGOCOS and CEP. For more than 15 years, we have been working for better regulation in the natural and organic cosmetics sector.



One Association: Many Activities

We understand that success requires a holistic vision and a collaborative approach. Consequently, NATRUE is built upon a dynamic interconnected partnership between four essential pillars, all working in synergy to achieve a common goal: the protection and promotion of true natural and organic cosmetics. In combination our pillars form the backbone of our mission, each bringing unique strengths and requiring specific expertise.

Together, these pillars form a solid foundation on which we protect the availability of natural and organic ingredients and products, advocate for better regulation in the advent of greenwashing, maintain and develop the NATRUE label criteria, communicate and engage with stakeholders from consumers to industry to regulatory bodies, and spread awareness about NATRUE diverse activities through participation at international events.



Strategic pillars of NATRUE



OUR VISION

To be the voice of natural and organic cosmetic producers and manufacturers of natural and organic cosmetics in Europe.



OUR MISSION

To protect and promote natural and organic cosmetics to the benefit of consumers worldwide.



Development and promotion of rigorous and demanding criteria for the formulation of natural and organic cosmetics.



Promotion of the NATRUE Label as a visual reference to guide consumers and help them identify natural and organic cosmetics that represent the qualities of “natural” and “organic” in an authentic way.



Participation EU regulatory decision-making to ensure the availability and protection of raw materials used in the formulation of natural and organic cosmetics.



Advocacy for better regulation for natural and organic claims and protection of ingredients linked to cosmetic products.

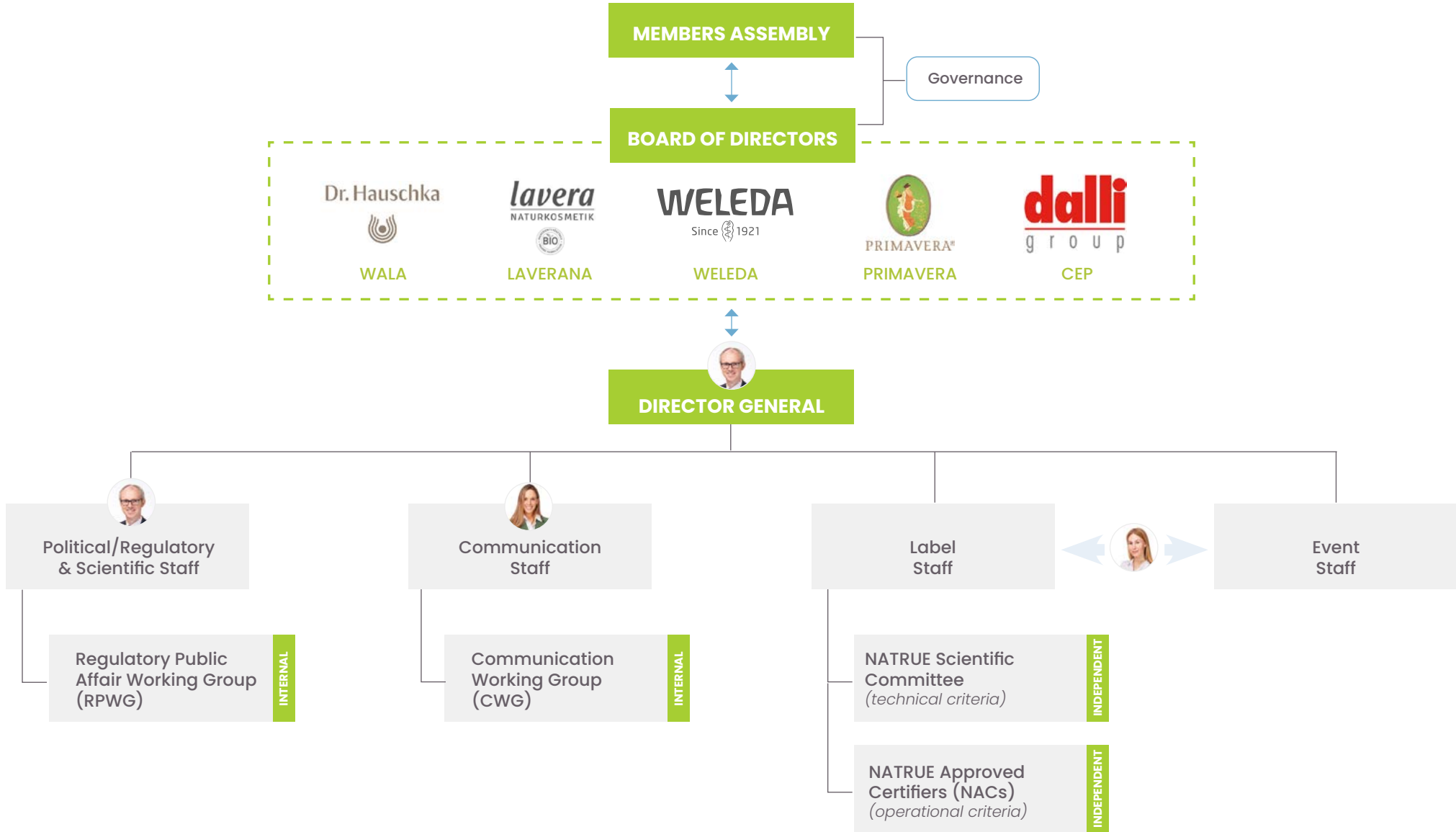


Support transparency and clarity in product information to guide consumers in their purchase decisions.

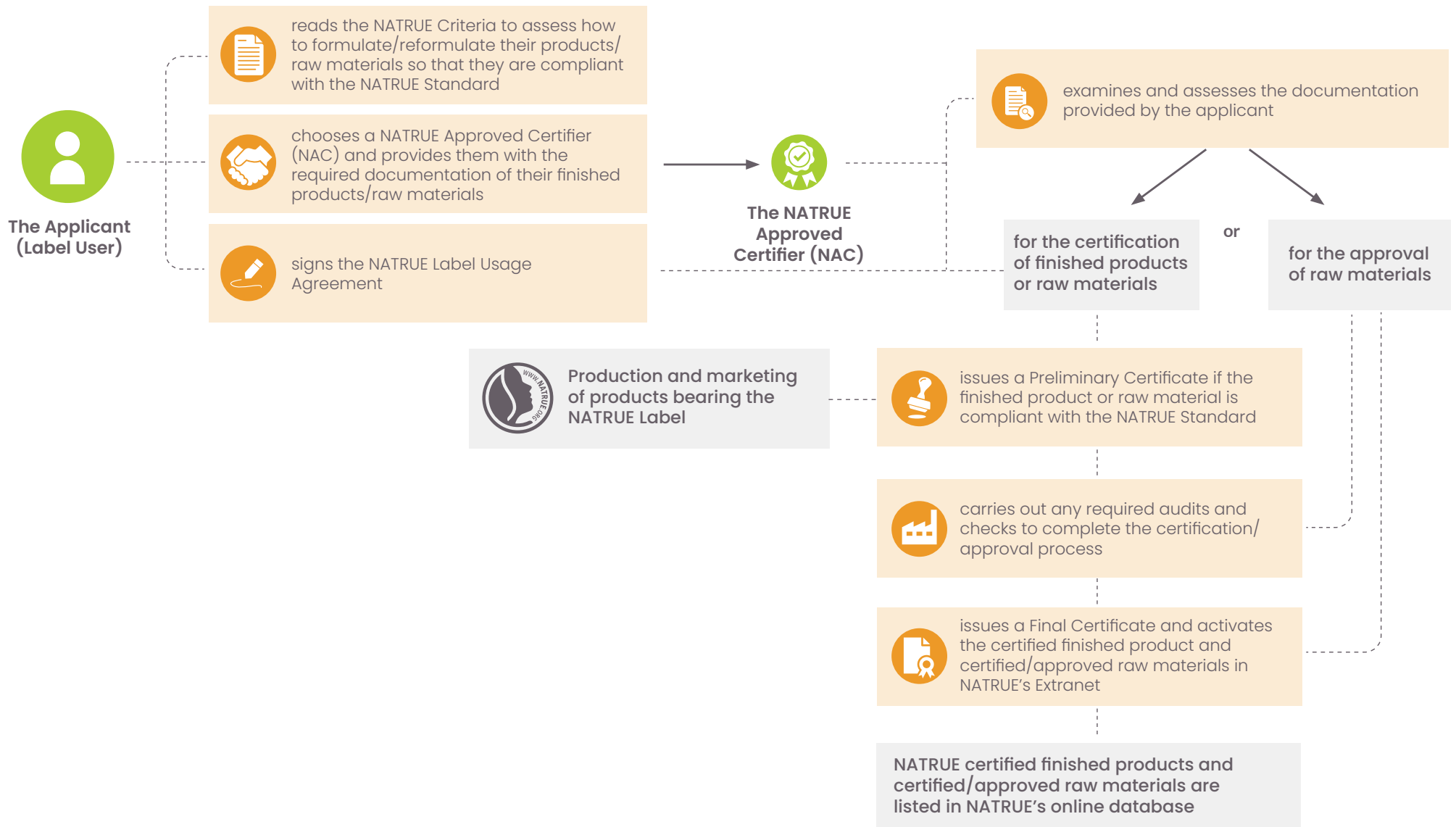


Integration of new sustainability-focused criteria in the NATRUE Standard at formulation (e.g., ingredients such as palm oil and derivatives) and packaging level (through the assessment work of NATRUE’s Working Group on Packaging).

The Association



The NATRUE Label Scheme



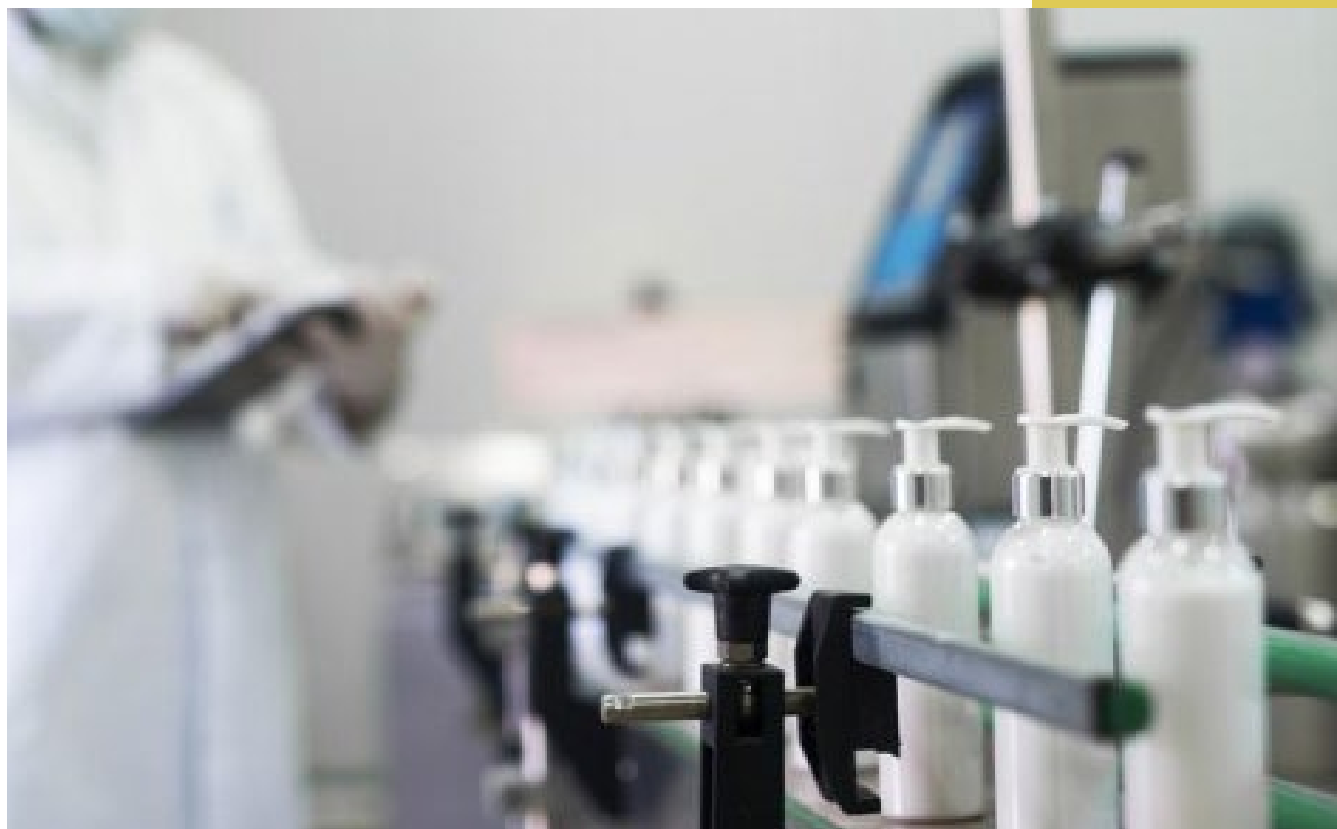
ADVOCACY and research

NATRUE participates in and contributes to relevant regulatory decision-making bodies at European and international level. Through its key contribution to working groups, consultations and research projects, NATRUE provides expertise to advocate for the natural and organic cosmetic sector addressing both challenges and opportunities.



EU Cosmetics Regulation (CPR): Targeted Revision

The importance of the Green Growth agenda and upholding robust safety assessment for consumers and the environment resonant strongly the natural sector. NATRUE recognises that the CPR provides an international point of reference when it comes to ensuring a high level of consumer safety. In June 2022 NATRUE provided feedback to the public open consultation, and provided further comment during a DG GROW workshop.



The overarching concerns of the natural cosmetics sector reflect the need to ensure a wide palette of natural substances; not only to formulate a diversity range of product categories, scents and textures, but equally since consumers expect natural cosmetics to not be subject to greenwashing by avoiding or strictly limiting the number of synthetic substances. The risk for natural cosmetics not only lies with the use of defined, single substances (e.g., preservatives, UV-filters) but primarily with the use of “Natural Complex Substances” (NCSs) (e.g., plant extracts, essential oils), which introduces an additional element of complexity

in terms of (re)formulation and viable alternatives.

NATRUE is awaiting the Commission proposal, which is expected in Q4 2023. It is not expected that the Commission proposal will be adopted by the Council and Parliament given that the European elections in June 2024. Where there would be consensus in the co-decision process at the beginning of 2025, the earliest application date for the targeted revision that takes into account an effective transition period would be 2026-2027.



Greenwashing: Environmental Claims

EU: In March 2022, the Commission proposal amending Directives 2005/29/EC (Unfair Commercial Practices Directive) and 2011/83/EU (Consumer Rights Directive) as regards empowering consumers for the green transition through better protection against unfair practices and better information was published. The legislative revision acts as a *lex generalis* (general law) to cover all voluntary B2C commercial practices including sustainability labels (environmental, social, or both). The revision aims to empower and support consumers as a part green transition by preventing greenwashing and setting minimum requirements for sustainability logos & labels.

In September 2022, the IMCO (Internal Market and Consumer Protection) committee released a draft report for amendments. NATRUE worked within other industry associations to suggest amendments. In May 2023 both Council and Parliament adopted their negotiating mandates as part of the process to generate the final content and wording of the Directive. Key points from the Parliament Approved negotiating mandate for specific consideration by NATRUE include:

- Ban general environmental claims if these do not come with detailed evidence (e.g., “natural”)
- Forbidding claims about the whole product if the claim is true only for one part of it.
- Allowing only sustainability labels based on official certification schemes to be used.



Given the clarification that under the Biocidal Products Regulation (BPR) there are provisions prohibiting references to biocidal products as “natural” or “organic”. A clear point of action for NATRUE is to ensure the continued use of NATRUE label criteria to support cosmetic product claims such as natural and organic.

In March 2023, the delayed Commission proposal of a Green Claims Directive was released, which acts as a *lex specialis* (specific rules) above the Directive to empowering consumers for the green transition, and covers voluntary B2C environmental claims and environmental labels. The proposal touched on four points: (1) claims will need to be proven with scientific evidence and be independently verified by a third-party; (2) only claims that are not currently covered by existing EU rules are under the scope; (3) Claims or labels that use aggregate scoring of the product’s overall environmental impact, will no longer be permitted,

unless set in EU rules; (4) environmental labels will be regulated.

The proposals will be adopted by the European Parliament and the Council under the ordinary legislative procedure, where adoption is not estimated to be before 2024-2026. NATRUE has been involved in both legislative processes since 2020 through contribution to public consultation and stakeholder workshops, and continues to work with industry stakeholders as the process moves to the European Parliament and Council.

USA: In December 2022, the Federal Trade Commission (FTC) in the USA released a TBT notification to the WTO concerning the use of environmental marketing claims. This notification formed part of a regulatory review and request for public comment on the FTC Guides for the Use of Environmental Marketing Claims (or Green Guides). The Green Guides are non-legally binding

guidelines designed to help marketers ensure that the claims they make about the environmental attributes of their products are truthful and non-deceptive. The 2022 proposal to update the Green Guides addressed use of terms such as “sustainable,” “natural,” and “organic”. Given the basis that there is no regulatory definition to describe an organic cosmetic product, NATRUE’s feedback indicated that:

- An update was required;
- An organic claim must uphold its integrity and consistency across sectors;
- 3rd-party certification essential;
- The claim ‘organic cosmetic’ should accommodate a broad product diversity.



INTER-ASSOCIATION work

In its role as a member, sponsor and partner of international organisations and bodies that contribute to the protection of cosmetic ingredients and products, NATRUE tackles issues of common concerns and works with key stakeholders to share its fundamental belief in the protection of nature and biodiversity, as well as the preservation of the Earth's precious natural resources.

New partnership agreement

In July 2022, NATRUE signed a collaboration agreement with **Obelis S.A.** to act as an expert member of the editorial committee for **COSlaw**, an Information Platform dealing with the EU Cosmetics Regulation. This cooperation includes steering **COSlaw**, mutual consultation on crucial documents and strategic issues and the ability to contribute to relevant articles of interest, as well as permitting NATRUE's participation in the exchange of views on the cosmetics' regulatory framework.

COSlaw aims to facilitate the understanding of the applicable regulatory requirements and collects all the relevant information in one place. On the platform, you can find an overview of new & upcoming banned and restricted ingredients (Watch-out Database), all regulatory documents divided by topics (Library of Documents), guidelines, webinars, and regulatory updates.

COSlaw.eu



OUR PARTNERS

- **Amazon's Climate Pledge Friendly Certifications (CPF)**
Trusted third-party certification
- **British Beauty Council (BBC)**
Affiliate Board
- **Consumer Information Programme by One Planet Network**
Partners
- **Eco Beauty Score Consortium**
Associate Member
- **Global Frankincense Alliance**
Partners
- **Roundtable on Sustainable Palm Oil (RSPO)**
Affiliate Member
- **Sustainable Beauty Coalition**
Steering Committee Member
- **URBIOFIN project**
Consortium Member (project ended September 2022)
- **VIVANESS**
Sponsor
- **IVDK**
Sponsor

The NATRUE label

Since 2008, the NATRUE Label has developed grown and expanded across Europe and worldwide, consolidating its position in the sector as an international benchmark for authentic natural and organic cosmetic products both for producers and consumers.





MORE TOOLS to assist you in!

- **New Third-party manufacture list:** With the aim of continue helping our current and potential Label Users to create and develop truly natural and organic cosmetics, NATRUE launched a new tool on its website that includes a list of all our Third-party manufacturers (TPMs).
- The page offers more **than 150 worldwide TPMs⁽¹⁾** from all over the world and it's reviewed on a regular basis in order to offer you the most up-to-date information for your needs.
- **New export function:** NATRUE's database for raw materials has been merged into one list -available here. Now, both Approved and Certified Raw Materials are on one list. The export function into the excel file is available in order to facilitate the search.
- **New design:** NATRUE launched a new landing page! NATRUE maintains the previous content but added a new actual, modern touch. Have a look: <http://www.natrue.org>.
- **New infographic:** To further facilitate and promote the formulation of NATRUE certified finished products and raw materials, and to make things easier for you, we have created an infographic with 5 steps you should follow to get the NATRUE certification.

(1) Data from 30th January 2023.



NATRUE celebrated its yearly Member Assembly

On 19th May 2022, NATRUE reunited its members through a virtual assembly, in order to meet and exchange ideas in the field of Natural and Organic cosmetics. This yearly meeting is the perfect occasion to provide NATRUE's Members with an overview of the association's activities in the areas of advocacy, communications, label and research. During the Assembly, NATRUE welcomed three new members: Arrival Srl (Italy), Zoutman NV/SA (Belgium) and Mezora Consumers Private Limited (India.) With these additions, NATRUE consolidates its membership with a total of 72 members.

NATRUE membership is flexible and welcomes producers, manufacturers and distributors of natural and organic cosmetics, as well as associations and friends of the industry who share the values and ethics represented by the NATRUE Label. Protection and promotion of Natural and Organic Cosmetics go together with your support!



NATRUE surveys consumers thoughts on digital tools

(See graph page 17)

NATRUE released its latest **consumer-focused study to understand consumers' perception, expectations, fulfilment and trust regarding digital tools** when it comes to product information, claims and labelling.

NATRUE's study looks to better understand what consumer perceptions and expectations are regarding digital tools when it comes to product information, claims and labelling; brands can easily identify which platforms can help consumers to make informed decision-making. The study compiles the results of a quantitative online survey using access panels carried out in Germany and France between January and February 2022. Read more about our report on the study and its key findings [here](#).

There are three types of consumer



NATURAL AND ORGANIC COSMETICS' USER

Refers to shoppers who look for natural and organic cosmetic brands before purchases.



OFF-PACK INFORMATION USERS

Refers to shoppers who look for off-pack information before purchases



INGREDIENT LIST USERS

Refers to shoppers who consider the ingredient list (by INCI) before purchases

Key figures in the GERMAN market

44%

of shoppers would prefer to have the information on-pack but with **additional information available online or in an app (49%)**

Key figures in the French market

37%

of shoppers would prefer to have the information on-pack **but with additional information available online or in an app (57%)**

What do consumers think of sustainability?



would need information on packaging and waste sourcing



look for information in sourcing of ingredients and environmental aspects



look for more information on origin and environmental impact of ingredients



are also more interested in the origin.

Off-pack information is considered to be helpful by 35-45% of the shoppers

In both countries, more than **one-third of respondents** agreed that off-pack information would be very helpful in their purchase decision making.

Especially for



Where do consumers look for more information?



30%

24%

QR-Code/scanneable code on the product packaging

31%

31%

Website of the brand/manufacturer

32%

22%

Shelf in Store

26%

17%

Online ratings and reviews of the product

19%

21%

Product information/rating app



"very likely" to use a digital labelling platform and app



High potential for users to convert to digital means



All target groups have high intention to use digital means



Good potential to convert users towards an offline platform/app

NATRUE's Raw Materials Scheme – Extended transition period

Starting January 2020, NATRUE implemented its new Raw Materials Scheme to further facilitate and promote the formulation of NATRUE certified finished products. Raw material producers can submit their products for evaluation under the Raw Materials Scheme to benefit from the use of the NATRUE Label.

Since the project started, our numbers have not stopped to grow: At the beginning of 2023, **over 2100 raw materials** were either NATRUE approved or certified, and many other are in the pipeline to enter the Scheme.

In order to ensure the smooth transition of raw materials used in the formulation of finished cosmetic products carrying **the NATRUE seal, the NATRUE board has extended the transitional periods so that:**

- **From 01/07/2024** → all new products must include only approved/certified raw materials.
- **From 01/07/2025** → all products must include only approved/certified raw materials if re-certified.
- Finished products producers have **until 30th June 2027** to formulate their products using NATRUE approved or certified raw materials if re-certified **before 1st July 2025**.

For more information, please refer to our article on **NATRUE's Raw Material Scheme** or visit **NATRUE's certification page**.

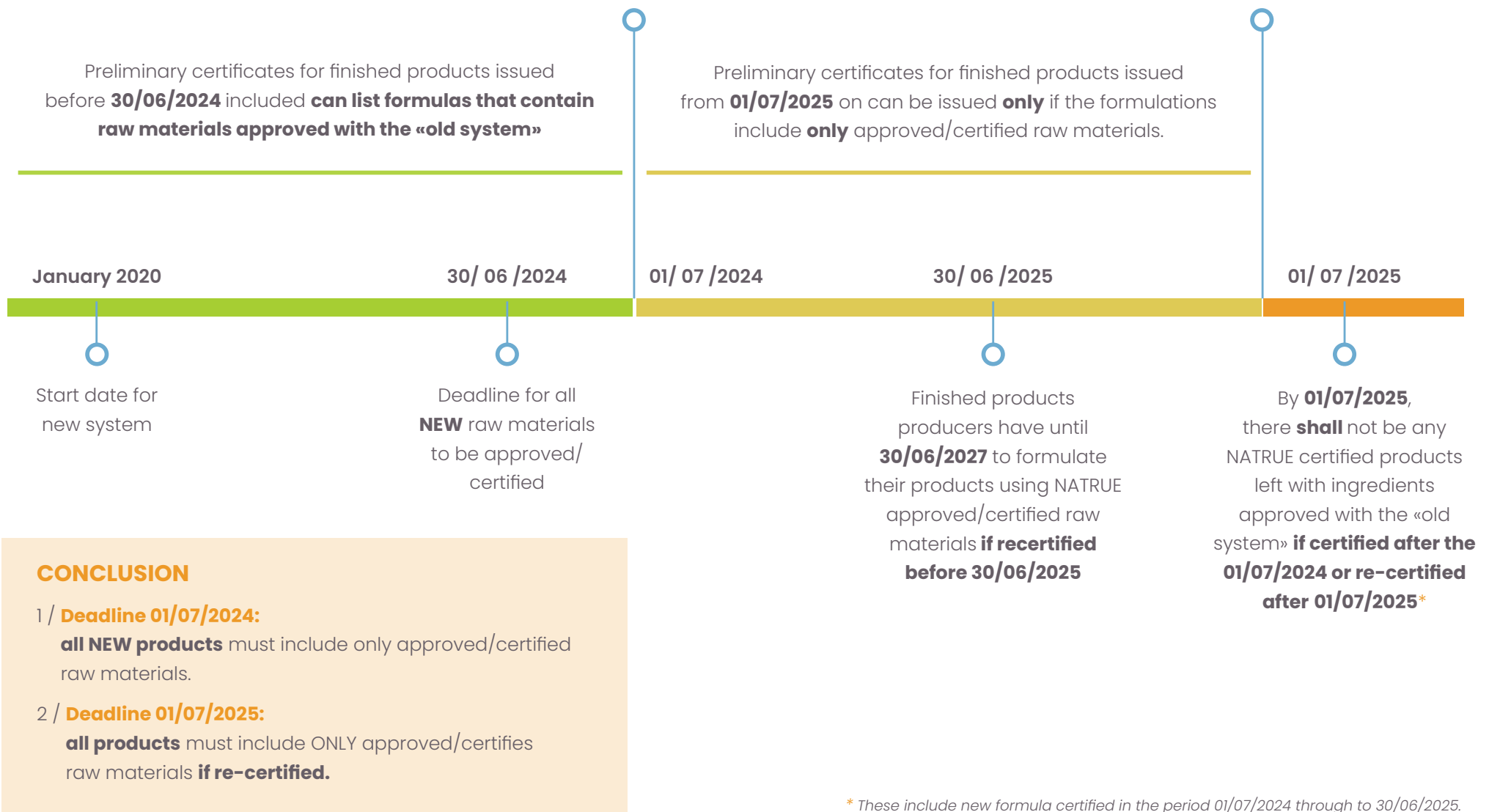
As a Raw Material producer, we know that you play a major role in the supply chain. To benefit you, and your customers, the NATRUE Raw Material Scheme offers:

- **VALIDATION** – independently verified criteria by a third-party certifier.
- **EFFICIENCY** – once approved or certified you will provide just one certificate
- **PROACTIVITY** – quickly and easily assist conformity requests for new product development from your customers
- **PROMOTION** – gain international visibility via the online NATRUE Raw Material database and use of the NATRUE Label



*Last updated December 2022.
Current figures in real time are available in NATRUE's online database at www.natrue.org*

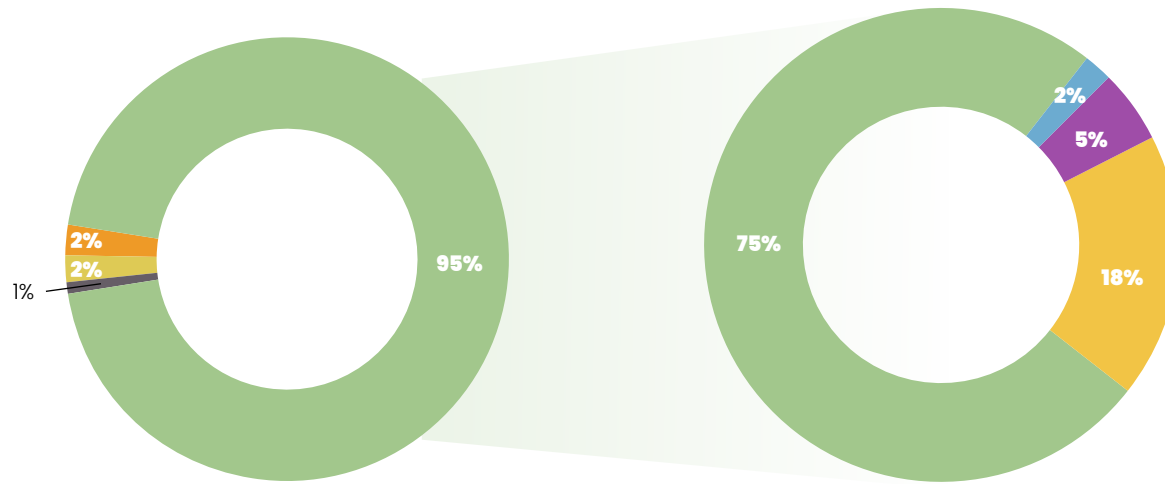
TIMELINE – NATRUE Raw Materials Scheme



Global distribution of NATRUE brands

BY CONTINENTS

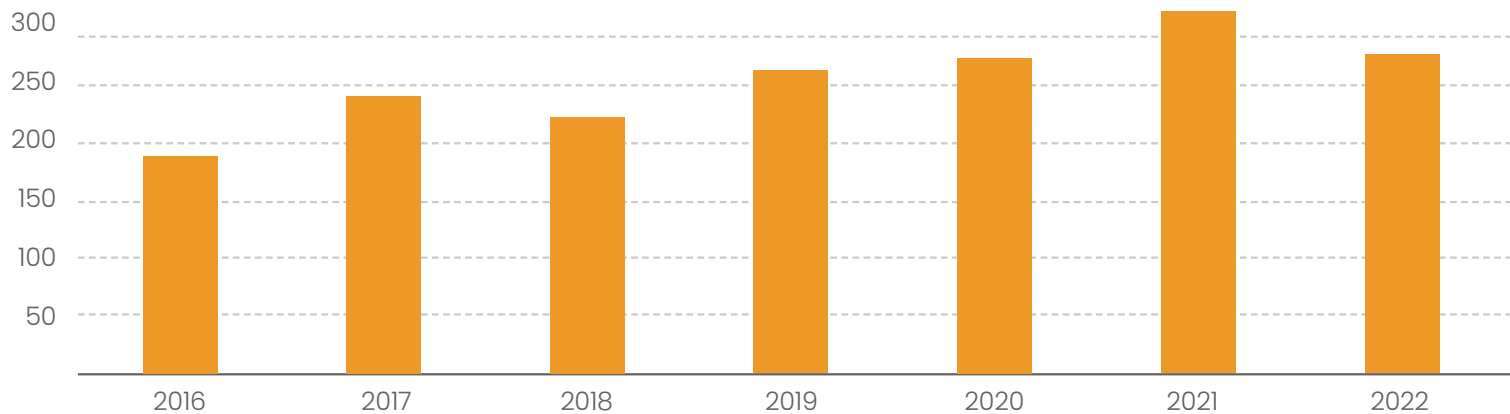
- America (Brazil, Peru, USA)
- Asia (Hong Kong, India, Japan, Sri Lanka, Turkey)
- Europe
- Oceania (Australia, New Zealand)



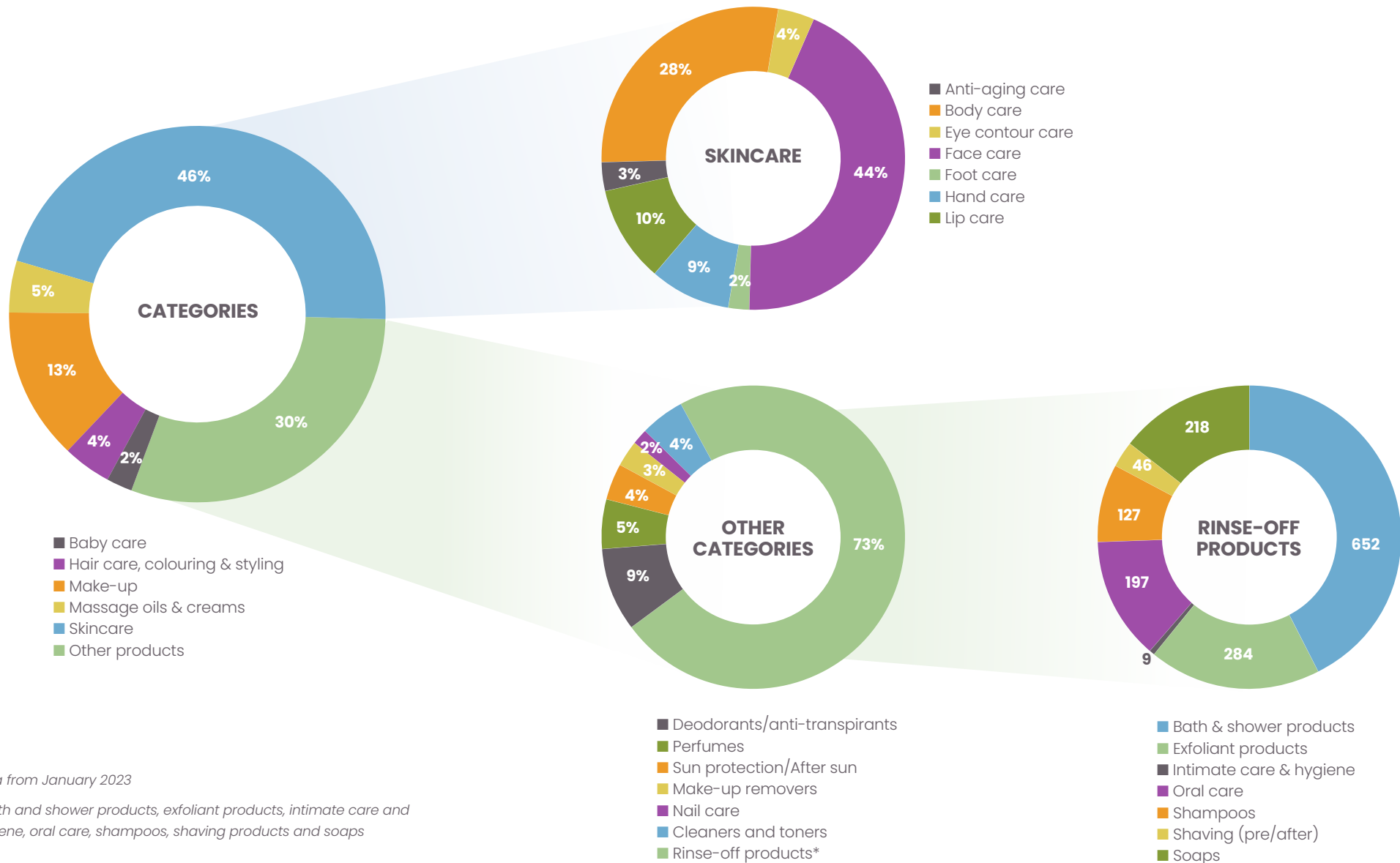
EUROPE

- Central and Western Europe (Austria, Belgium, France, Germany, Switzerland, The Netherlands)
- Eastern Europe (Bulgaria, Croatia, Poland)
- Northern Europe (Denmark, Finland, Ireland, Latvia, Sweden, United Kingdom)
- Southern Europe (Cyprus, Greece, Italy, Malta, Portugal, Spain)

Number of NATRUE certified brands



NATRUE certified products by category



Data from January 2023

* Bath and shower products, exfoliant products, intimate care and hygiene, oral care, shampoos, shaving products and soaps



Bischof und Broel – Vivanness 2022

International EVENTS

NATRUE actively participates as a speaker and exhibitor in key cosmetic events and trade shows all around the world to promote natural and organic cosmetics to share its expertise on topics related to product formulation and regulation.

NATRUE launched the First International Day of Natural Cosmetics



On 23rd November, NATRUE celebrated the first **International Day of Natural Cosmetics!** The global awareness day, spearheaded by NATRUE, was launched to promote natural cosmetics and inspire and motivate both the beauty industry and beauty consumers.

In 2022, NATRUE gave a voice to producers, manufacturers and distributors of natural and organic cosmetics from all over the world in a **video-project** (available on NATRUE's YouTube channel) that puts a face to those people who dedicate their lives to working for truly organic and natural cosmetics. The video covered **four chapters** including:

- What drew you to natural cosmetics?
- What inspires you about natural and organic cosmetics?
- Why did you choose NATRUE?
- What can natural cosmetics bring to the industry, people, and the planet?

The project also introduced the team behind NATRUE: the NATRUE Secretariat and the NATRUE Board of Directors – who are made up of representatives of the pioneering companies and the largest producers of authentic Natural and Organic Cosmetic products in Europe.



2022: Where have we been?

NATRUE at NOPEX

3-4 April 2022



NATRUE was at **Natural & Organic Products Europe (NOPEX)**, the biggest trade show for natural and organic products in Europe! The two-day event featured over 800 exhibiting companies, from natural beauty to personal care, through to vegan and organic food; and welcomed more than 7,400 attendees and received over 1,000 major buyers representing retailers from more than 70 countries. Together with other members of the Sustainable Beauty Coalition, Dr. Mark Smith, NATRUE's Director General, participated in a **panel discussion** led by Jayn Sterland (Weleda UK). The lively debate on "Future-proofing for planet-positive business" discussed how a business must adapt its strategy to collaborate and commit to operating sustainably within planetary boundaries, and the concept that for consumers making the better choice does mean that the choice need be unaffordable.

NATRUE at in-Cosmetics

5-7 April 2022



After a three year pause NATRUE was thrilled to attend **in-cosmetics Global 2022**, one of the most significant international tradeshows in the beauty, personal care and fragrances industries. During these three days, visitors and exhibitors came to the NATRUE stand to learn about its certification process, the benefits of carrying the NATRUE Label and NATRUE's commitment for the transparency. Moreover, in-cosmetics Global was the perfect occasion to explain NATRUE's Raw Materials Scheme.

NATRUE at Clean Beauty

13-14 April 2022



Viktoria Potko, NATRUE Label & Events Officer, and Diana Malcangi, NATRUE External Scientific and Regulatory Consultant, participated in **Clean Beauty in London**, the first tradeshow experience ranging from private labelling to packaging, which took place in London (UK). During the event, NATRUE shared **one informative presentation** entitled "Building credibility in the landscape of 'clean beauty'", where assistants had the opportunity to know more about why certification is important to fight greenwashing or how to formulate natural and organic cosmetics according to the principles of clean beauty, among others. Many thanks to all who came!

NATRUE at VIVANESS Summer Edition

26-29 July 2022



After more than two years, the international natural and organic cosmetic sector met once again in-person at another successful edition of **VIVANESS**, the International Trade Fair for Natural and Organic Personal Care, which took place in Nuremberg. Together with 176 exhibitors, **NATRUE** participated once again at VIVANESS as both exhibitor and as an honorary sponsor, as well as provided **two timely presentations**. The first talk covered the results of the NATRUE consumer study under the title "Understanding consumer attitudes to green and digital: apps, labelling and packaging". The second presentation, addressed the latest regulatory developments impacting the natural and organic cosmetics sector. In 2022, BIOFACH-VIVANESS brought together more than 24,000 visitors from 137 countries visited to discover new trends, sustainable practices, and initiatives.

NATRUE at SANA 8–11 September 2022



NATRUE was at **SANA**, the main stage for organic and natural products, which took place in Bologna (Italy). The four-day show brought together 700 exhibitors and permitted NATRUE to meet again with some of our Italian Label Users and partners, discover qualified professionals and companies, and had technical meetings.

NATRUE at NatExpo 18–20 September 2022



NATRUE and Beauty Garden co-exhibited at **NatExpo 2022**, the international trade show for organic products, which took in Lyon (France). The event involved 1,800 brands from the natural and organic sector –from producers to manufacturers, distributors and specialists– and an opportunity to showcase their latest products and innovations. NATRUE held **one presentation** entitled “L’impact de la pandémie sur le marché de la cosmétique naturelle” (“The impact of the pandemic on the natural beauty brands”).

Cosmetics Business Live

17-18 October 2022



NATRUE was at the last edition of **Cosmetics Business Live**, which took place in London (UK). The event served as a platform for brand owners, formulators, professionals, consultants, retailers, suppliers, and buyers to discover new trends and share knowledge. During the event, NATRUE addressed the following **topic**: "Environmental claims: Expectations, Regulation and Substantiation."

NATRUE at Eco Living Scandinavia

16-17 November 2022



NATRUE has been at **Eco Living Scandinavia (ELS)**, the biggest natural and organic trade event in the Nordic countries, which took place in Malmö (Sweden). The event attracted more than 3.000 attendees, and retailers and buyers from across Europe flocked to ELS to discover new brands and meet suppliers. In addition to exhibiting, NATRUE shared two **presentations** about the greenwashing and environmental claims in cosmetics, and microbiota.

NATRUE at Making Cosmetics

23-24 November 2022



NATRUE was at **Making Cosmetics Milano**, an event dedicated to cosmetics science in Italy. The visit gave NATRUE the opportunity to meet a lot of raw material companies, discover what's new on the market and discuss the latest developments when it comes to natural ingredients. NATRUE promoted its Standard as a key to supporting the "natural" and "sustainable" claims, which can also help raw material companies to establish themselves more easily on the market.



In 2022, NATRUE was speaker at:

- 2 February 2022 **The Virtual 6th ERPA Annual Congress on Regulations and Compliance for Cosmetics**
- 15 February 2022 **BIOFACH/VIVANESS 2022 Sneak Preview & Insights**
- 20 April 2022 **'Sustainable Beauty' – La TV della Bellezza**
- 27 April 2022 **Sustainability and Green Claims**
- 4-7 May 2022 **BioCultura Barcelona**
- 27 May 2022 **Aperitivo Cosmetico – organized by Scienza Cosmetica**
- 28 May 2022 **Workshop on sustainability – Haute Ecole Galilée (Brussels)**
- 16 June 2022 **Sustainable Cosmetics Online Conference**
- 6 October 2022 **Biologico, naturale e sostenibile: le nuove tendenze della cosmesi, organized by Bioagricert**
- 7-9 November 2022 **Sustainable Cosmetics Summit**
- 3-6 November 2022 **Bio Cultura Madrid**
- 24-25 November 2022 **Scandinavian Society of Cosmetic Chemists (SCANCOS)**

NATRUE members in 2022

AUSTRIA

- BANO Health Care GmbH
- Grüne Erde GmbH
- GW Cosmetics GmbH
- Pure Green GmbH
- Velvety Manufaktur GmbH

BELGIUM

Zoutman NV/SA

CROATIA

- OLIVAL
- Quarnero d.o.o.

FRANCE

- Couleurs Gaïa
- La Ferme de Beauté Sarl (Beauty Garden)
- La Savonnière

GERMANY

- Allgäuquelle Naturprodukte GmbH
- amo como soy
- Anton Hübner GmbH & Co. KG
- BCI Bio Cosmetics International GmbH
- Bonano GmbH
- BUDNI Handels und Service GmbH & Co.
- CEP

- Dirk Rossmann GmbH (Associate Member)
- DM-drogerie markt GmbH + Co
- Emil Kiessling GmbH
- Evonik Dr. Straetmans GmbH (Associate Member)
- Fair Squared GmbH
- Foodignity Labs GmbH (CIRCLY)
- Hellmut Ruck GmbH
- Hyga GmbH
- Interco Cosmetics GmbH
- Kappus Seifen GmbH Riesa & Co. KG
- Lavera
- LOGOCOS Naturkosmetik AG
- Marulala Anziehend Sinnlich Schön
- oceanBASIS GmbH
- Phönix Laboratorium GmbH
- PRIMAVERA
- Santaverde GmbH
- Schaeben GmbH & Co. KG
- Taoasis GmbH
- ÜBERWOOD – Gebr. Ewald GmbH
- WALA
- Water & Salt AG
- 4peoplewhocare

INDIA

- Mezora Consumers Private Limited

ITALY

- Arrival Srl
- GALA Srl
- Inalme s.r.l
- N&B «Natural is Better» srl
- Rolland S.r.l.
- Mario Zunino & C. srl

LATVIA

- Labrains Ltd

NEW ZEALAND

- Alise & Chael Limited
- Essential Touch NZ Ltd
- Simunovich Olive Estate
- Trilogy Natural Products Ltd

PERU

- Yana Cosmetics (Mishki)

POLAND

- Beliso sp z.o.o.
- NATURATIV Sp. z o.o

SLOVENIA

- Hemptouch Ltd

SPAIN

- Paelearis Organics SL
- Priorat Cosmetics

SRI LANKA

- Nature's Beauty Creations Ltd

SWEDEN

- Tash Sisterhood AB

SWITZERLAND

- Farfalla Essentials AG
- Jardin des Monts Sarl
- Medena AG
- Melisana AG
- Robert & Josiane
- Sea Buck AG
- Similasan AG
- Spagyros AG
- The Powder Company
- Vivienne Swiss Formula GmbH
- Weleda

UNITED STATES OF AMERICA

- Amala LLC
- Burt's Bees (Associate Member)
- Dr Bronner's Magic Soaps

NATRUE's Secretariat



DR. MARK SMITH
Director General

Role:

Running of NATRUE, lead role in all political, regulatory and scientific affairs of the association – advocacy, research and label.

msmith@natrue.eu

KATRIN PILZ
Office Manager

Role:

Administrative support, responsible for ensuring legal, financial and HR matters and membership management.

info@natrue.eu

PAULA GÓMEZ DE TEJADA
Communications Officer

Role:

Responsible of internal and external communication strategies, implementation, development and management of NATRUE's website and social media accounts.

pdetejada@natrue.eu

VIKTORIA POTKO
Label & Events Officer

Role:

responsible for the management of the NATRUE Label and the certification process, and the coordination of NATRUE's participation at cosmetic trade shows and events

vpotko@natrue.eu

MURIEL CARTIAUX
Office Assistant

Role:

Responsible for the products database of NATRUE's website.

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For any enquiries related to scientific or technical aspects linked to the NATRUE standard and the NATRUE certification process, please contact scir_assistance@natrue.eu



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