



# Product category, calculation and Certification Level guidance

## Introduction

All products are certified based upon their compliance with the latest version of the NATRUE standard found [here](#).

Examples for the calculation of the natural (organic) portion of plant extracts and hydrolates / floral waters can be found in Annex 6 of the NATRUE Standard.

Finished product formulations are categorised in the NATRUE Standard according to primary function, which is more important for categorisation than the formulation.

Table 1 in the NATRUE Standard provides the corresponding levels of natural substances and derived natural substances for each category respectively. Please note that formulation requirements vary according to the certification level.

The [NATRUE Approved Certifier](#) will allocate the final category and certification level.



# NATRUE Calculation Scheme Guidance

Step 1: Evaluate the product category by function and identify the formulation conditions for the category.

Step 2: Calculate the formulation requirements by category and content:

- Natural and derived natural content

Step 3: Calculate the organic content using the following formula:

$$\% \text{ Organic Content} = \frac{(\text{Organic Natural} + \text{Calculated Organic Derived Natural})}{(\text{Total Natural} + \text{Derived Natural from Organic})} * 100$$

Step 4: Evaluate formulation conformity and assign certification level.



# Example 1: Oils/water-free cleaning and skin care product (e.g. Body oil)

INCI ( * : organic starting material )	%	Ingredient classification / portion (%)						
		natural		derived natural			nature-identical	water / inorganic salts
		total	organic	total	from organic	calculated organic (cf. Annex 5)		
Helianthus Annuus Seed Oil	58	58						
Olea Europaea Fruit Oil	25	25						
Butyrospermum Parkii Butter*	5	5	5					
Tocopherol	1	1						
Parfum (100% essential oils)* (33.3% organic)	1,5	1,5	0,5					
Polyglyceryl-3 Palmitate	4,5			4,5				
Glyceryl Caprylate	5			5				
<b>TOTAL</b>	<b>100</b>	<b>90,5</b>	<b>5,5</b>	<b>9,5</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

$$\% \text{ Organic Content} = \frac{(\text{Org. Nat} + \text{Calc. Org. Der. Nat})}{(\text{Tot. Nat} + \text{Der. Nat. from Org})} * 100 = \frac{(5.5 + 0)}{(90.5 + 0)} * 100 = 6.1\%$$



## Example 1: Body oil (certification level)

Step 1: What category does it belong to? (re: Table 1)

- ✓ Category 1: Oils/water-free cleaning and skin care product

Step 2: Calculate the natural and derived natural content:

Level 1: Natural Cosmetics

- ✓ Min 80% natural content required → 90.5% achieved
- ✓ Max 20% derived natural content → 9.5% achieved

Level 2: Organic Cosmetics

- ✓ Min 90% natural content required → 90.5% achieved
- ✓ Max 10% derived natural content → 9.5% achieved

Step 3: if Level 2 is also achieved, calculate the organic content:

- Min 95 % → 6.1% not achieved

Step 4: Assign certification level

→ **NATURAL COSMETIC**



## Example 2: Emulsion O/W (e.g. hand cream)

INCI (* : organic starting material)	%	Ingredient classification / portion (%)						
		natural		derived natural			nature-identical	water / inorganic salts
		total	organic	total	from organic	calculated organic (cf. Annex 5)		
Butyrospermum Parkii Butter*	12	12	12					
Prunus Armeniaca Kernel Oil*	8	8	8					
Parfum (100% essential oils)	0,5	0,5						
Alcohol (90%)*	5	4,5	4,5					0,5
Xanthan Gum	1	1						
Glyceryl Caprylate	2,5			2,5				
Emulsifier (listed in Annex 3 and compliant)	4			4				
Glycerin*	4			4	4	3,92		
Sodium Benzoate	0,4						0,4	
Aloe Barbadensis Leaf Juice*	9	9	9					
Aqua	53,6							53,6
<b>TOTAL</b>	<b>100</b>	<b>35</b>	<b>33,5</b>	<b>10,5</b>	<b>4</b>	<b>3,92</b>	<b>0,4</b>	<b>54,1</b>

$$\% \text{ Organic Content} = \frac{(\text{Org. Nat} + \text{Calc. Org. Der. Nat})}{(\text{Tot. Nat} + \text{Der. Nat. from Org})} * 100 = \frac{(33.5+3.92)}{(35+4)} * 100 = 95.95\%$$



## Example 2: Emulsion O/W (certification level)

Step 1: What category does it belong to? (re: Table 1)

- ✓ Category 6: Skin care emulsions (O/W) and gels

Step 2: Calculate the natural and derived natural content:

Level 1: Natural Cosmetics

- ✓ Min 10% natural content required → 35% achieved
- ✓ Max 25% derived natural content → 10.5% achieved

Level 2: Organic Cosmetics

- ✓ Min 15% natural content required → 35% achieved
- ✓ Max 20% derived natural content → 10.5% achieved

Step 3: if Level 2 is also achieved, calculate the organic content:

- Min 95 % → 95.95% achieved

Step 4: Assign certification level

→ **ORGANIC COSMETICS**



## Example 3: Emulsion O/W (e.g. hand cream)

INCI ( * : organic starting material )	%	Ingredient classification / portion (%)						
		natural		derived natural			nature-identical	water / inorganic salts
		total	organic	total	from organic	calculated organic (cf. Annex 5)		
Butyrospermum Parkii Butter*	2,5	2,5	2,5					
Prunus Armeniaca Kernel Oil*	2	2	2					
Parfum (100% essential oils)	1	1						
Alcohol (90%)	3,0	2,7						0,3
Xanthan Gum	1	1						
Glyceryl Caprylate	2,5			2,5				
Emulsifier (listed in Annex 3 and compliant)	4			4				
Glycerin*	4			4	4	3,92		
Sodium Benzoate	0,4						0,4	
Aqua	79,6							79,6
<b>TOTAL</b>	<b>100</b>	<b>9,2</b>	<b>4,5</b>	<b>10,5</b>	<b>4</b>	<b>3,92</b>	<b>0,4</b>	<b>79,9</b>

$$\% \text{ Organic Content} = \frac{(\text{Org. Nat} + \text{Calc. Org. Der. Nat})}{(\text{Tot. Nat} + \text{Der. Nat. from Org.})} * 100 = \frac{(4,5 + 3,92)}{(9,2 + 4)} * 100 = 63,79\%$$



## Example 3: Emulsion O/W (certification level)

Step 1: What category does it belong to? (re: Table 1)

- ✓ Category 6: Skin care emulsions (O/W) and gels

Step 2: Calculate the natural and derived natural content:

Level 1: Natural Cosmetics

- ✓ Min 10% natural content required → 9.2% not achieved
- ✓ Max 25% derived natural content → 10.5% achieved

Level 2: Organic Cosmetics

- ✓ Min 15% natural content required → 9.2% not achieved
- ✓ Max 20% derived natural content → 10.5% achieved

Step 3: if Level 2 is also achieved, calculate the organic content:

- Min 95 % → 63.79% not achieved

Step 4: Assign certification level:

**THIS PRODUCT FORMULATION CANNOT BE CERTIFIED**

- **REFORMULATION REQUIRED → Raise natural substances**