



NATRUE

The International Natural and Organic Cosmetics
Association

Annual Report

2023

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FOREWORD

by Dr. Bernhard Irrgang

Dear supporters and friends of genuine natural and organic cosmetics,

With great pleasure and gratitude I would like to address you our annual report, a testament to our collective commitment to advancing the cause of authentic natural and organic cosmetics. As we reflect on the events of 2023, we find ourselves amidst a world marked by both challenges and opportunities.

The year 2023 brought its share of trials, with ongoing global crises, uncertainties and shifts. Yet, amidst these challenges, the resilience of our community shines through. Consumers have increasingly recognized the importance of conscious consumption, prioritizing products that not only enhance their well-being but also contribute positively to the health of our planet. And this is the point, where NATRUE can deliver solutions.

At NATRUE, our mission to uphold the integrity of natural and organic cosmetics remains unwavering. Throughout the year, we have continued to champion transparency, sustainability, and consumer trust in the cosmetics industry. In fact, in 2023 we launched the [NATRUE Global Brand Guide](#), a new tool to help users communicate more effectively and to drive more cohesive communications towards NATRUE's vision and goals. Our efforts have been driven by the collective understanding that the decisions we make today have a profound impact on the future of our planet and its inhabitants.

*Since our inception, NATRUE has been a beacon of authenticity and quality in an industry sometimes plagued by misleading claims and greenwashing. Our strict certification criteria serve as a gold standard, ensuring that products bearing the NATRUE label meet the highest standards of purity and efficacy. I am proud to report that our community continues to grow, with an increasing number of brands and consumers trusting the NATRUE label. In fact, by the end of 2023, **more than 9200 products and raw materials worldwide will carry the NATRUE label!** Our raw material scheme establishes a transparent, harmonised framework for third-party verification of natural, organic, and sustainable raw materials for listing on a public database to promote access, ease identification, and facilitate procurement by formulators.*

In 2023, NATRUE remained at the forefront of advocating for regulatory measures that support the growth and

integrity of the natural and organic cosmetics sector. Our participation in regulatory decision-making processes has been instrumental in shaping policies that prioritise sustainability, consumer safety and environmental preservation. As such, we have also worked to forge new [partnerships](#) with stakeholders and, in line with our commitment to transparency, we have published all of [our policy contributions](#) in the natural and organic cosmetics sector on our website.

Looking ahead, we are committed to building on the momentum of 2023 and continuing to drive positive change in our sector. As we navigate the changing cosmetics landscape, we must remain steadfast in our dedication to authenticity, sustainability and consumer empowerment. We will work hard to modernize and improve our standard, without softening our core values.

I express my gratitude and my heartfelt appreciation to our Brussels team: they deliver a great job and work with passion and power for our organisation. Thank to our valued members and each of you for your unwavering support and commitment to our shared vision. Together, we will continue to pave the way for a more sustainable and ethical future for natural and organic cosmetics.

Best regards,

Dr. Bernhard Irrgang
President of NATRUE

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.

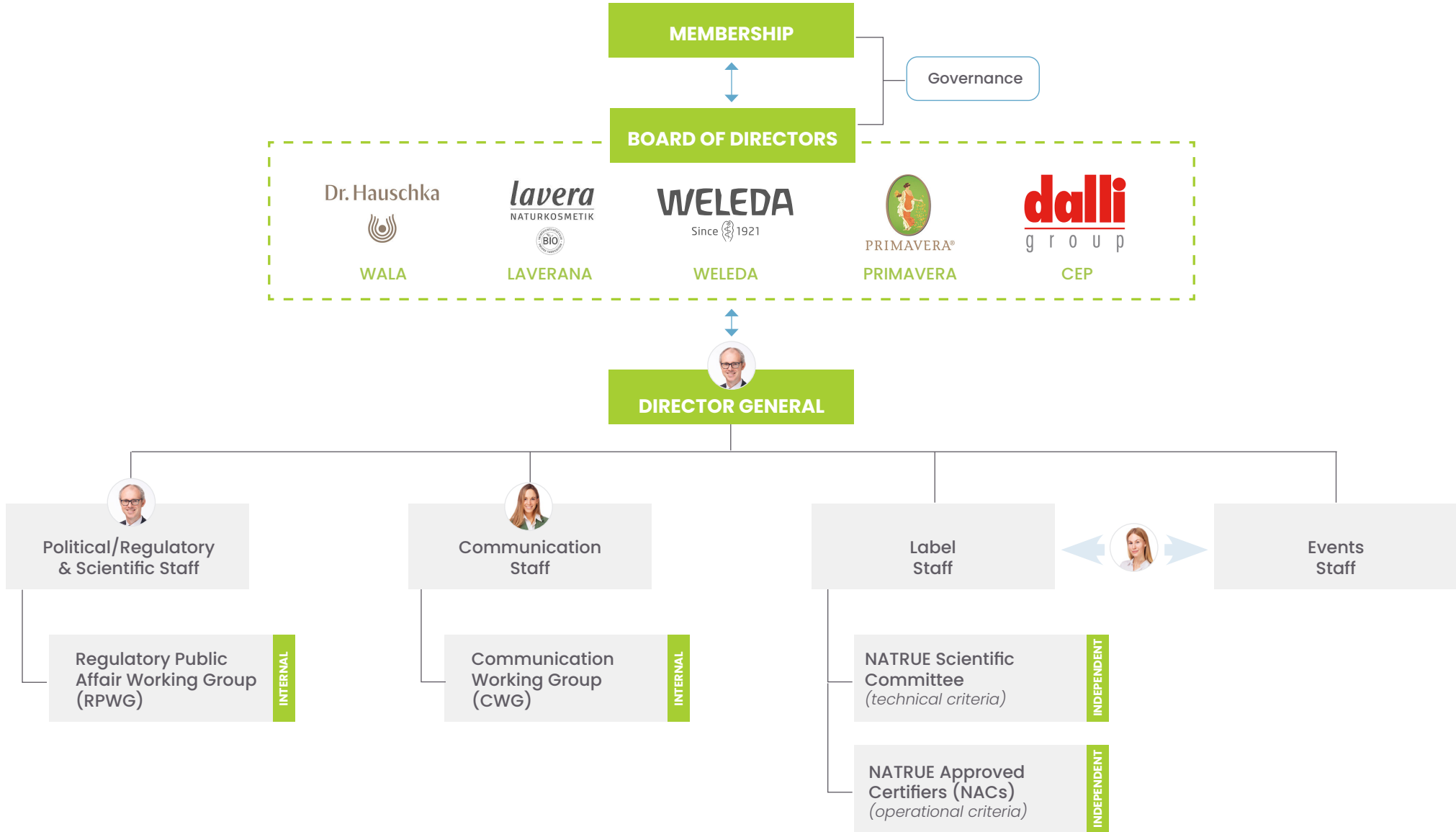


Support transparency and clarity in product information to guide consumers in their purchase decisions.

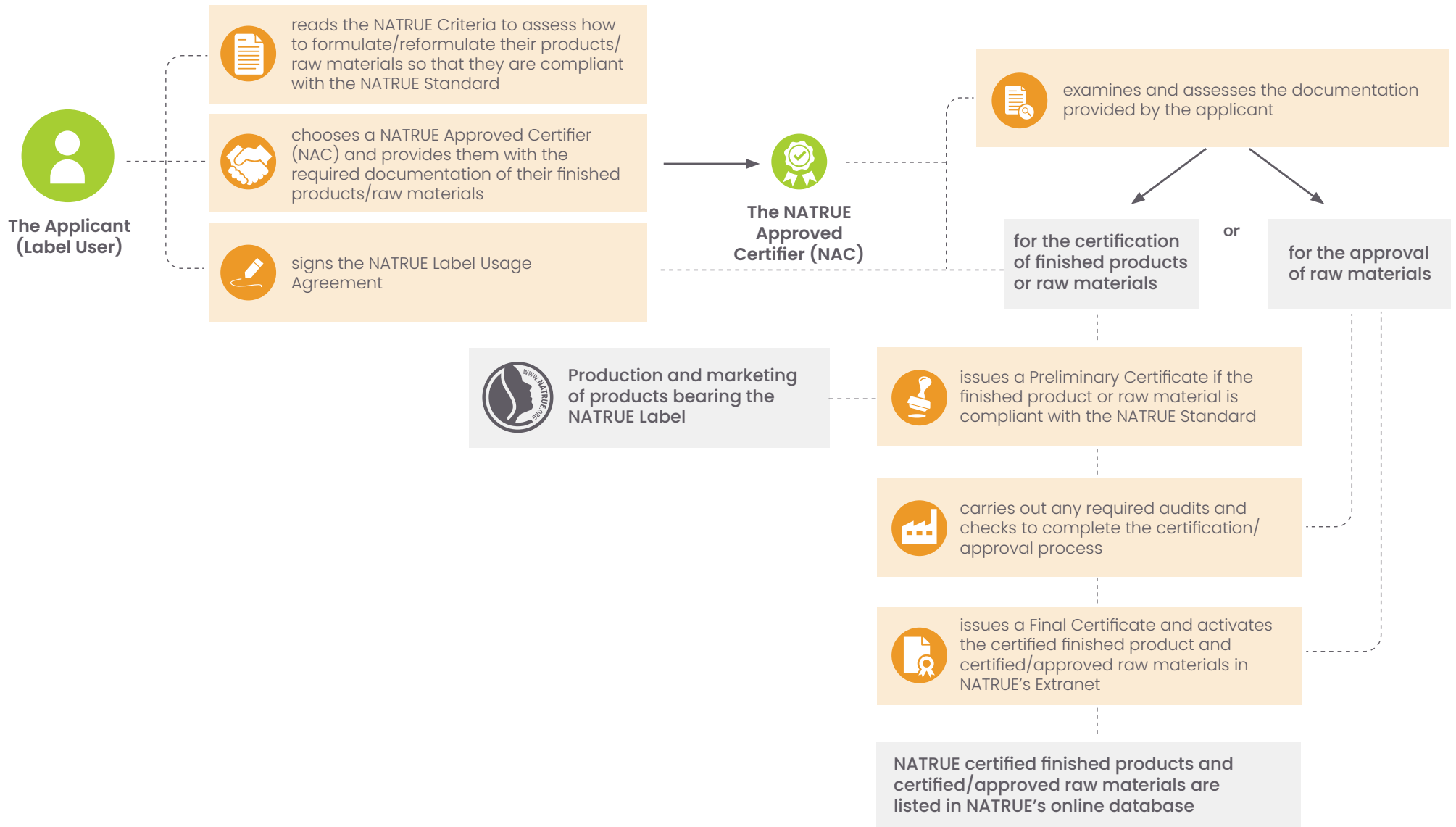


Integration of new sustainability-focused criteria in the NATRUE Standard at formulation (e.g., ingredients such as palm oil and derivatives) and packaging level (through the assessment work of NATRUE's Working Group on Packaging).

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.



Digital solutions for product information

In March, [NATRUE and other 16 industry organisations](#) representing different consumer-facing industry sectors called on the European Commission for a coordinated approach on product information and digital labelling. In the [joint letter](#), the undersigned associations invited the Commission to explore a general coordinated approach to digital labelling in order to avoid market fragmentation, address the challenges and opportunities for consumers and economic operators including innovating solutions that are easy, cost-effective and practical to implement.





New Genomic Techniques

In July, the European Commission conducted an open public consultation on its initiative to propose a legal framework for plants produced by certain new genomic techniques (NGTs). Transparency and traceability are essential to preserve verifiable characteristics for natural and organic cosmetics; particularly in relation to certification to label criteria like NATRUE. NATRUE's feedback to the initiative promoted the need for the integrity of a non-GMO supply chain to support transparency for downstream economic operators and ensure consumer transparency for such traceable characteristics. NATRUE is also a member of IFOAM Organics Europe who continue to work on this topic.

Packaging and Packaging Waste

In April and November, NATRUE joined more than 100 industry associations who issued a [joint letter](#) urging co-legislators to preserve in its entirety the internal market legal basis of the [Packaging and Packaging Waste Regulation](#), as the best way to achieve the environmental and economic objectives of the proposal. Increasing fragmentation of the Union market undermines the objective of creating one circular economy to the detriment of consumer safety, environmental protection and European competitiveness.

NATRUE publishes all its policy contributions in the natural and organic cosmetics sector

Since its inception, NATRUE has consistently played a key role in contributing and participating to the evolving regulatory framework that impacts the natural and organic cosmetics sector. NATRUE's involvement spans files ranging from agricultural to cosmetics to consumer rights and protection, and so to facilitate transparency and demonstrate our commitment to the sector, in October 2023 launched a new section on its website dedicated to showcasing its diverse and extensive [policy contributions](#) on behalf of the natural and organic sector of the cosmetics industry.

Green Claims



USA: In May, NATRUE provided feedback to the Federal Trade Commission's (FTC) call for comment to the Green Claims Guide revision – the first since 2012. NATRUE's input to the FTC raised: (1) the necessity for an update to meet market needs and consumer demands; (2) third-party certification can help to reinforce claims support; (3) an 'organic cosmetic' claim should accommodate a broad category of finished products.

EU: In July NATRUE provided its feedback to the adopted European Commission proposal for a Green Claims Directive. NATRUE's feedback focused on environmental claims made in relation to natural and organic cosmetics, as well as comments to the suggested transition period and authorisation, verification, and mutual recognition procedures.

In September, the European Parliament and Council reached a provisional agreement on the companion piece of legislation: Empowering Consumers for the Green Transition Directive. The proposal aims to enhance consumers' rights by amending the Unfair Commercial Practices and Consumer Rights

Directives and adapting them for the green transition. NATRUE supports addressing 'Greenwashing' among the malpractices in Directive, as well as the promotion of third-party certification for the substantiation of sustainability labels and claims.

Subsequently, in November, together with ten diverse cross-sectoral associations, NATRUE co-signed a joint industry letter raising the awareness of policymakers in the European Parliament's joint ENVI-IMCO Committee regarding the risk to prohibit explicit environmental claims on products containing certain substances. Sharing the European Commission's objective at the core of the Green Claims Directive, all signatories communicated their full support that consumers should not be subject to vague, misleading, false or unsubstantiated sustainability claims on products. Equally, the letter reflects the shared objective that a harmonised set of criteria should be established at EU level, so that only credible and proven green claims are allowed. Sustainable purchase decisions remain linked to the consumers' right to reliable environmental information on products and support the transition to a sustainable and circular economy.

Co-signatories called upon the European Parliament to full rejection of all provisions that presume a direct incompatibility between the presence of certain substances and environmental claims. The underlying risk for natural and organic cosmetics would be the inability to make certain environmental claims if certain substances, which might include natural complex mixtures, were used. This topic remained a priority for NATRUE in 2023 and into 2024 since adoption of a clear, transparent, and feasible framework for the substantiation and verification of environmental claims is essential and aligns well with the activities and needs of the natural and organic cosmetics sector. A poorly designed framework could not only hinder the achievement of the EU's climate and environmental objectives, as it will not empower consumers to make more sustainable choices, but it could equally disincentivise traders from making investments in sustainable innovation based upon the joint circular and bioeconomies.



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 agreements



OTB – Organic Trade Board

In February, NATRUE signed a partnership agreement with [Organic Trade Board \(OTB\)](#). The partnership aims to amplify both organisations' messaging about certified organic cosmetics through the sharing of clear, concise information on their benefits. The overarching objective is to support, promote and increase knowledge about the UK's natural and organic beauty sector - particularly about brands carrying the NATRUE Label - with a main goal being to provide easy-to-digest information on certified organic beauty to support consumers' informed decision-making.



The Organic Trade Board (OTB) is the UK membership association for the organic industry, whose purpose is to provide a unified voice, to collectively raise awareness of organic and to grow organic sales. Part of the OTB's mission is to raise awareness of organic beauty brands. Unlike food and drink, there is no legal definition for an organic cosmetic; so, especially for consumers, it is important to provide clarity, which is where NATRUE enters.

NATRUE joins forces with Commit for Our Planet



In October, NATRUE announced a supporting partnership with [Commit for Our Planet](#), an ambitious cosmetics industry-wide initiative with the goal to reduce the sector's environmental footprint in Europe.

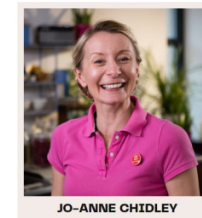
Commit for Our Planet encourages all industry actors in Europe, from SMEs to larger corporations, to take part in a joint industry effort to reduce greenhouse gas emissions, improve packaging solutions and act for nature. NATRUE collaboration aims to join efforts in this transformative journey towards a more sustainable cosmetics industry. By combining forces, NATRUE and Commit for Our Planet aspire to make a significant and positive impact on the environmental sustainability of cosmetics in Europe.



OUR PARTNERS

- **Amazon's Climate Pledge Friendly Certifications (CPF)**
Trusted third-party certification
- **British Beauty Council (BBC)**
Affiliate Board
- **Chemical Watch**
Partners
- **Commit for our planet**
Supporting partnership
- **Consumer Information Programme by One Planet Network**
Partners
- **COSLaw**
Partners
- **Eco Beauty Score Consortium**
Associate Member
- **Global Frankincense Alliance**
Partners
- **IFOAM International and IFOAM Organics Europe**
Member
- **Organic Trade Board**
Partners
- **Roundtable on Sustainable Palm Oil (RSPO)**
Affiliate Member
- **Sustainable Beauty Coalition**
Steering Committee Member
- **VIVANESS**
Sponsor
- **IVDK**
Sponsor

NATRUE's Mark Smith announced as Co-Chair of the British Beauty Council's Sustainable Beauty Coalition



JO-ANNE CHIDLEY



MARK SMITH

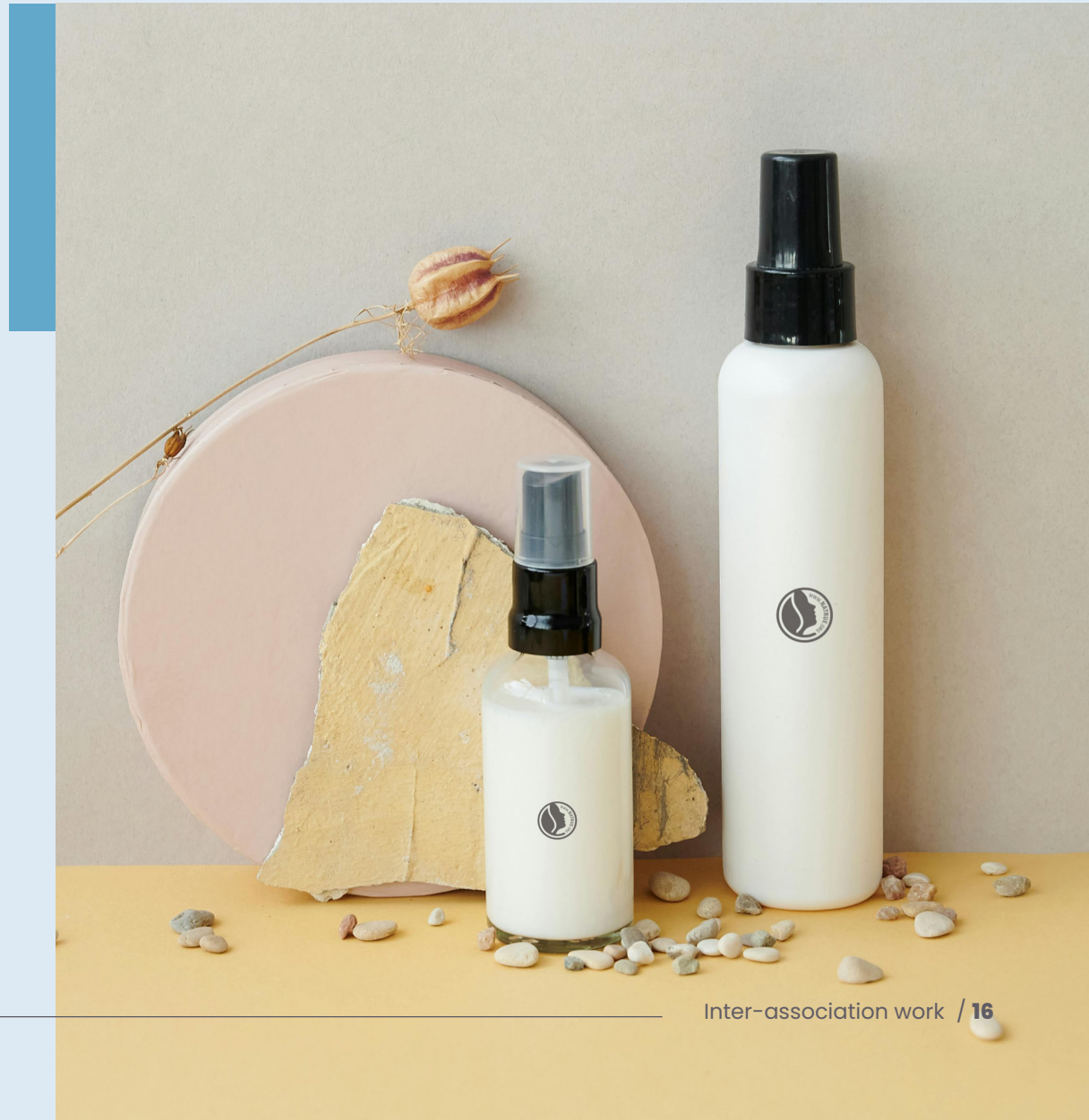


ORIELE FRANK

Dr Mark Smith, Director General of NATRUE has been announced as new [Co-Chair](#) for the [British Beauty Council's Sustainable Beauty Coalition](#) (SBC). Sharing the role will be former SBC Steering Committee members Jo Chidley – Co-Founder of Beauty Kitchen and a circular economy expert and chemist – and Oriele Frank, Chief Product & Sustainability Officer and Co-Founder of Elemis. Together, they will lead the SBC's strategy for the next year, combining their expertise across packaging, certification, and product sustainability.

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.



NATRUE celebrated a successful Member Assembly

On 25th May, NATRUE held its annual Membership Assembly in Frankfurt (Germany). The Membership Assembly was the perfect occasion to provide NATRUE's Members with an overview of the association's activities in the areas of advocacy, label, international events, and communications. Moreover, the Assembly's open session provided attendees with three amazing talks and timely discussions covering some of the hot topics of the industry: EU regulation and green claims (Rosa Oyarzabal, Covington & Burling LLP); Natural complex substances and the CLP Regulation revision (Jennifer Dorts and Chaima Elyahmadi, IFRA); and reusable cosmetics packaging (Stuart Chidley, co-founder of Re and Beauty Kitchen).

During the meeting, NATRUE kindly welcomed a new Member B to the association: My bioLUXE (Germany). With this new addition, NATRUE consolidates its membership with almost [70 Members](#) (5 Member A, 58 Member B and 4 Associate 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!



Well-deserved recognitions



For the 9th consecutive year NATRUE is featured in the 'Who's Who in Natural Beauty', which recognises the organic beauty sector's change-makers and rising stars. Dr Mark Smith, NATRUE's Director General, has been voted #9 in this latest industry Top 25, "created by the industry, for the industry".

"In a sector that can all too often be clouded by greenwashing, Mark Smith is a passionate campaigner for revealing the truth. In 2020 he was appointed to the affiliate board of the British Beauty Council, where he's been championing better sustainable business practices ever since, and he now co-chairs the Sustainable Beauty Coalition's steering committee alongside Beauty Kitchen's Jo Chidley and Elemis' Orielle Frank. Mark's also part of the new EcoBeauty Score Consortium, working to establish a transparent score system to rate products for their level of sustainability and help consumers make more responsible beauty choices."

Additionally, in November Dr Mark Smith received noteworthy recognition at the Eco Living Scandinavia event, since he was voted as number #4 in the prestigious [Who's Who in Green Beauty Scandinavia 2023](#). This meaningful initiative, run in partnership with NOC Sweden, recognises the industry's most talented individuals - from independent retailers and brand owners to product developers, journalists, and influencers. The decisions were based on commitment (how committed and active the person is to the field of green beauty), audience (how credible they are from an outside view within the field of green beauty), and inspiration (how inspiring the person is in questions of green beauty)



More tools to assist you in!

- **New Fact Sheet for retailers:** NATRUE has created a new communication tool to help retailers communicate about NATRUE in an easy way. This tool is available in [English](#) and [German](#).
- **New Global Brand Guide:** NATRUE has created a [new tool](#) to help users communicate more effectively and to drive a cohesive communications towards NATRUE's vision and goals: the [NATRUE Global Brand Guide](#). The document includes frameworks, tools, and guidance designed to complement those wishing to communicate about NATRUE to drive a cohesive and consistent communication strategy.
- **More third-party manufacturers:** With the aim of continue helping our existing and new Label Users to create and develop a diverse range truly natural and organic cosmetics, in 2022 NATRUE launched a tool to include a list of all [NATRUE's Third-party manufacturers \(TPMs\)](#). This list has been updated, so now even more TPM's are available!
- **Summer Guide:** In order to help you with your summer cosmetic choices, NATRUE prepared a [Summer Guide](#) that explains how certified natural cosmetics with the NATRUE seal can help your decision-making this summer.
- **Refreshed certification page:** NATRUE believes that making things easier is beneficial for everyone. For this reason, NATRUE introduced a revamped page that includes the [steps to follow to get the NATRUE label](#) in finished cosmetic products, raw materials and formulas. The new page is simpler, and with a more intuitive design but keeping the all the content you need to know!
- **More transparency:** NATRUE's database for raw materials is now even more transparent, since now it includes an additional column that shows the expiration date for certificate.



2024: What you should know about NATRUE's Raw Materials Scheme

In January 2020, NATRUE adopted an update to its Raw Material Scheme to further facilitate and promote the formulation of NATRUE certified finished products. Raw material producers, traders, and wholesalers can submit their products for evaluation under the Raw Materials Scheme to benefit from the use of the NATRUE Label. The Scheme offers a harmonised end-to-end third-party verification system across the supply chain and promotes access to verified natural, organic, and sustainable raw materials.

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

Since 2020, the number of raw materials has continued to grow significantly and by December 2023 over 2800 raw materials were listed with many other entering the pipeline daily.

For more information, including details of the transition period described above, please refer to our article on [NATRUE's Raw Material Scheme](#) or visit [NATRUE's certification page](#).

KEY DATES:

For producers of finished products (new / reformulated products):

- Applicants must submit their intention to certify a product to their NAC by **30th June 2024** for finished products containing raw materials not yet approved or certified.
- Applications made **after 1st July 2024** for newly certified finished products (issuing a preliminary certificate) will have to include only approved or certified raw materials.

For producers of finished products (existing products):

- Any product submitted to the NAC **before 1st July 2024** is automatically 'grandfathered' if the formulation is compliant and unchanged. If grandfathered, re-certification does not require every raw material needs to have been approved or certified.
- Where existing products are reformulated (e.g., changed to include a new substance or modification of an existing formulation) to new products (issuing a preliminary certificate) **from 1st July 2024**, the formulation will have to include only NATRUE approved or certified raw materials.

+ 9200

NATRUE certified products in the market

270

NATRUE brands

+ 30

countries worldwide where NATRUE certified products are produced

67

NATRUE Members

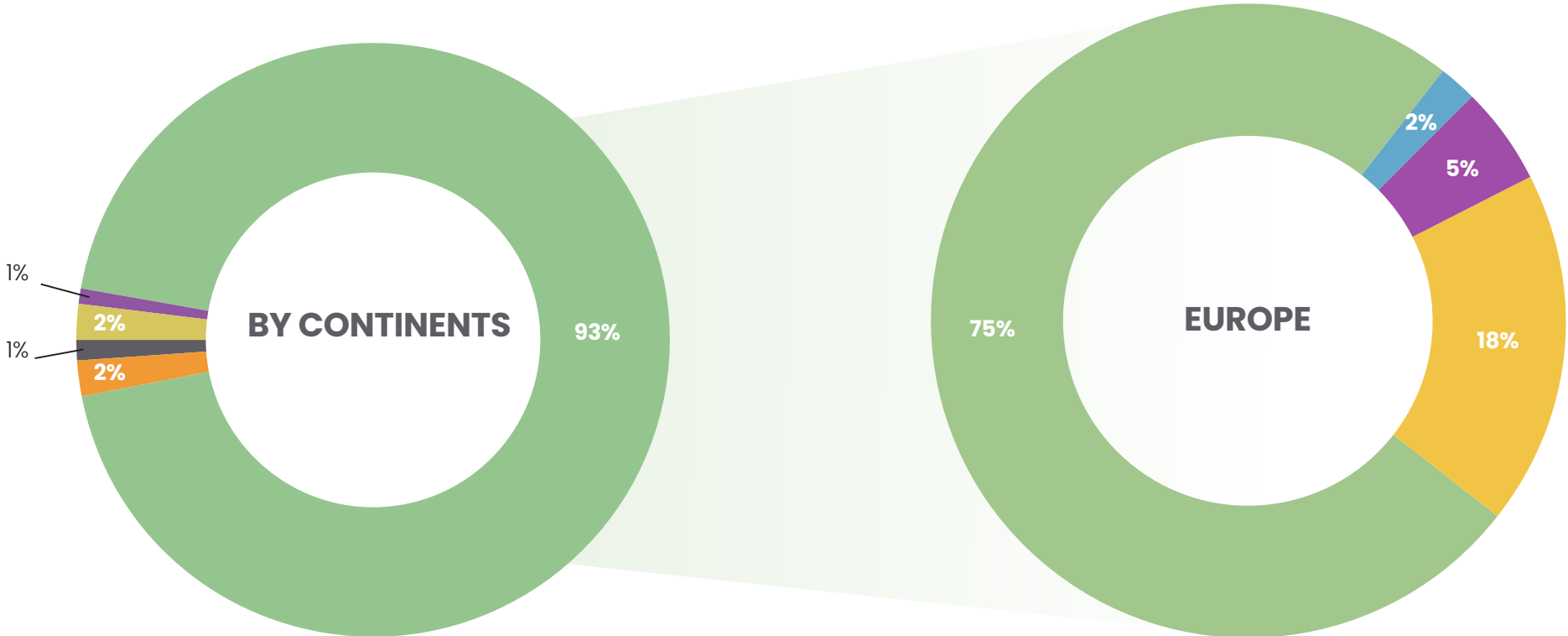
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NATRUE Approved Certifiers (NACs)



Last updated December 2023. Current figures in real time are available in NATRUE's online database at www.natrue.org

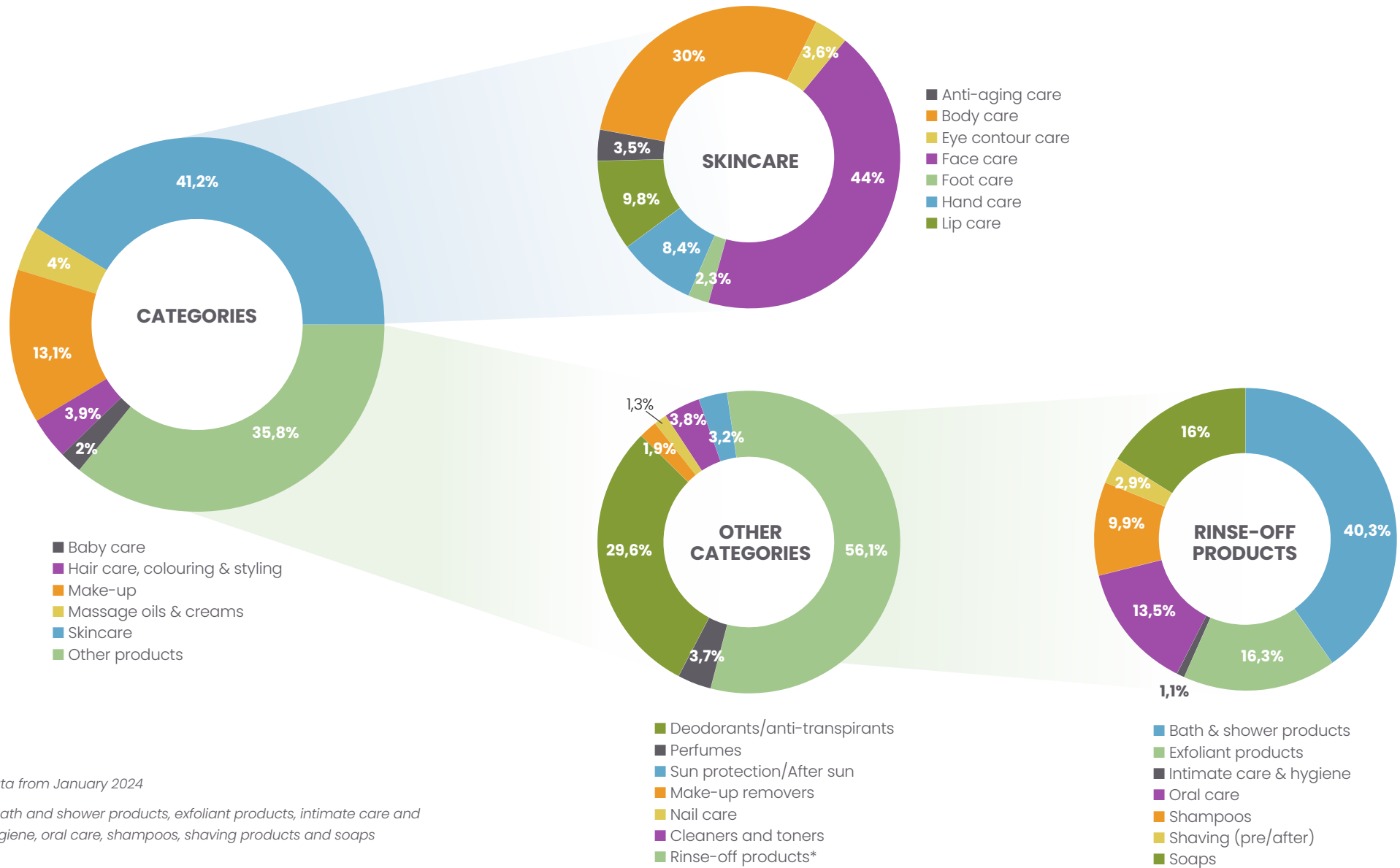
Global distribution of NATRUE brands



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

- 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)

NATRUE certified products by category



Data from January 2024

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



source: NuernbergMesse Thomas Geiger

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. In 2023, NATRUE joined more than 25 conferences and events worldwide!

NATRUE celebrated the 2nd edition of the International Day of Natural Cosmetics

On 23rd November, NATRUE celebrated the second [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 2023, emphasising good practices and fostering awareness surrounding natural and organic cosmetics, NATRUE decided to give a voice to everyone who had something to say: hence the launch of a campaign inviting everyone to create their own initiatives to celebrate the day. Over [25 international campaigns](#) – from Singapore to France, Belgium, Germany, Albania or New Zealand – were part of it.

In addition to amplifying the voices of those who have registered their contribution, NATRUE assembled a distinguished panel of high-level experts. This exclusive free panel discussion, entitled “[Commitment for a Greener Future: How Can We Make \(Natural and Organic\) Cosmetics More Sustainable?](#)” received more than 300 registrations worldwide. It is currently available on [NATRUE's YouTube channel](#).



2023: Where have we been?

NATRUE at VIVANESS

14–17 February 2023



The entire NATRUE team travelled to Nuremberg to participate in one of the most important fairs for natural and organic cosmetics: [VIVANESS](#). Over the four days, the NATRUE team had the opportunity to exchange with colleagues, make new contacts, introduce NATRUE to German politicians and social media influencers, and discover new market and consumer trends.

Moreover, during the trade fair NATRUE shared three presentations: (1) “Evolving legislation: In 2023 what’s impacting natural cosmetics and you?” by Dr. Mark Smith, Director General of NATRUE; (2) a panel discussion entitled “Natural Cosmetics Supply Chain Impacts” involving both Dr. Mark Smith and Dr. Bernhard Irrgang, NATRUE President and Head of R&D at Weleda AG; and (3) “Cleanwashing: the rise of misleading clean beauty claims, and how certification helps brands and consumers”, where together with other industry experts Dr Smith discussed two of the current hot topics: the difference between organic and natural, and the origin of misleading clean beauty claims.

NATRUE at in-Cosmetics Barcelona

28–30 March 2023



NATRUE attended [in-Cosmetics Global 2023](#), the world’s leading event for personal ingredients, that returned to Barcelona (Spain) for the first time in eight years. For three days, the NATRUE team held high-level meetings with stakeholders from around the world. More than 700 leading personal care ingredient suppliers showcased the latest ingredient suppliers, so the event was an exciting opportunity to discover which ingredients are now gracing the market.

NATRUE at NOPEX

15-17 April



NATRUE participated at the [Natural & Organic Products Europe \(NOPEX\)](#) show, Europe's leading sustainable business event which took place in London (UK). In this edition, NATRUE took advantage of the fair to offer visitors the opportunity to explore a selection of NATRUE-certified brands. The show provided an opportunity for visitors to meet with and learn from experts in the natural and organic cosmetics industry. Dr Mark Smith, NATRUE Director General, contributed to a presentation and panel at the show covering: (1) the results of the latest NATRUE study on digital communication; and (2) an informative panel on 'Green Compliance' in the Natural Beauty Talks theatre together with fellow experts from the UK Sustainable Beauty Coalition. This year, NOPEX attracted more than 7300 attendees from 74 countries across the two days.

NATRUE's workshop

24 April



On 24th April, NATRUE celebrated a one-day workshop in Frankfurt. The goal of the meeting was to bring all the NATRUE working groups together (RPWG, Scientific Committee, and CWG).

This collective opportunity allowed us to work on our common goals, and to focus and coordinate NATRUE's activities even better. Once again, thank you all for coming!

NATRUE at NatExpo 22-24 October 2023



NATRUE and Beauty Garden co-exhibited at [NATEXPO 2023](#), the international trade show for organic products that took place in Paris (France). The NATEXPO stage played host to over 18,000 professionals over the three days of the show. With more than 2000 brands coming from 23 countries, the air was charged with innovation and new ideas. As part of the conference programme, Paula Gómez de Tejada, NATRUE Communications Officer, together with Weleda France and Mishki Peru shared a presentation entitled “The future of cosmetics: Sustainable solutions for a changing world”. Together, the speakers addressed global beauty trends and sustainable practices that will define the cosmetics industry’s future.

NATRUE at Eco Living Scandinavia 15-16 November 2023



NATRUE exhibited at [Eco Living Scandinavia \(ELS\)](#), the biggest natural and organic trade event in the Nordic countries, which took place in Malmö (Sweden). Welcoming more than 3500 attendees, the event served as a platform for NATRUE to showcase its commitment to sustainability, innovation, and consumer well-being. Moreover, NATRUE took centre stage with three compelling presentations: (1) “Regulatory update in cosmetics (PFAS, allergens)” by Dr Mark Smith, NATRUE Director General; (2) “Exploring sustainability trends and innovations in beauty industry” by Viktoria Potko, NATRUE Label and Events Officer; and (3) a panel discussion entitled “How to Communicate truly natural and organic beauty to consumers”, where Dr Smith, together with other sector experts, explored effective strategies for communicating the essence of natural and organic beauty products to discerning consumers.



In 2023, NATRUE was speaker at:

- The 7th ERPA Annual Congress on Regulations and Compliance for Cosmetics (Belgium)**
2-3 February
- VIVANESS Congress (Germany)**
14-17 February
- COSMOPROF Worldwide (Italy)**
16-18 March
- COSMED Regulatory Meeting (France)**
21 March
- NOPE talks (UK)**
16-17 April
- Clean Beauty in London (UK)**
18 April
- Suppliers Day New York (NYSCC)**
2-3 May
- Expert Symposium on Plastic & Health (Belgium)**
2 May
- Yatch and Garden (Italy)**
20 May
- CCUK Webinar: "Exploring certifications in the cosmetic industry"**
8 June
- NATRUE Technical webinar: "Formulation added value to your natural and organic cosmetics with the NATRUE Label."**
20 June
- Sustainable Beauty Forum (Prague)**
12-13 September
- Natural Cosmetics International Meeting (Poland)**
20-22 September
- UK Export Academy's webinar**
17 October
- NATEXPO Conference (France)**
22-24 October
- Sustainable Cosmetics Summit (France)**
30 Oct – 1 November
- Beauty Leaders Summit (France)**
7-8 November
- Eco Living Scandinavia (Sweden)**
15-16 November
- Scandinavian Society of Cosmetics Chemists – SCANCOS (Finland)**
17 November
- Webinar Day of Natural Cosmetics**
23 November
- FIBL Webinar: "Insights in natural and organic cosmetics certification"**
27 November

NATRUE members in 2023



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

- La Ferme de Beauté Sarl
(Beauty Garden)

GERMANY

- Albaad Deutschland GmbH
- Allgäuquelle Naturprodukte GmbH
- amo como soy
- Anton Hübner GmbH & Co. KG
- Dalll Group
- 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
- Klara Ahlers, Natural Cosmetics
Consultant (Associate Member)
- Lavera
- LOGOCOS Naturkosmetik AG
- Marulala Anziehend Sinnlich Schön
- my bioLUXE
- oceanBASIS GmbH
- Oxfam Intermon
- Phönix Laboratorium GmbH
- PRIMAVERA
- Santaverde GmbH
- Schaeben GmbH & Co. KG
- Taoasis GmbH
- ÜBERWOOD – Gebr. Ewald GmbH
- WALA
- 4peoplewhocare

ITALY

- Arrival Srl
- GALA Srl
- Inalme s.r.l
- N&B «Natural is Better» srl

LATVIA

- Labraints Ltd

NEW ZEALAND

- Essential Touch NZ Ltd
- New Zealand Family
Healthcare Ltd
- Trilogy Natural Products Ltd

PERU

- Yana Cosmetics (Mishki)

POLAND

- Beliso sp z.o.o.

SLOVENIA

- Hemptouch Ltd

SPAIN

- Priorat Cosmetics

SRI LANKA

- Nature's Beauty Creations Ltd

SWEDEN

- Tash Sisterhood AB

SWITZERLAND

- Farfalla Essentials AG
- Jardin des Monts Sàrl
- Medena AG
- Melisana AG
- Robert & Josiane
- Sea Buck AG
- Spagyros AG
- The Powder Company
- Water & Salt
- 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.

secretariat@natrue.eu

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



NATRUE

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