
Natural Cosmetics Week

23-29 November 2024

[REGISTER YOUR PROPOSAL](#)





NATRUE
International Natural & Organic
Cosmetics Association



Running from the **23-29 November**, Natural Cosmetics Week 2024 will run under the theme of 'Embrace Nature, Empower Your Skin'. This theme is designed to **highlight the importance of natural and organic ingredients and sustainability in beauty**. It will inspire brands to celebrate the power of nature in enhancing skin health, while also encouraging a deeper commitment to responsible and eco-friendly practices and the use of natural alternatives in our industry.

The **objective** is to encourage producers, manufacturers, and distributors of natural and organic cosmetics, as well as organizations and individuals to **promote the benefits** -for both people and planet - **of truly natural cosmetics, and inspire** us all to #choosetruebeauty.

About



#NaturalCosmeticsWeek #ChooseTrueBeauty



The Campaign

[About NATRUE](#)

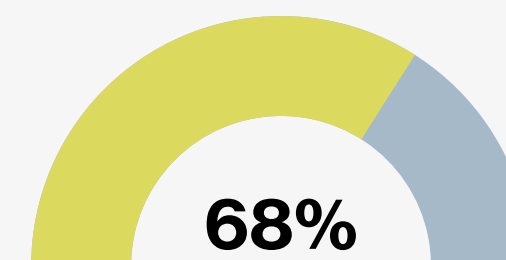
Embrace your unique expression: Natural Cosmetics Week

At Natural Cosmetics Week, we believe that everyone has their own unique way of expressing themselves. That's why we're giving you the platform to share your voice. Whoever you are, if natural and organic cosmetics pique your interest, this campaign is made for you! Our mission is to raise awareness about the benefits of natural cosmetics, dispelling myths along the way, and strengthening the reputation of this transformative sector. Join us!

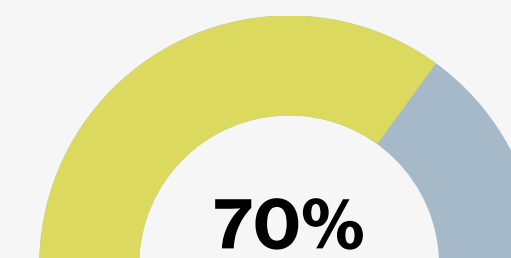
#NaturalCosmeticsWeek #ChooseTrueBeauty

What we offer

We're giving you the opportunity to be a part of Natural Cosmetics Week 2024. How? It's simple! All you need to do is think about how you can help promote and support the sector, register your activity, and we'll take care of the rest!



of consumers want to buy
skincare products made with
clean ingredients



of consumers delve into a
company's eco-credentials

NATRUE will launch a dedicated website for Natural Cosmetics Week, showcasing all registered activities. This platform will give your efforts the visibility they deserve.

Moreover, NATRUE will actively promote these activities across social media channels, including Instagram, Twitter, and LinkedIn.

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Suggestions of what you can do

Need some inspiration? We've got you covered with a few suggestions!

[Register your activity.](#)

Spread the Word: Host an Engaging Webinar

The internet has opened up endless possibilities. Why not leverage it by hosting a dynamic webinar? Educate your audience on what makes your cosmetic products unique, share insider tips, and answer questions in real-time. Make it interactive and memorable!

"Open Doors" Day: Invite Consumers into Your World

Do you have your own garden or grow the ingredients for your cosmetics? Open your doors to the public with a guided tour! Let consumers experience firsthand the natural origins of your products and deepen their connection with your brand.

Raise Brand Awareness: Partner with Influencers

Collaborate with committed influencers who share your values. Let them help you spread the word about the beauty of natural and organic cosmetics, reaching new audiences and building trust through authentic connections.

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& more ideas!

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[Register your activity.](#)

Workshop Wonders: Educate and Empower Consumers

Host a workshop on natural ingredients, teaching shoppers what to look for in their cosmetics. You could also offer a session on creating a simple skincare routine. Equip your audience with knowledge and strengthen their confidence in choosing natural products.

Natural Beauty Challenge: Create an Online Movement

Start a social media challenge encouraging participants to share their natural beauty routines using your products. Offer a prize for the best routine to boost engagement and spread the word about your brand.

Community Giveback: Donate a Percentage to Environmental Causes

Launch a special promotion where a percentage of sales during Natural Cosmetics Week is donated to environmental charities. This not only boosts sales but also aligns your brand with eco-conscious values, appealing to like-minded consumers.

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and if you are not a brand but a passionate about natural beauty, you can...

Support Local: Spotlight Small Natural Brands

Encourage consumers to spotlight and support local or small-scale natural cosmetics brands by purchasing from them, sharing their experiences, and recommending them to others. This can help small businesses gain visibility during the week.

Host a Natural Beauty Tea Party: Share and Celebrate

Organise a natural beauty-themed tea party where participants can discuss their favourite natural products, swap samples, and enjoy herbal teas that are good for the skin. It's a fun, social way to connect with others who share a love for natural beauty.

Join a Local Clean-Up: Beauty Beyond Cosmetics

In the spirit of natural beauty, consumers can organise or join a local environmental clean-up event, like a beach clean or park restoration, as a way to give back to nature. This aligns their love for natural cosmetics with a commitment to preserving the environment.

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Our Expectations

GLOBAL



Recognition

Covering all corners thanks to international participation. We expect to be mentioned in more than 30 countries worldwide!

+200



Media Publications

We want to be present in various media outlets, magazines, newspapers and radios.

+250



Mentions on Social Media

through the hashtag #NaturalCosmeticsWeek & #ChooseTrueBeauty

#NaturalCosmeticsWeek #ChooseTrueBeauty

Previous Metrics

At the **International Day of Natural Cosmetics 2023**, these were some of our highlights:



29

**WORLDWIDE
COUNTRIES**

journalists from different places echoed the International Day of Natural Cosmetics, making us present in almost 30 countries!



114

**MENTIONS ON
INSTAGRAM**

During the day of 23 November, 114 people talked about the International Day of Natural Cosmetics on that Social Media.



49

INFLUENCERS

gave visibility to the International Day of Natural Cosmetics, through educational posts, lives on Instagram or by launching promotions!

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Social Media Campaign

From the 23 to 29 November, we invite everyone to **join our exciting social media campaign** centred around the theme "Embrace Nature, Empower Your Skin"! Whether you're an expert in natural cosmetics or just starting your journey, this is your chance to get creative and share your love for natural skincare.



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Campaign Overview:

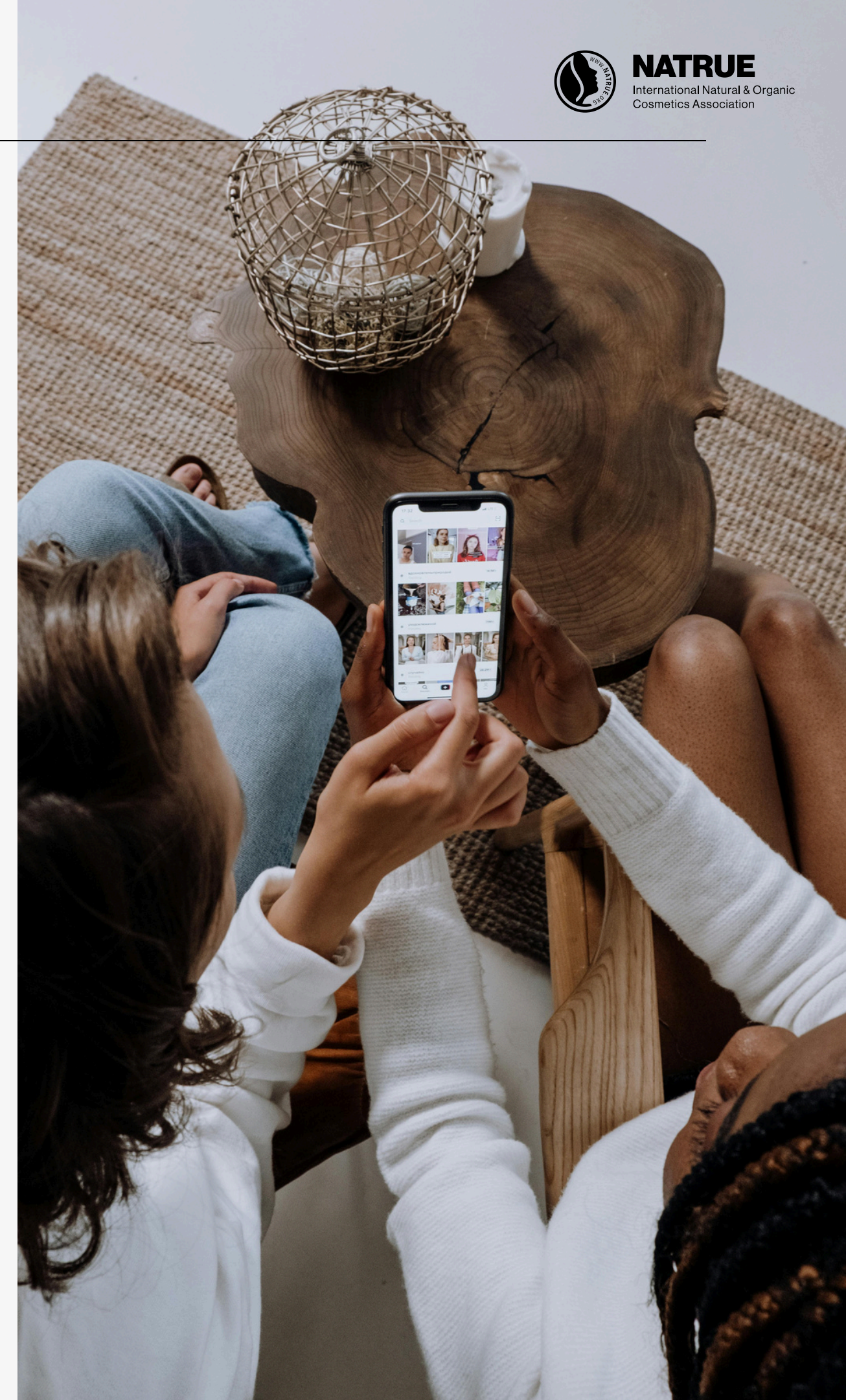
Objective: To increase awareness and engagement around Natural Cosmetics Week 2024 by encouraging brands, consumers, and influencers to participate and share their experiences related to natural cosmetics.

How to participate:

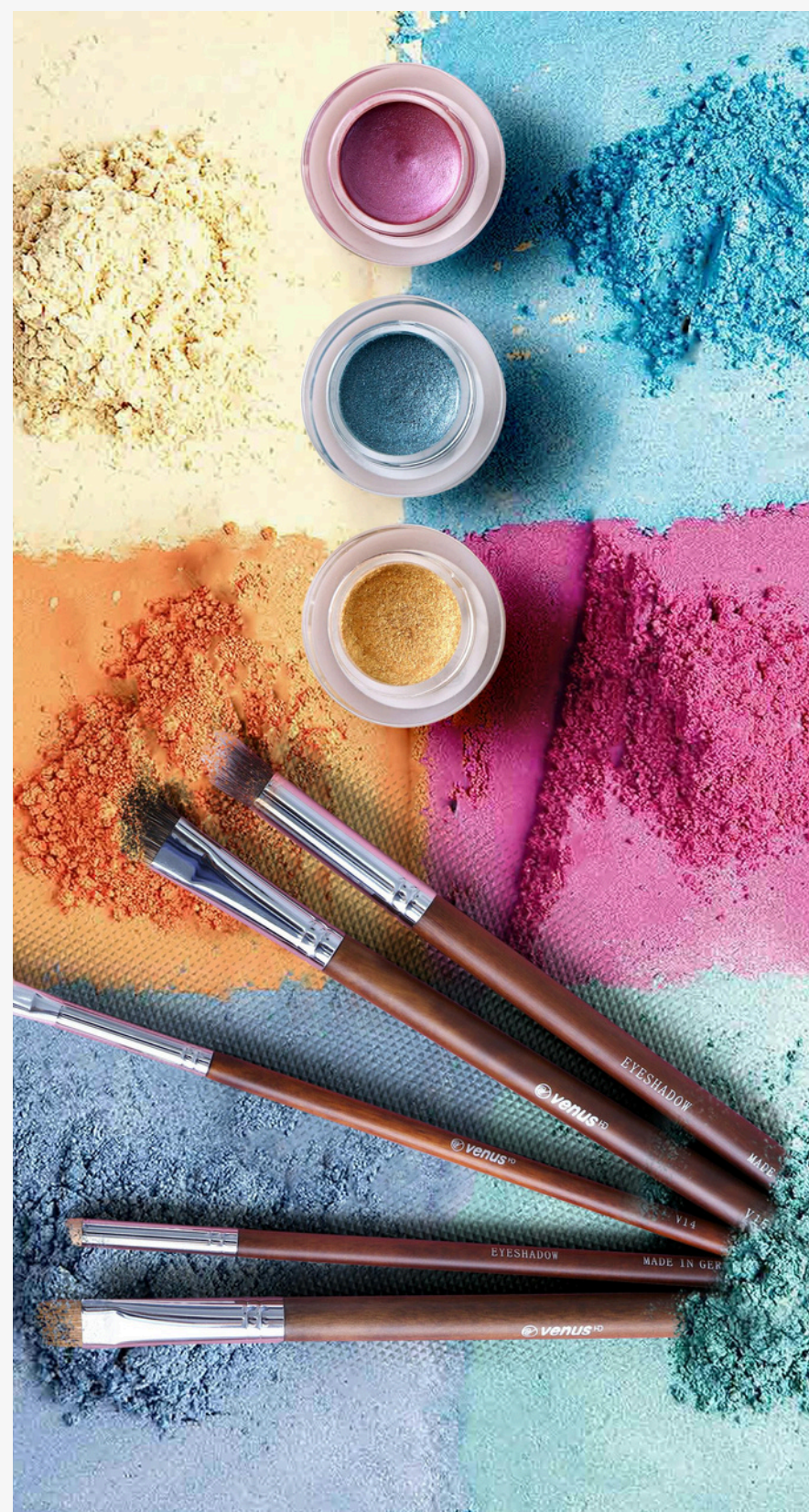
1. **Post** on Instagram, LinkedIn, Facebook, Twitter or create fun video on TikTok!
2. **Get your colleagues involved** – showcase anything related to natural cosmetics, whether it's the powerful ingredients, active principles, or your favourite products!
3. **Feel free to get creative** – whether it's educational, funny, or anything in between, we want to see it!

Don't forget to use the event hashtags and mention NATRUE in your posts. Let's spread the word about the beauty of nature and the power it has to transform our skin.

Every idea is welcome, and we can't wait to see what you come up with!



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Media Kit

Logo



Feel free to use the logo in your press releases, or social media posts.

Primary Hashtags

#NaturalCosmeticsWeek
#ChooseTrueBeauty

Supporting Hashtags

#EmbraceNature
#EmpowerYourSkin
#NATRUE

NATRUE Social Media



Communications Guide

Grab our communications guide [here](#) and get inspired with creative ideas to help promote the event!

Find out more on [NATRUE's website](#)

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Get involved!

[Register your activity](#)

If you want to get involved or if you need to find out more about how you can participate, please contact Paula Gómez de Tejada, NATRUE's Global Communications and Public Relations Manager, at pdetejada@natrue.eu.

Thank You.

[REGISTER YOUR PROPOSAL](#)

