

Communication Guidelines

Natural Cosmetics Week 2024 Communication Guidelines

Campaign Overview

Natural Cosmetics Week 2024, running from 23-29 November, marks an exciting expansion of NATRUE's International Day of Natural Cosmetics. Building on the success of previous years, this year's campaign extends into a full week of celebration under the theme 'Embrace Nature, Empower Your Skin.' The campaign is designed to spotlight the transformative power of natural and organic beauty products, highlighting their benefits for both individuals and the environment.

Campaign Objectives

The primary objective of **Natural Cosmetics Week 2024** is to raise awareness about the advantages of natural cosmetics and promote their adoption across the beauty industry. By engaging producers, manufacturers, distributors, organisations, and individuals, we aim to inspire a shift towards more sustainable beauty practices. This initiative encourages participants to showcase their commitment to natural and organic products, share their stories, and contribute to a broader conversation about the impact of beauty products on the planet.

Connection to Sustainability

Natural Cosmetics Week aligns closely with the broader theme of sustainability in beauty. In a world where environmental concerns are increasingly at the forefront, our campaign underscores the importance of choosing products that are not only good for the skin but also kind to the planet. By focusing on truly natural cosmetics, we highlight their role in reducing environmental impact, promoting ethical sourcing, and supporting eco-friendly practices.

Through this week-long celebration, NATRUE seeks to amplify the message that natural cosmetics are not just a beauty choice but a step towards a more sustainable future. Our goal is to unite voices across the industry and among consumers to drive meaningful change and foster a deeper appreciation for the natural beauty products that enhance our lives while preserving our planet.

Logo

Please, feel free to include our logo in your publications on social media. Click on the picture to download in HR.



The logo is also available in white.
Please, download it [here](#).



Communication Guidelines

Hashtags & Social Media handles

Hashtags: #NaturalCosmeticsWeek #ChooseTrueBeauty

Social Media handles:

LinkedIn – [NATRUE – The International Natural and Organic Cosmetics Association](#)

Instagram - [@Natru_e_aisbl](#)

X - [@NATRUE](#)

Social Media Template – **Before the event**

LinkedIn

🌿 The countdown to Natural Cosmetics Week 2024 has begun! From 23-29 November, we'll be celebrating the theme 'Embrace Nature, Empower Your Skin,' and we want YOU to be part of it! [NATRUE](#) is coordinating this exciting week, and we're inviting everyone to join the campaign.

Whether you're a natural beauty enthusiast, a brand, or just curious about the benefits of organic skincare, there are countless ways to get involved. Register your activity, share your story on social media, or spread the word. Let's come together to inspire and educate others about the power of natural and organic cosmetics. Join the movement! #NaturalCosmeticsWeek #ChooseTrueBeauty

Instagram

🌿 The countdown is on! Natural Cosmetics Week 2024 is coming from 23-29 November, and [@NATRUE_aisbl](#) is thrilled to be coordinating this global celebration. 🌍 ✨ We want YOU to join in! Host an event, share a post, or tell your story—every action makes a difference.

Let's fill this week with positivity and inspiration. Register your activity and use #NaturalCosmeticsWeek to join the movement. Together, we're embracing nature and empowering our skin! ❤️ #ChooseTrueBeauty

X

🌿 Get ready for Natural Cosmetics Week 2024! From 23-29 November, [@NATRUE](#) is coordinating a global celebration of natural beauty. Register your event, share your thoughts, and join the conversation. Let's make some noise together! #NaturalCosmeticsWeek #ChooseTrueBeauty

Social Media Template – **During the event**

LinkedIn

🌿 **Natural Cosmetics Week 2024** has officially kicked off! From 23-29 November, [@NATRUE](#) is leading the charge under the theme 'Embrace Nature, Empower Your Skin.' We invite you to be an active part of this celebration!

There's still time to get involved—whether you've registered an activity or want to share your experience online. Post, engage, and connect with others who are passionate about natural and organic cosmetics. Let's make a difference together! #NaturalCosmeticsWeek #ChooseTrueBeauty



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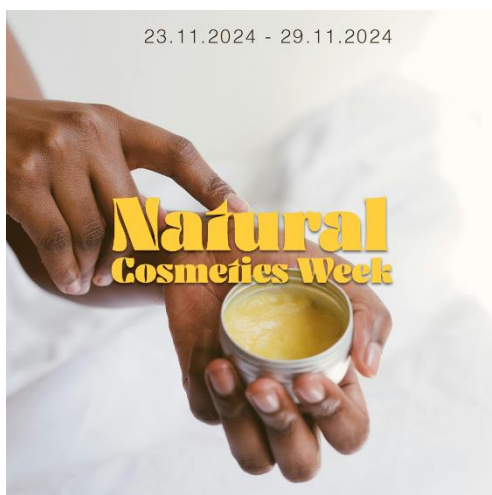
Instagram

🌿 It's finally here—Natural Cosmetics Week 2024! 🌿 ✨ From 23-29 November, [@NATRUE_aisbl](#) is coordinating this week-long celebration of natural beauty. Join us by sharing your thoughts, showing your skincare routine, or participating in an event near you.

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🌿 Natural Cosmetics Week 2024 is live! [@NATRUE](#) is coordinating this global event from 23-29 November. Join the celebration by posting, participating, or spreading the word. Let's embrace nature and empower our skin together! #NaturalCosmeticsWeek #ChooseTrueBeauty

Promotional Pictures (click to download in HR)



Communication Guidelines

Contact us

For campaign questions, contact:

- Paula Gómez de Tejada – pdetejada@natrue.eu (Global Communications and Public Relations Manager)

Other resources:

- *General website International Day of Natural Cosmetic:* [here](#)
- *Natural Cosmetics Week 2024 website:* [here](#)
- If you would like to register your activity, **please** [fill this form](#).

