



True Stories

NATRUE-certified, 100% vegan, and sustainable across every step of the production process: meet green team

Edanur Gündogdu, Product Manager at green team

Hello, NATRUE fans! My name is Edanur Gündogdu, and I am the Product Manager for green team, a new sustainable and NATRUE-certified cosmetic brand. I'm 24 years old and live in Cologne, Germany. My journey began as a nutritional scientist, but my personal struggles with skin issues led me to discover a passion for the cosmetic industry. Along the way, I realized I could not only solve my own challenges but also contribute positively to the planet. My professional experience spans R&D and packaging engineering, allowing me to develop a concept that embraces sustainability from start to finish. In my free time, I love rollerskating and exploring different natural landscapes to appreciate the beauty our planet has to offer.



NATRUE: What was the motivation behind creating the green team Naturkosmetik line, and how does it align with current consumer trends in skincare?

Edanur: When I joined Dr. Scheffler, my team leader – a mother herself – helped me see the urgent environmental challenges we face today. Beyond combating climate change, we must address the depletion of our natural resources. As producers, we bear an even greater responsibility. We are not just individuals; we are part of a collective system with the potential to create meaningful change. Recognizing this responsibility, we wanted to understand how these values resonate with others in the industry. For this reason, we conducted a study with approximately 1,400 pharmacy technicians, which revealed a strong interest in sustainability in the beauty sector, with over 70% expressing enthusiasm for it. This confirmed that our vision for green team – focusing on sustainability, veganism, and resource conservation – aligns with modern consumer demand for environmentally conscious skincare.

NATRUE: What makes your products special?

Edanur: Our products stand out in the pharmacy market because we combine multiple unique features in one cohesive concept. As a brand from Dr. Scheffler, all our products are made exclusively in Germany and sold through pharmacies. Additionally, our new line is NATRUE-certified, 100% vegan, and sustainable across every step of the production process. Notably, we are the only pharmacy brand offering a facial cleanser with 100% recyclable packaging.

Each of our products has a "green team" of two active ingredients that work synergistically, much like teammates supporting and complementing one another. All ingredients are backed by scientific studies and tested through clinical application trials, ensuring both safety and efficacy.

NATRUE: The concept of upcycling, like using by-products from sugar processing, is central to some of your ingredients. How does this approach contribute to sustainability in the beauty industry?

Edanur: Consumers often associate plastic with environmental harm. To address this, we've incorporated bio-based plastics into our packaging. These materials have a significantly smaller carbon footprint and utilize by-products, such as those from sugar processing, ensuring no additional waste is created. While plastic can't be entirely replaced in all applications, using eco-friendly alternatives is a step in the right direction. Sustainability in packaging also means understanding local recycling habits



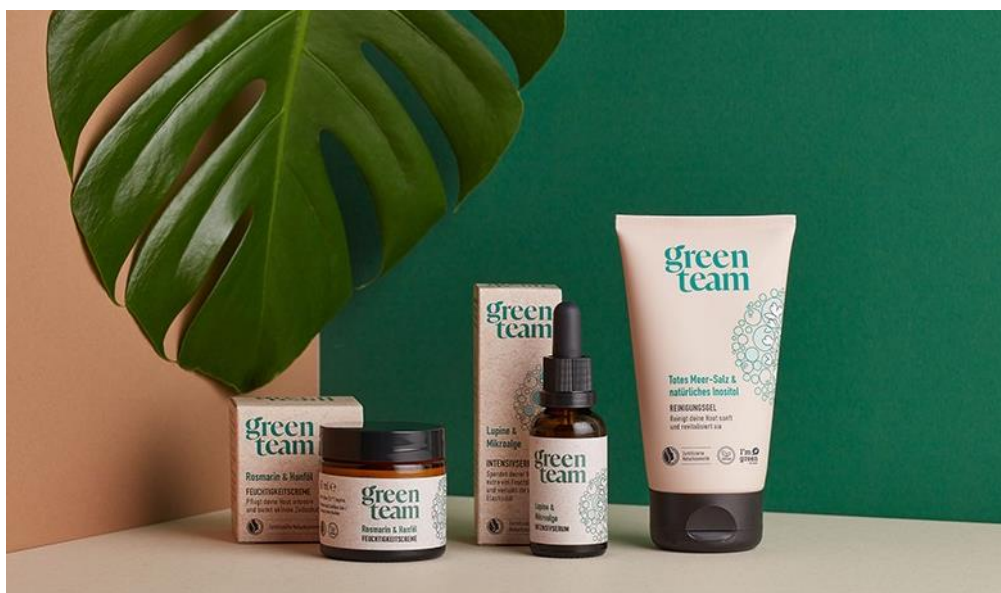
and designing user-friendly packaging for easy recycling. We have incorporated glass, a highly recyclable material, for certain components as well.

NATRUE: You emphasize consumer participation in recycling. How does green team Naturkosmetik educate users on proper disposal to complete the sustainability cycle?

Edanur: We provide clear disposal instructions directly on our packaging, guiding consumers on how to properly recycle each component. For those seeking more information, our website offers detailed breakdowns of the packaging materials and their disposal methods. Additionally, we actively use our social media platforms to educate our audience about recycling practices and broader sustainability topics, making the information accessible and engaging.

NATRUE: Why did you choose to pursue NATRUE certification? What are the benefits of certification?

Edanur: The NATRUE certification represents more than just a quality standard for ingredient origin; it is a powerful stand against greenwashing. This certification ensures our products are not only evaluated based on their ingredients but also on our broader commitment to the planet. By choosing NATRUE, we align ourselves with a trusted standard that reflects our core values of authenticity, transparency, and sustainability.



For more information about green team,
visit www.greenteam-naturkosmetik.de