



NATRUE **Annual Report** **2024**

Cultivating a sustainable future



Content

1

Foreword by
NATRUE's
President 03

2

NATRUE
at a glance 04

3

Advocacy,
Regulation
& Partners 09

4

The
NATRUE Label 14

5

International
Events 21

6

Our Members 26

7

Our Secretariat 28





1.

Foreword by NATRUE's President

Dear supporters of genuine natural and organic cosmetics,

It is with pride and renewed energy that I welcome you to this year's Annual Report. Over the past year, we have continued to uphold NATRUE's core mission: to protect and promote the authenticity of natural and organic cosmetics, even as the industry evolves and consumer demands shift.

In 2024¹, demand for natural and organic cosmetics continued to rise, driven by increasingly informed and values-driven consumers. Today's natural and organic cosmetics user is not only seeking safe and effective products, but also placing greater importance on authenticity, transparency, and ethical responsibility. Their purchasing decisions are shaped by a wide range of factors — from ingredient origin and environmental footprint to brand values and social engagement. Labelling transparency and trustworthy certification are no longer optional; they are expected.

Valued at \$13.17 billion in 2023 and projected to grow by 4.4% in 2024, the natural beauty sector continues its strong trajectory. Yet with growth comes the risk of dilution — greenwashing remains a real threat to consumer trust.

This is where NATRUE's role becomes essential. Our certification provides clear, credible criteria that go beyond existing legislation, filling gaps and setting a high bar for what “natural” and “organic” truly mean in cosmetics. We are not replicating what is already mandated by law; we are raising the standard for the benefit of both consumers and producers.

Throughout the year, we have further expanded our advocacy efforts and regulatory engagement, ensuring the voice of authentic natural and organic cosmetics is heard in key policy discussions. In line with our commitment to transparency, all of NATRUE's

policy contributions remain publicly accessible. At the same time, we've strengthened the global visibility of the NATRUE Label — travelling internationally to share our vision, meeting new stakeholders, and showcasing the value of certification.

We are proud to welcome new members, forge new alliances, and launch new tools that support our partners and reflect the evolving needs of the sector. The NATRUE Label continues to stand for trust, quality, and integrity — values that resonate more than ever in today's market.

Looking ahead, we remain optimistic and ambitious. We will keep building on our achievements, modernising our standard while remaining true to our founding principles. We will continue to support innovation that is grounded in ethics, transparency, and sustainability. Above all, we will continue to advocate for a cosmetics sector where natural and organic means exactly what it claims to be.

As always, I want to thank our dedicated Brussels team, our valued members, and all those working with us to shape a more ethical and sustainable future for cosmetics.

Best regards,

Dr. Bernhard Irrgang
President of NATRUE

¹Ecovia Intelligence, 2024

2.



NATRUE at a glance: Who we are & What we stand for

NATRUE is a Brussels-based **international non-profit association dedicated to promoting and protecting natural and organic cosmetics worldwide**. Founded in 2007, NATRUE offers a trusted home for all those passionate about true natural and organic beauty. We welcome companies, brands, and individuals who uphold our rigorous standards of quality, transparency, and sustainability.



2.1. Who we are

In **2007**, as the cosmetic industry faced increasingly complex regulations, natural and organic cosmetic companies recognised the need for unified representation and a clear definition for “natural” and “organic” cosmetics. In response, **NATRUE aisbl** was established to provide a collective voice for the sector.

One year later, in **2008**, NATRUE created its **standard** setting strict label criteria for validation of natural and organic cosmetics by third-party certification, and so address the need for authenticity, transparency, and consistency in the market.

NATRUE as an Association



Our Mission

Defending and promoting authentic natural and organic cosmetics worldwide.



Our Work

Engaging with policymakers, industry players, and consumers to set and uphold high standards.



Our Community

A growing network of members, from small independent brands to retailers and global pioneers.

NATRUE as a Label



A response to greenwashing, setting clear and rigorous criteria requirements for third-party certification.

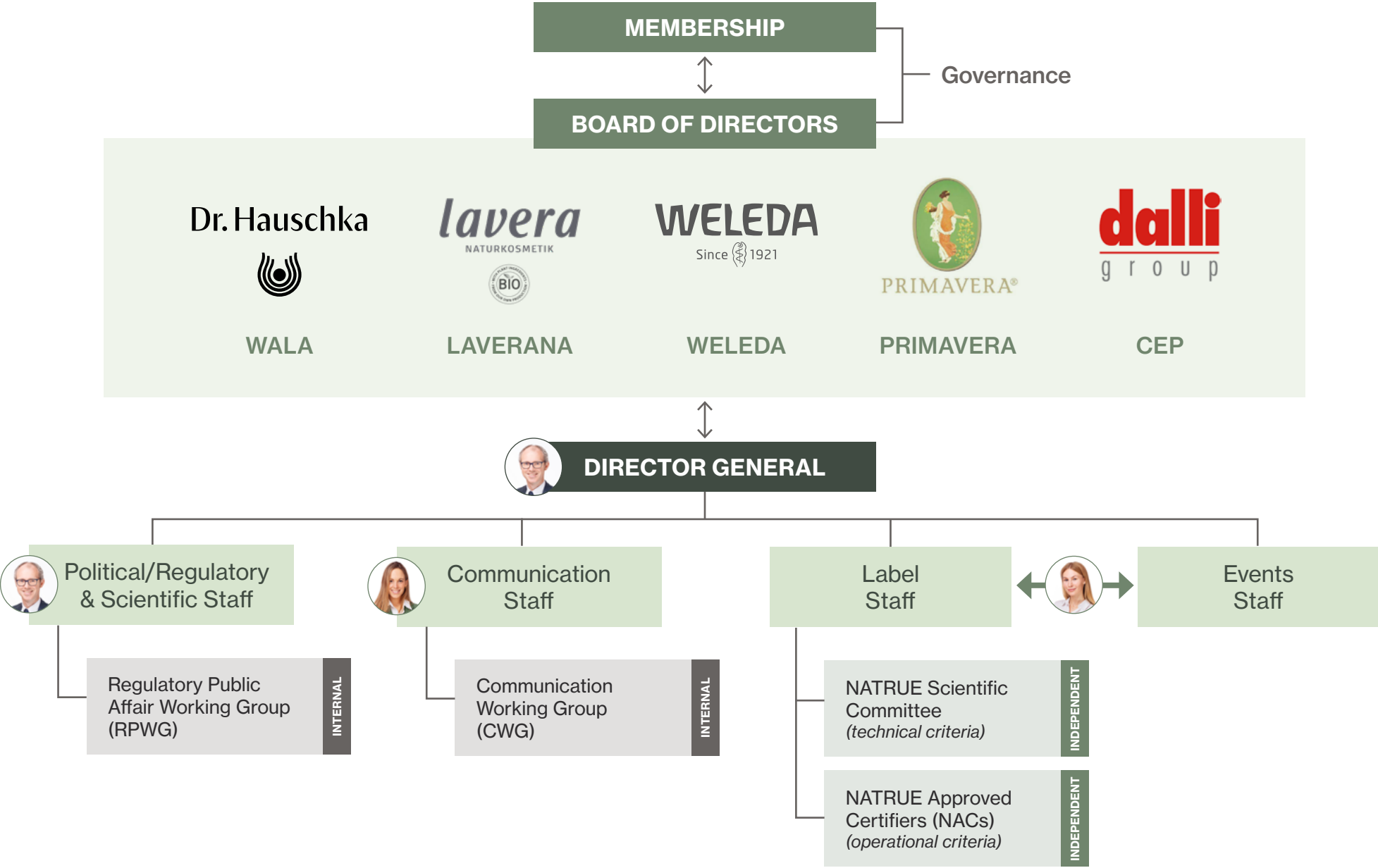


Only granted to cosmetic products, formulas and raw materials that guarantee clarity and transparency for consumer trust.



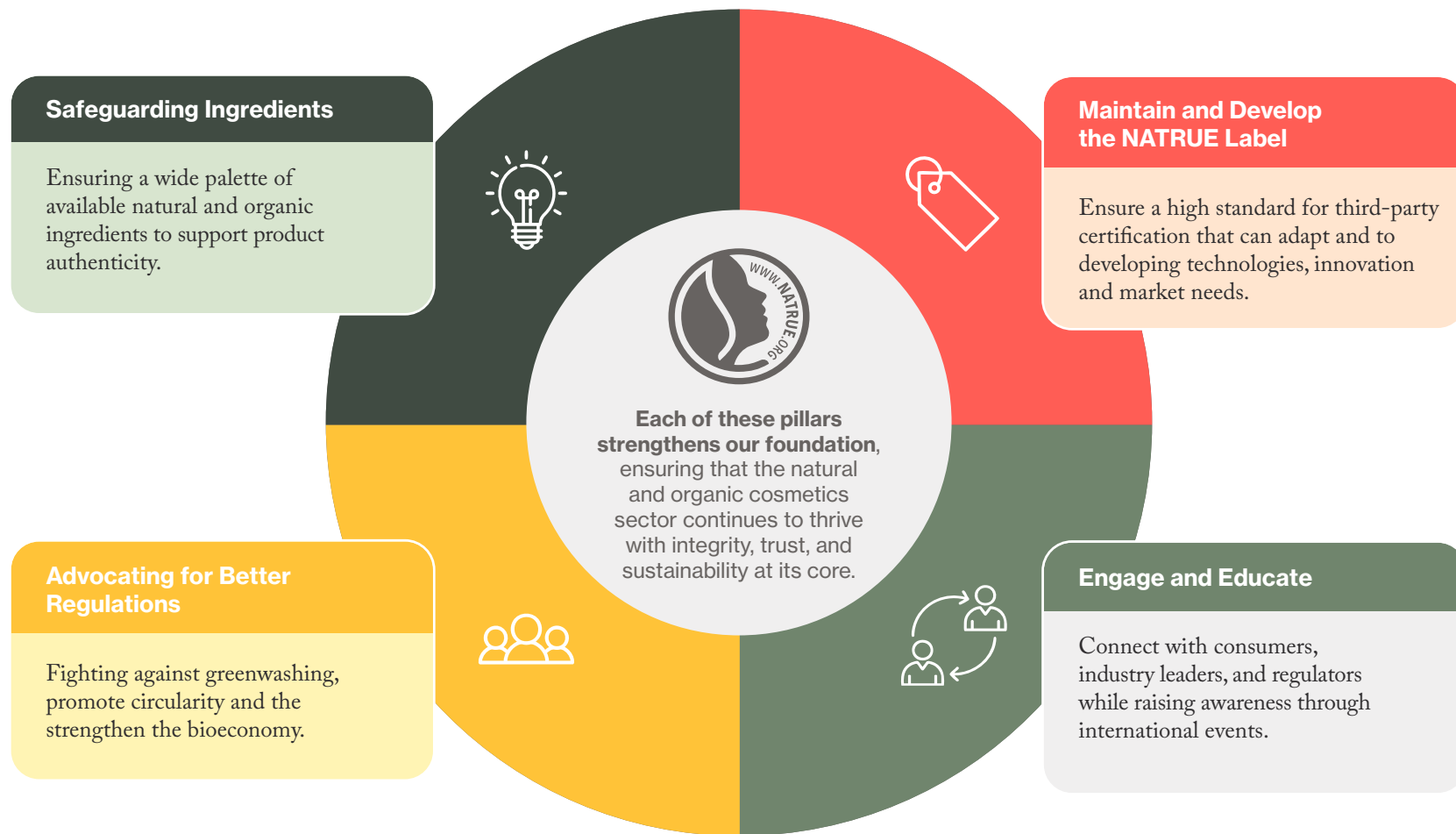
Recognized internationally as a benchmark for true natural and organic cosmetics.

2.2. Association structure



2.3. How we work

Since **2007**, NATRUE has been a **leading voice in the fight against greenwashing**, working to establish clear and official definitions for cosmetic claims; especially in the natural and organic sector. Success in our mission requires a holistic vision and a collaborative approach. That's why NATRUE is built on four interconnected pillars, each playing a vital role in protecting and promoting authentic natural and organic cosmetics:



2.4. 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).

3.



Strengthening Our Impact: Advocacy, Regulation & Partners

NATRUE expands its influence through advocacy, regulatory engagement, and strategic partnerships. Over the past year, we have actively helped to shape policy discussions, strengthened our voice in key forums, and built alliances that support our mission.

3.1. Advocacy and Regulatory engagement – Defending natural and organic cosmetics



Advocating for transparent and feasible Green Claims Regulation

NATRUE has been actively engaged in shaping the future EU regulatory framework for sustainability labels and environmental claims to ensure the continued use of the NATRUE label and third-party certification as a tool to validate label criteria and claims, while supporting growth and innovation in the natural and organic cosmetics sector. NATRUE has voiced the need to ensure credible regulatory measures are balanced with fairness, avoid burdensome, duplicative or redundant processes, and constitute a means to support clarity and transparency for consumer informed decision-making in the struggle against greenwashing.





Opposition to the ban on Green Claims (Dec 2023 & January 2024): NATRUE co-signed two industry-wide statements ([December 2023](#) and [January 2024](#)) opposing the proposed ban on green claims for products containing certain substances. These letters raised concerns about the ban's impact on consumer trust, especially in sectors like natural cosmetics, where formulations often contain complex natural ingredients. For the natural and organic cosmetics sector, where products are made from natural, complex mixtures, this ban could lead to 'greenhushing,' and restrict companies from communicating their sustainability efforts. Together with other key associations, we urged EU policymakers to reject provisions assuming an inherent incompatibility between the presence of certain substances and environmental claims.



Call for a clear and harmonised green claims framework (Feb., May, June 2024): Together with other key industry associations, NATRUE joined multiple industry initiatives ([February](#), [May](#), [June](#)) urging the EU to adopt a clear, harmonised, and science-based framework for the Green Claims Regulation. These efforts aimed to prevent misleading claims while ensuring businesses can effectively communicate their sustainability commitments in an accurate, substantiated and consistent manner. By supporting these calls, NATRUE reinforced its commitment to transparency and the protection of natural cosmetics.



Support for the EU Green Claims Directive (June 2024): NATRUE welcomed [advancements in the Green Claims Directive](#), recognizing its potential to enhance transparency and credibility in environmental claims. This legislative progress represented a crucial step in ensuring sustainability statements are verifiable and combating misleading greenwashing practices. As a strong advocate for clear and substantiated green claims, NATRUE actively participated in the discussions reinforcing its commitment to fair communication in the cosmetics sector and ensuring consumers have access to reliable information.



Other key advocacy actions:



Support for the EU Directive to Empower Consumers for the Green Transition (Feb 2024):

NATRUE applauded the [final approval of this directive](#), which strengthens consumer trust in green claims by ensuring environmental statements are truthful and substantiated. This milestone aligns with NATRUE's longstanding advocacy for clearer sustainability communication around the environmental impact of products in the cosmetics sector. NATRUE continues to work with stakeholders as [Directive \(EU\) 2024/825](#) is transposed into Member State law by 27 March 2026 before application from 27 September 2026.



Promoting digital transformation in product information (Sept. 2024):

NATRUE supports an [industry initiative](#) calling for EU action to advance digital product information solutions. As consumer expectations evolve and sustainability becomes a priority, digital labelling offers a modern, efficient way to provide essential product details while reducing packaging waste.

3.2. New partners and strategic alliances – Strengthening our network

As a member, sponsor, and partner of international organisations and bodies focused on the protection of cosmetic ingredients and products, NATRUE tackles common challenges and works with key stakeholders to spotlight sustainable innovation within the industry, as well as advocating for the preservation of natural resources, and protection of the Earth's biodiversity.



NATRUE joins European Natural Beauty Awards to spotlight authentic brands

In March, NATRUE partnered with the European Natural Beauty Awards (ENBA) to promote genuine natural beauty brands. This alliance highlights the importance of natural and organic beauty standards, boosting transparency and trust in cosmetics.

Together, NATRUE and ENBA aim to set a benchmark for high-quality, truly natural products, supporting brands that share NATRUE's values on sustainability, authenticity, and commitment to consumer confidence.



NATRUE joins Business for Nature to promote a nature-positive economy

In June, NATRUE joined the Business for Nature coalition, reinforcing its commitment to biodiversity and a nature-positive economy.

This global partnership enables NATRUE to collaborate with key organisations advocating for policy change to support sustainability and nature restoration, encouraging businesses to embrace environmentally responsible practices.



NATRUE strengthens industry collaboration with Cosmetics Europe

NATRUE has joined Cosmetics Europe as a Correspondent Member, strengthening its voice in shaping policy for the natural and organic cosmetics sector.

This partnership deepens collaboration on shared priorities like regulation, sustainability, best practices, transparency, and consumer trust -supporting NATRUE's mission to protect and promote authentic natural cosmetics across the industry.





Our Partners

Amazon's Climate Pledge Friendly Certifications (CPF)

Trusted third-party certification

British Beauty Council

Affiliate Board

Business for Nature

Partners

Chemical Watch

Partners

Commit for our planet

Supporting partnership

Consumer Information Programme by One Planet Network

Partners

COSLaw

Partners

Cosmetics Europe, the personal care association

Correspondent Member

Eco Beauty Score Association

Associate Member

European Natural Beauty Awards (ENBA)

Partners

Global Frankincense Alliance

Partners

IFOAM International and IFOAM Organics Europe

Member

IVDK

Sponsor

Organic Trade Board

Partner

Roundtable on Sustainable Palm Oil (RSPO)

Affiliate Member

Sustainable Beauty Coalition

Steering Committee

Member and Co-Chair

VIVANESS

Sponsor



4.



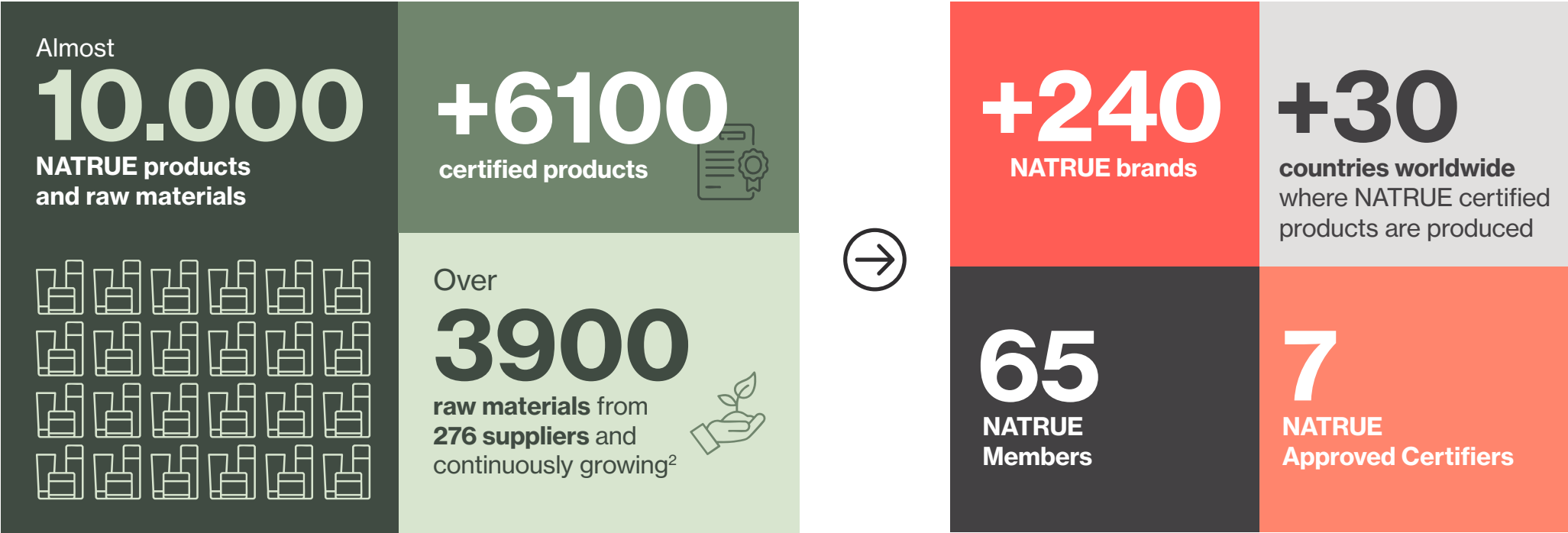
The NATRUE Label: Facts and Figures 2024

Since its creation, NATRUE has set the standard for truly natural and organic cosmetics. Our label guarantees not only natural and organic ingredients, but also ethical sourcing, sustainability, and low environmental impact – including biodegradability and responsible packaging – so you can trust your products reflect your values.



4.1. Our numbers

4.1.1. NATRUE in general:

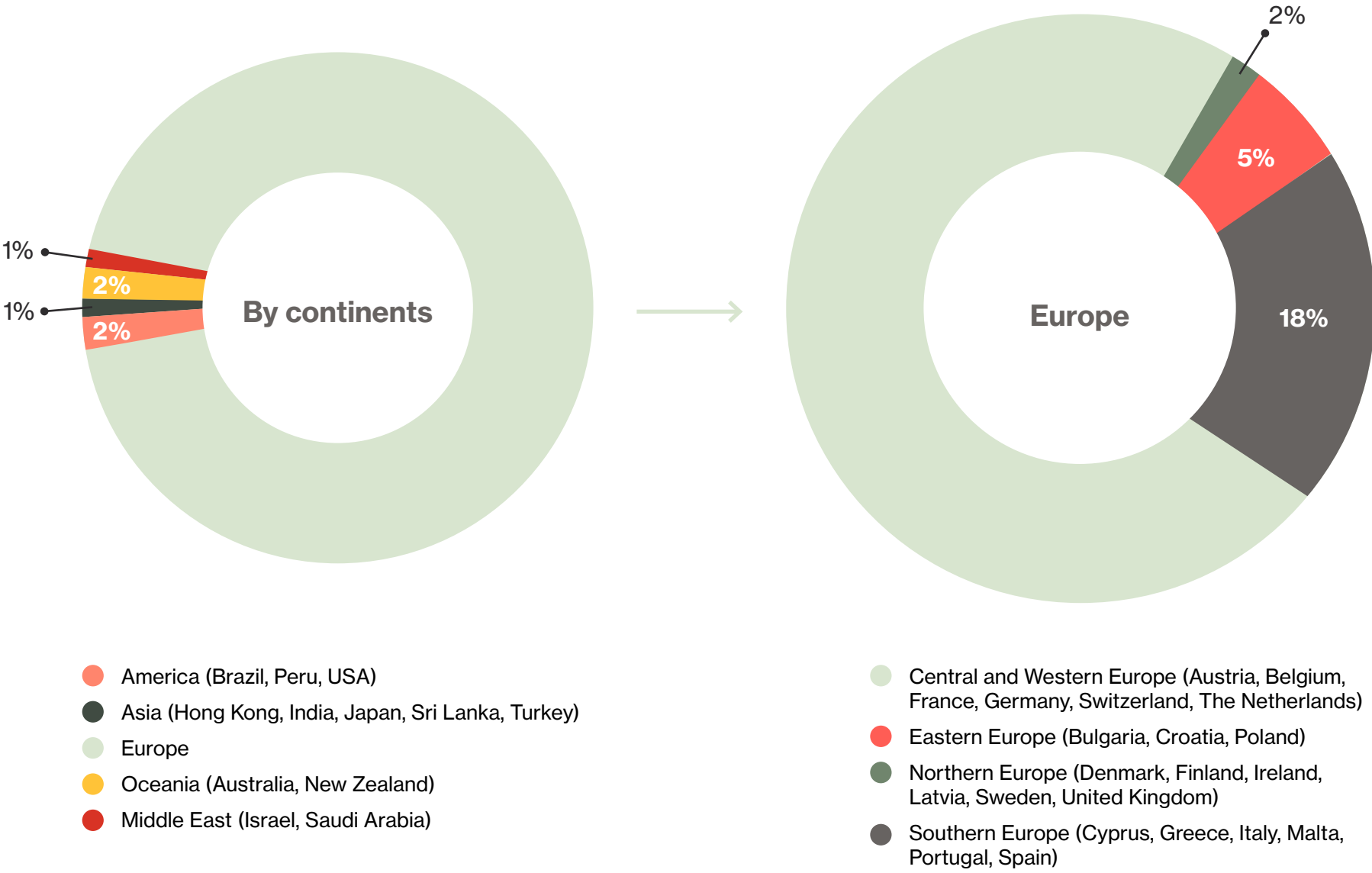


NATRUE has achieved a significant milestone, with **180 listed third-party manufacturers across the globe** now producing according to its strict natural and organic cosmetics standard.

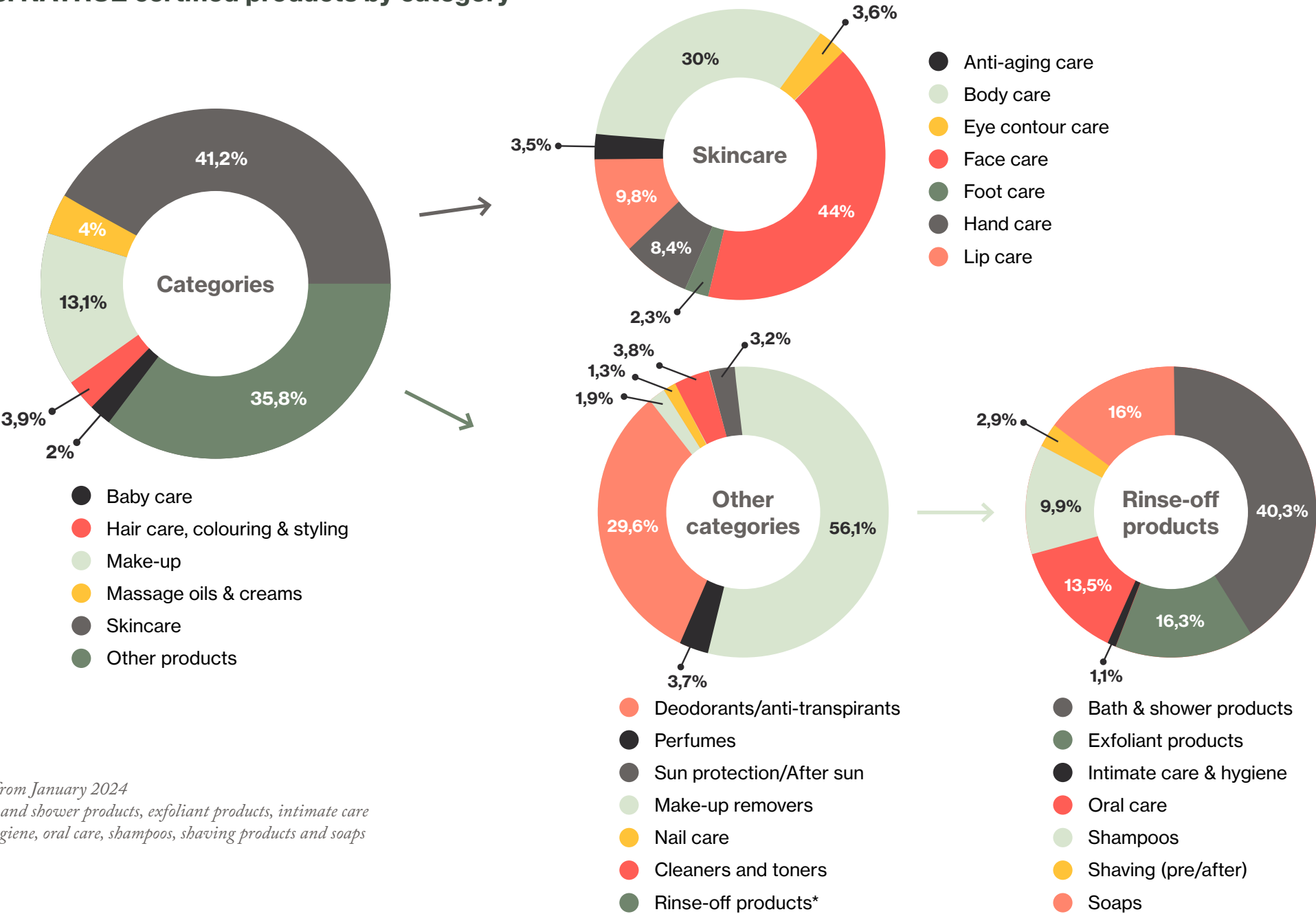
This achievement not only helps brand owners to source manufacturers but also reflects the close relationship and growing commitment of brands and producers to transparency, authenticity, and high-quality formulations in the cosmetics industry.

²ca. 25% growth in second 6-months of 2024

4.1.2 Global distribution of NATRUE brands



4.1.3. 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

4.2. The NATRUE Label Criteria

Guidance: Supporting stakeholders

In July 2024, NATRUE officially concluded the transition period for its raw material scheme begun in February 2020. To support the transition, and provide the necessary flexibility for all actors in the supply chain to adapt, To ensure that all stakeholders are fully equipped to meet the NATRUE Label requirements, NATRUE developed a set of resources to clarify application and certification while ensuring transparency throughout the process.

Central to this support was the launch of the [NATRUE Technical Guide](#), published in May. This comprehensive document offers practical guidance designed to help both operators and certifiers navigate interpretations of and changes to the label criteria with confidence. Recognised by the United Nations [One Planet Network](#), the guide reflects NATRUE's commitment to promoting high sustainability standards and maintaining integrity across the natural and organic cosmetics sector. In June, a complimentary visual infographic was released to support stakeholders' understanding of the application of the ['grandfathering rule'](#) covering when and how existing products would continue to comply under the previous framework.



4.3. Sharing Transparency – More tools to assist you

NATRUE's new video

In February, NATRUE launched a dynamic and impactful video that beautifully captures the essence of the natural and organic cosmetics movement. Crafted to inspire both industry professionals and consumers, this visually striking production underscores our steadfast commitment to sustainability, transparency, and safeguarding the integrity of natural cosmetics.

In just over a minute, the video showcases our core values—**transparency, integrity, impartiality and trust**—empowering consumers to make informed choices. Available in five languages ([English](#), [German](#), [Spanish](#), [Italian](#), and [French](#)), this dynamic production strengthens confidence in the NATRUE Label and reinforces our commitment to sustainability.

A fresh look: NATRUE's brand refresh

Since our foundation in 2007, NATRUE has been a symbol of trust and authenticity in natural cosmetics. This year, **we refreshed our brand colours**, aligning with modern trends while staying true to our mission of protecting and promoting natural beauty.

NATRUE featured in educational publications and books

As a trusted certification in the industry, NATRUE was featured in books and teaching materials across **Germany, France, the USA, and Japan**, further solidifying our role in educating and guiding the future of natural cosmetics.

Leading the conversation: NATRUE on the ENBA podcast

NATRUE took the spotlight on the [European Natural Beauty Awards podcast](#), sharing insights into the natural and organic cosmetics sector. In [this engaging conversation](#), NATRUE highlighted the importance of transparency, certification, and the fight against greenwashing, reinforcing its mission to protect and promote authentic natural beauty.



4.4. Awards and key events

Well-deserved recognition: NATRUE shines at #6 in the Who's Who in Natural Beauty

NATRUE's Director General, Dr. Mark Smith, ranked #6 in the prestigious "Who's Who in Natural Beauty" list, honoured as "The Transparency Trailblazer" for his leadership and commitment to authentic natural and organic cosmetics. This recognition reinforces NATRUE's role in driving transparency, sustainability, and high standards in the global cosmetics industry.



NATRUE Membership Assembly in Frankfurt (Germany)

Key events:



Roundtable with Journalists and Training Sessions – NATRUE in 2024

In 2024, NATRUE had the opportunity to participate in a **roundtable** with German journalists alongside other leading brands, and NATRUE founding members, Weleda, Primavera, and WALA. The discussion focused on promoting NATRUE's mission and the importance of natural cosmetics. In addition, our team took part in several training sessions where we explained **'what NATRUE is and how it works'**, helping to raise awareness about our certification and the standards behind it.

If you ever need similar training sessions or would like to learn more about our work, don't hesitate to get in touch! We are always happy to share our expertise.

NATRUE Membership Assembly and Workshop: Driving Sustainability and Innovation Forward

On 13th May, NATRUE held its annual Membership Assembly and Workshop in Frankfurt, bringing together members, industry experts, and stakeholders to explore the latest trends in the natural cosmetics industry, regulatory developments, and innovations in the natural and organic cosmetics sector. The discussions focused on supporting sustainability, transparency, and high standards across the industry.

During the Assembly, NATRUE welcomed **four new Member Bs**: Herbalind GmbH & Co KG, Kluge Vision (Kluge Vision Organic), and Things we Love (lipfein) from Germany, as well as Liv Naturkosmetik – QuraDea from Switzerland. With these new additions, NATRUE now counts 65 international Members (5 Member A, 56 Member B, and 4 Associate Members), further strengthening its global network.

NATRUE membership is open and flexible, welcoming producers, manufacturers, distributors, associations, and supporters who share the values upheld by the NATRUE Label. Together, we continue to protect and promote truly natural and organic cosmetics worldwide.

5.



International Events

Since 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 2024, NATRUE joined more than 25 conferences and events worldwide!

Natural Cosmetics Week: A Landmark Celebration of Natural Beauty

In 2024, NATRUE successfully launched the **first-ever Natural Cosmetics Week** (23–29 November), a groundbreaking initiative to promote and celebrate natural cosmetics under the theme “Embrace Nature, Empower Your Skin.” This milestone event **united industry professionals, brands, and consumers** through a dynamic mix of **social media campaigns, influencer collaborations, and in-person activities**, all designed to raise awareness and appreciation for authentic, high-quality natural beauty.

With 27 activities across Germany, Hungary, Belgium, Singapore, Sweden, the UK, Finland, Greece, and beyond, the week-long celebration featured webinars, Instagram live videos, product launches, and exclusive industry discussions; all focused on a global movement advocating for transparency, sustainability, and innovation in cosmetics.

A key highlight was NATRUE’s exclusive webinar, “The Green Guide: Trends in Natural Ingredients,” which gathered industry experts to discuss sustainability, sourcing, and the future of natural beauty. This insightful session remains available on our YouTube channel (watch it [here](#).)



Natural Cosmetics Week in Numbers

+360    
video views on YouTube   
   



Collaboration with
50+ 
influencers

+1,670    
social media mentions    



Nearly
400 
media features
worldwide

2024: Where have we been?



NATRUE at VIVANESS (13-16 February - Germany)

The NATRUE team travelled to Nuremberg to take part in VIVANESS. Over four dynamic days, the team connected with industry peers, influencers, and policymakers while gaining valuable insights into market trends and consumer expectations.

NATRUE actively contributed to the event through three key sessions:

1. **“Commit for Our Planet: Driving Environmental Sustainability”** – A presentation by Dr. Mark Smith, Director General of NATRUE, on the association's commitment to promoting environmental sustainability within the industry.
2. **“Certified Sustainability in Cosmetics: Natural Solutions for a Better Future”** – A panel featuring Dr. Smith and industry voices, exploring how certification supports sustainability practices in cosmetics.
3. **Workshop on Natural Sunscreens** – A collaborative discussion on the role of mineral UV filters, addressing the industry's role in consumer safety and environmental responsibility.

These sessions reinforced NATRUE's leadership in promoting certified natural cosmetics and advancing sustainability and transparency across the industry.



NATRUE at NOPEX (14-15 April - UK)

NATRUE showcased its expertise and celebrated a vibrant array of NATRUE-certified brands at Natural & Organic Products Europe (NOPEX) 2024, the UK's leading sustainable business event, held in London. This year's edition provided NATRUE with the perfect platform to offer visitors an exclusive opportunity to explore a curated selection of NATRUE-certified brands, reflecting the best in natural and organic cosmetics.

Dr. Mark Smith, Director General of NATRUE, contributed to both a presentation and an insightful panel discussion, focusing on the theme: **“Empowering the Green Transition”**. Dr. Smith was joined by fellow experts from the British Beauty Council, Provenance, and Weleda UK, sharing knowledge and discussing strategies for driving sustainability within the industry. This year, NOPEX attracted over **6,200 attendees** across the two days, solidifying its position as the UK's largest trade show for the natural and organic products sector.



NATRUE at in-Cosmetics Global (16 – 18 April - France)

NATRUE participated in in-cosmetics Global 2024, the premier international event dedicated to personal care ingredients, held in Paris, France. The event attracted over **12,500 attendees** from around the world, providing an exceptional platform for networking and knowledge exchange.

Among the many insightful sessions, NATRUE's presentation stood out. Dr. Mark Smith, Director General of NATRUE, delivered a compelling talk titled **"Substantiating Environmental Claims Through Certification"**. This session explored the evolving landscape of environmental legislation, emphasizing the crucial role of third-party certification in providing consumers with transparency and the highest level of trust when it comes to environmental claims.



NATRUE at the Natural Cosmetics Show (9-10 October – Sweden)

NATRUE was proud to participate in the Natural Beauty Show 2024, the leading sustainable trade event in the Nordic region. Bringing together industry pioneers, brands, and experts, the event provided a key platform to explore the latest innovations, trends, and challenges shaping the natural and organic beauty sector.

As part of its commitment to driving positive change, NATRUE contributed to three key sessions: (1) **"New Priorities for EU Institutions in the Green Transition: Updates on Green Claims, ESPR, and PPWR"** presented by Dr. Mark Smith, NATRUE Director General; (2) **"The Green Beauty Revolution: Trends Driving Sustainability in Cosmetics"**, led by Viktoria Potko, NATRUE Certification and Global Market Development Manager; and (3) a panel discussion titled **"Navigating Green Beauty: Trends, Certifications, and Communication Strategies,"** featuring Dr. Mark Smith, where industry experts explored how brands can successfully navigate the green beauty landscape through certifications and transparent consumer communication.

In 2024, NATRUE was speaker at:

- **HPCI Conference Mumbai (India)**
18-19 January
- **Webinar with Bioagricert (Italy)**
8 February
- **VIVANESS Congress (Germany)**
13-16 February
- **The 8th ERPA Annual Congress on Regulations and Compliance for Cosmetics (Belgium)**
26-27 February
- **COSMOPROF Worldwide (Italy)**
21-23 March
- **NOPEX (UK)**
14-15 April
- **In-Cosmetics Global (France)**
16-18 April
- **Webinar Personal Care Insights “What’s trending in cosmetics?”**
8 May
- **NATRUE Membership Assembly**
13 May
- **Cosmetics Business (Germany)**
5-6 June
- **Skin Summer School (Italy)**
17-19 June
- **Cosmetics Europe Annual Conference (Brussels)**
19 – 20 June
- **NATRUE Roundtable with German media (Germany)**
4 July
- **Cosmetinnov (Portugal) *first time***
10-11 July
- **UN One Planet Network (Brazil)**
12-13 September
- **European Natural Beauty Awards (Sweden)**
9 October
- **Natural Beauty Show (Sweden)**
9-10 October
- **SEPAWA (Germany)**
16-18 October
- **Sustainable Cosmetics Summit (France)**
23-25 October
- **UN’s Regional Consultation on the Sustainability Potential of Digital Product Information Systems**
30 October
- **Sustainability, AI & Innovation Summit (Spain)**
22 November
- **Webinar “Eco-friendly amenities in hospitality” (Sweden)**
27 November
- **Webinar “The Green Guide: Trends in Natural Ingredients (Belgium)**
28 November

6.

Our Members



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
- Anton Hübner GmbH & Co. KG
- Bonano GmbH
- Dalli 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 (C!RCLY)
- Hellmut Ruck GmbH
- Herbalind GmbH & Co KG
- Interco Cosmetics GmbH
- Kappus Seifen GmbH Riesa & Co. KG
- Klara Ahlers, Natural Cosmetics Consultant (Associate Member)
- Kluge Vision (Kluge Beauty Organic)
- Lavera
- LOGOCOS Naturkosmetik GmbH & Co.
- Marulala Anziehend Sinnlich Schön
- Müller Großhandels Ltd. & Co. KG
- my bioLUXE
- oceanBASIS GmbH
- Phönix Laboratorium GmbH
- PRIMAVERA
- Santaverde GmbH
- Schaeben GmbH & Co. KG
- Taoasis GmbH
- Things we love (lipfein)
- WALA
- 4peoplewhocare

ITALY

- Arrival Srl
- GALA Srl
- Inalme s.r.l
- N&B “Natural is Better”

NEW ZEALAND

- Essential Touch NZ Ltd
- Trilogy Natural Products Ltd

PERU

- Yana Cosmetics (Mishki)

POLAND

- Beliso sp z.o.o.

SLOVENIA

- Hemptouch Ltd

SPAIN

- Oxfam Intermon

SRI LANKA

- Nature's Beauty Creations Ltd

SWEDEN

- Tash Sisterhood AB

SWITZERLAND

- Farfalla Essentials AG
- Jardin des Monts Sàrl
- Liv Naturkosmetik(QuraDea)
- Medena AG
- Melisana AG
- Robert & Josiane
- Spagyros AG
- The Powder Company
- Water & Salt
- Weleda

UNITED STATES OF AMERICA

- Amala LLC
- Burt's Bees (Associate Member)
- Dr Bronner's Magic Soaps



7.

Our Secretariat





Dr. Mark Smith,
Director General

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

Administrative support, responsible for ensuring legal, financial and HR matters and membership management.

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Paula Gómez de Tejada,
Global Communications and
Public Relations Manager

Responsible of internal and external communication strategies, implementation, development and management of NATRUE's website and social media accounts.

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Viktoria Potko,
Certification and Global
Market Development Manager

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.

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Muriel Cartiaux,
Office Assistant

Responsible for the products database of NATRUE's website.

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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**



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