
Natural Cosmetics Week

17 - 23 November 2025

[REGISTER YOUR PROPOSAL](#)



Welcome to Natural Cosmetics Week 2025!

From **17–23 November**, we invite brands, partners, and natural beauty enthusiasts worldwide to celebrate certified natural and organic cosmetics.

This deck will guide you on how to get involved, showcase your activities, and make the most of this global campaign.





NATRUE
International Natural & Organic
Cosmetics Association



“Natural Care, Real Impact: Trust What’s Behind the Label”

This theme highlights the true value of certified natural and organic cosmetics, showing that **natural and science go hand in hand**.

It encourages brands, producers, distributors, organizations, and individuals to communicate the benefits of natural beauty — for people, for the planet, and for trust.

Together, let’s inspire everyone to **#ChooseTrueBeauty** and demonstrate the positive impact of natural and transparent practices in cosmetics.

About



#NaturalCosmeticsWeek #ChooseTrueBeauty #NCW25



The Campaign

[About NATRUE](#)

Your Voice, Your Way: Natural Cosmetics Week 2025

At Natural Cosmetics Week 2025, everyone has a unique way to express themselves, and we give you the platform to share your voice. Whether you're a brand, retailer, or natural beauty enthusiast, this campaign is for YOU!

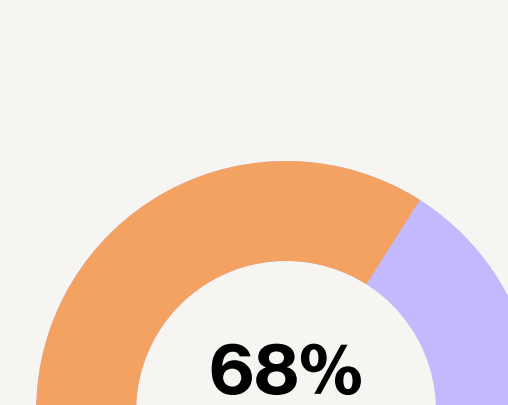
Our mission is to raise awareness of natural cosmetics, dispel myths, and strengthen the sector's reputation. Join us!

#NaturalCosmeticsWeek #ChooseTrueBeauty #NCW25

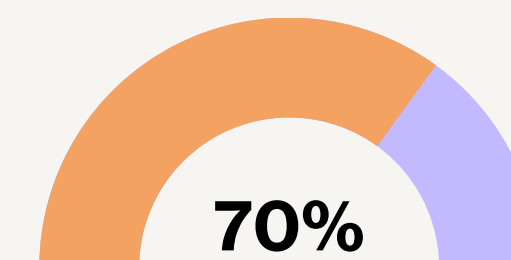
What we offer

Participation it's simple!

1. **Think of an activity** that aligns with the campaign theme.
2. **Register your activity** [here](#).
3. **NATRUE will promote it!**



of consumers want to buy
skincare products made with
clean ingredients



of consumers delve into a
company's eco-credentials

NATRUE will feature your activity on the dedicated [NCW 2025 website](#), where all registered activities are featured.

We'll also share and promote your activity across our social media channels — Instagram, X, and LinkedIn — to help your story reach more people worldwide.



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Suggested activities (brands)

Need some inspiration? Here are a few suggestions!
(And don't forget, you can always check what [others did last year!](#))

[Register your activity](#)

Science Behind the Beauty Webinar

The internet has opened up endless possibilities. Why not host a dynamic webinar or short video series? Explain the science and certification behind your natural products. Show how transparency builds trust with your consumers.

"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.

Trust Through Transparency Challenge

Encourage followers to share posts showing how they choose products they trust. Highlight conscious decisions, tagging your brand and NATRUE, and inspire your community to embrace transparency.

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& more ideas!

[Register your activity](#)

Eco & Beauty Workshop

Organise a workshop to educate customers about sustainable ingredients, eco-friendly packaging, or DIY natural cosmetics. Make the session interactive, fun, and informative.

Natural Beauty Giveaway for a Cause

Run a campaign where each purchase or social share contributes to environmental or social initiatives. Connect natural beauty with a positive impact for the planet and community.

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...

Label Detective

Post a photo of a certified natural product you love and explain why you trust the label. Tag NATRUE to inspire others to choose products with transparency and integrity.

Natural Care Routine Share

Host an online or in-person session where participants share their natural skincare routines, highlighting certified products and educating others on the benefits of natural ingredients.

Science + Nature Storytelling

Share a personal or brand story about how transparency, natural ingredients, and certification impact your life or business. Inspire others by showing the real effects of choosing certified natural products.

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Our Expectations

GLOBAL



+200



+250



Recognition

Covering all corners thanks to international participation.

Media Publications

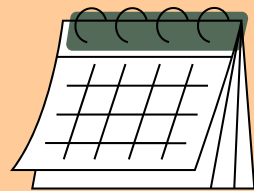
We want to be present in various magazines, newspapers, and radio outlets.

Mentions on Social Media

Amplifying reach through posts, shares, and tags across channels.

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Social Media Campaign



17 - 23 November 2025

Join our exciting social media campaign

Get creative and share your love for natural skincare.
Post, tag, and inspire your network to explore the true
impact of certified natural and organic cosmetics.



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Campaign Overview:

Objective: Increase awareness and engagement around **NCW 2025** by encouraging brands, consumers, and influencers to participate and share experiences with natural cosmetics.

How to participate:

1. **Post** on Instagram, LinkedIn, Facebook, Twitter or create fun video on TikTok!
2. **Get colleagues involved** — showcase ingredients, active principles, or your favourite certified products!
3. **Be creative** — educational, fun, or anything in between is welcome!

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 of transparency. Every idea counts, and we can't wait to see your creativity!



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Key resources

Logo



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

Hashtags

#NaturalCosmeticsWeek
#ChooseTrueBeauty
#NCW25

NATRUE Social Media



Media assets & Communications Guide





#NaturalCosmeticsWeek #ChooseTrueBeauty #NCW25

Get involved!

[Register your activity](#)

If you want to get involved or need any further information, please contact Paula Gómez de Tejada, NATRUE's Global Communications and Public Relations Manager, at pdetejada@natrue.eu.

Thank You.

[REGISTER YOUR PROPOSAL](#)

[Explore all the activities](#)



**NATURAL
COSMETICS
WEEK**