

## Communication Guidelines

# Natural Cosmetics Week 2025

## Communications Guide



### Campaign Overview

NATRUE is pleased to announce the second edition of **Natural Cosmetics Week**, taking place from 17–23 November 2025. Under the theme “**Natural Care, Real Impact: Trust What’s Behind the Label**”, this year’s campaign shines a spotlight on the true power of certified natural and organic cosmetics. It emphasises that natural and scientific aren’t opposites — they are allies. The campaign invites everybody to look closer: behind the label, behind the ingredients, behind the impact — for people, for trust, and for the future of beauty.

### Campaign Objectives

- Raise awareness of Natural Cosmetics Week 2025 and its core message: “**Trust What’s Behind the Label.**”
- Strengthen consumer trust in certification by showing transparency and integrity in natural/organic cosmetics.
- Empower brands, retailers, and stakeholders to share their authentic stories, values and science-backed claims.
- Amplify participation: encourage brands and partners to use campaign assets, align communications, and reach broader audiences.

### What We Expect from Participants

- **Register an activity** to be included in the official NCW 2025 programme.
- **Actively participate** during the week by showcasing your contribution (e.g. workshop, panel, product story, campaign, social media post(s)).
- Share NCW 2025 content on your social media channels **before, during** and **after** the week (17–23 November).
- Use the official logo, visuals, hashtags & social media templates provided.
- **Tag NATRUE** ([LinkedIn](#), [Instagram](#), [X](#)) to help amplify reach.
- Highlight your own contributions/events/stories during NCW that align with this year’s theme.
- Use honest, clear messaging that reflects the campaign’s focus: natural + science, transparency, trust.

### Logo & Media Assets

The official NCW logo, media assets, and communication toolkit are available in our [shared drive](#). Please use them as provided to ensure visual unity across participants.



## Communication Guidelines

### Hashtags & Social Media handles

**Hashtags:** #NaturalCosmeticsWeek #NCW25 #ChooseTrueBeauty

**Social Media handles:**

**LinkedIn** – [NATRUE – The International Natural and Organic Cosmetics Association](https://www.natrue.org)

**Instagram** - [@Natrue\\_aisbl](https://www.instagram.com/natrue_aisbl)

**X** - [@NATRUE](https://twitter.com/NATRUE)

### Social Media Template – **Before the event**

#### LinkedIn

🌿 The countdown to Natural Cosmetics Week 2025 has begun! From 17–23 November, [@NATRUE](https://www.natrue.org) is coordinating a global celebration of natural and organic beauty under the theme “Natural Care, Real Impact: Trust What’s Behind the Label.”

Get involved: register an activity, share your story, or join the online conversation. Together, let’s show how science strengthens transparency and trust in natural beauty. Be part of the movement!

#NaturalCosmeticsWeek #ChooseTrueBeauty #NCW25

#### Instagram

🌿 The countdown is on! Natural Cosmetics Week 2025 is coming 17–23 November, and [@NATRUE](https://www.natrue.org) is coordinating this worldwide celebration 🌍💖

This year’s theme “Natural Care, Real Impact: Trust What’s Behind the Label” highlights how science strengthens trust in natural and organic cosmetics.

💡 Get involved: organise an activity, share your thoughts, or simply post why natural beauty matters to you. Every action counts!

#NaturalCosmeticsWeek #ChooseTrueBeauty #NCW25

#### X

🌍🌿 Get ready for Natural Cosmetics Week 2025! From 17–23 November, [@NATRUE](https://www.natrue.org) is coordinating a global celebration of natural beauty under the theme “Natural Care, Real Impact: Trust What’s Behind the Label.”

Register your activity, share your thoughts, and join the conversation. Let’s inspire trust and transparency together! 💖  
#NaturalCosmeticsWeek #ChooseTrueBeauty #NCW25

### Social Media Template – **During the event**

#### LinkedIn

💡 It’s here – Natural Cosmetics Week 2025! 🌿

Check out the [@NATRUE](https://www.natrue.org) website to see everything happening this week and join the movement if you haven’t yet. Share



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your story, participate in events, or just get inspired—there's still time to be part of this global celebration of natural and organic beauty! 🍷

Let's make transparency and trust go viral! ✨

#NaturalCosmeticsWeek #ChooseTrueBeauty #NCW25

### Instagram

✨ It's here – Natural Cosmetics Week 2025! 🌱

Check out [@NATRUE](#) to see everything happening this week and join the movement if you haven't yet. Share your story, show your products or routines, or just get inspired—there's still time to be part of this global celebration of natural and organic beauty! 🍷

#NaturalCosmeticsWeek #ChooseTrueBeauty #NCW25

### X

✨ 🌱 Natural Cosmetics Week 2025 is live!

See what's happening this week at [@NATRUE](#) and join the movement if you haven't yet. Share your story, participate in events, or get inspired—there's still time to be part of this global celebration of natural beauty! 🍷

#NaturalCosmeticsWeek #ChooseTrueBeauty #NCW25

### Contact us

For campaign questions, contact Paula Gómez de Tejada – [pdetejada@natrue.eu](mailto:pdetejada@natrue.eu) (Global Communications and Public Relations Manager)

### Other resources:

- *General website Natural Cosmetics Week:* [here](#)
- *Natural Cosmetics Week 2025 launch:* [here](#)
- Registered activities NCW 2025: [here](#)
  - [Activity Deck NCW 25](#)
  - If you would like to register your activity, please fill in [this form](#)

