

NATRUE

International Natural & Organic
Cosmetics Association

Press and
Media Kit



About NATRUE

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, integrity, and sustainability.

Our story

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, the **International Natural and Organic Cosmetics Association (NATRUE)** was established to provide a collective voice for the sector.

One year later, NATRUE introduced its **standard**, establishing clear label criteria for the third-party certification of natural and organic cosmetics that addressed the need for authenticity, transparency, and consistency in the market.



NATRUE's Mission and Vision

Our key goals

Promoting and protecting natural and organic cosmetics for the benefit of consumers worldwide means:

Guaranteeing that consumers have access to **authentic natural and organic cosmetics certified** to transparent label criteria

Contributing to better regulation concerning the definitions and claims used in natural and organic cosmetics



Advocating to **protect and promote natural and organic ingredients** to ensure a wide diversity of finished cosmetic products

Raising consumer awareness about natural and organic cosmetics and the NATRUE label

The NATRUE Association

Since 2007, NATRUE is a key advocate in the fight against greenwashing and aims to establish clear and official definitions for cosmetic claims, impacting the natural and organic sector. As part of its mission, NATRUE actively participates in [international and European decision-making bodies](#), including the European Commission's Cosmetics Working Group or the International Standardization Organization (ISO). These efforts support consumers, promote transparency and foster sustainable activities within the industry.

Membership with NATRUE

NATRUE offers flexible membership for companies, associations, and individuals operating in the natural cosmetics sector. Stay informed, shape the sector's future, and support authentic natural and organic beauty globally. Discover how to join: [NATRUE Members](#).



65
International
Members



The NATRUE Label



+10.400
NATRUE cosmetics
and raw materials

Since its inception, NATRUE has set the bar for natural and organic cosmetics. In **2008**, we introduced the NATRUE label to offer a trusted symbol of authenticity. Our **strict criteria** go beyond the formula to cover everything from sustainable sourcing and animal welfare to ingredient biodegradability and packaging materials. When you see the NATRUE label, you can trust that the product reflects your values of quality, sustainability, and ethics.

ENSURING INGREDIENT CLARITY	VERIFIABLE PRODUCT CLAIMS	MEETING CONSUMERS EXPECTATIONS
Every NATRUE-certified product is made only with 100% natural, derived natural or nature-identical substances ; just the best of nature.	Only natural or organic cosmetics . For the organic level, at least 95% of the substances must come from certified organic farming.	No substances from GMOs, silicones, parabens, microplastics, synthetic fragrances or mineral oils are permitted in the formulation.



How to get the NATRUE Label?



Evaluate the criteria

Take a close look at the [NATRUE Label Criteria](#) to understand the requirements your ingredients and products must meet.

Choose your certifier

NATRUE doesn't certify directly, but we work with accredited third-party certifiers. Find your certifier [here](#).

Contact your certifier

Reach out to one of NATRUE Approved Certifiers (NACs) to help guide you through the certification journey.

Pay the fees

There are two fees:

1. Fee for certification (NAC) - independent from NATRUE
2. Fee for the NATRUE Label Fee (available [here](#))

Done!

Once your products are certified, you'll receive your certificate, which is valid for two years. Simple as that!

You can find all this information and a step-by-step guide on our website, [here](#).



Our Numbers

Last Update: February 2026

+10,400

NATRUE cosmetics and
raw materials
worldwide

65

international Members

+230

NATRUE-certified
brands

+30

countries with NATRUE-
certified brands

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