



**NATRUE**

International Natural & Organic  
Cosmetics Association

## Joint position statement on Directive (EU) 2024/825

---

Directive (EU) 2024/825 strengthens consumer protection by addressing misleading commercial practices and by raising expectations for the clarity, substantiation and credibility of environmental claims and sustainability labels. Any product placed on the European market will have to comply with the requirements of the Directive as transposed into national laws starting from September 2026.

**NATRUE and COSMOS** welcome these objectives and confirm that their **internationally recognised certification schemes** provide a robust, practical and independently verified basis for brands and retailers to demonstrate and communicate natural and organic product claims, as well as defined environmental criteria in a trustworthy and proven manner.

NATRUE and COSMOS certification schemes are designed to prevent vague, exaggerated or unsubstantiated claims by ensuring that:

- **Scope is defined:** certification avoids ambiguity and applies only to clearly identified products and defined certification categories.
- **Criteria are public and specific:** requirements are publicly documented and freely accessible, enabling informed decision-making.
- **Claims are controlled:** logo use and claims made in relation to each scheme are subject to defined rules, reducing the risk of overstatement.
- **Evidence is auditable:** compliance is supported by documentation review and is checked onsite by accredited independent certification bodies.

What makes the labels credible? **NATRUE and COSMOS are based on independent third-party verification** that goes beyond self-declaration:

- **Traceability and documentation:** operators must maintain evidence to demonstrate conformity, including formulas/ingredient documentation, supplier evidence, and manufacturing and traceability records.
- **Ongoing oversight:** certification is a continuous process, not a one-off verification, and it requires regular monitoring in order to be renewed.
- **Accreditation:** schemes are accredited according to ISO 17065, ensuring harmonised application of the standard by certification bodies.

Choosing NATRUE or COSMOS helps to:

- **demonstrate sustainability-related claims** within a clearly defined and independently verified scope;
- **support claims substantiation and help reduce reputational risk** by verifiable label criteria;
- **provide reliable, comparable product selection criteria** for brands and retailers;
- **offer consumers an easily recognisable sign** at point-of-sale for orientation and informed decision-making backed by documented and independently verified requirements.

For operators placing cosmetics on the EU market, NATRUE and COSMOS provide a credible independent third-party verification framework aligned with the scope and objectives of Directive (EU) 2024/825.

---

For more information, contact:

info@natrue.eu  
info@cosmos-standard.org