



NATRUE **Annual Report** **2025**

Advancing a sustainable future



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1.

Foreword by NATRUE's President

Dear members and friends of authentic natural and organic cosmetics,

It is a great honour for me to address you for the first time as President of NATRUE. My appointment does not mean a complete restart, but a continuation of my long-standing commitment to the association — for many years as a Board member and Vice President with Bernhard Irrgang, who handed over due to his retirement. Together with a dedicated and highly professional team in Brussels, the experienced Board of Directors and Jayn Sterland, who brings valuable expertise in marketing & sales, my objective is clear: sharpen NATRUE's profile, visibility and impact, while fostering meaningful collaborations built on respect, expertise and shared responsibility.

We are all operating in a challenging economic and geopolitical environment. Inflation, supply chain pressures and shifting consumer priorities are affecting businesses across Europe and beyond. In such times, NATRUE's core values become even more relevant. Environmental responsibility and ensuring that certified natural and organic cosmetics thrive within a robust and future-proof framework is not a secondary ambition — it is precisely why NATRUE exists. Our responsibility is to safeguard integrity, transparency and scientific rigour, ensuring that “natural” and “organic” remain meaningful and credible claims. We also aim to provide a standard that helps consumers make the right choice based on valid information.

The future of our industry lies in sustainability in its fullest sense — ecological, economic and social. Certified natural and organic cosmetics are rooted in environmental responsibility, from carefully sourced natural ingredients to transparent production processes

and sustainable packaging. Sustainability must also secure long-term economic resilience and fairness along the value chain. This vision requires genuine teamwork and a shared commitment across our community, because cooperation is the foundation for lasting impact.

Meanwhile, the global natural beauty market continues to demonstrate dynamism. Valued at USD 31.4 billion in 2024, it is projected to reach USD 52.2 billion by 2030, with an average annual rate of 8.9%. This reflects a structural transformation in consumer expectations: natural cosmetics are no longer a niche, but a mainstream choice combining performance, innovation, ethics and wellbeing.

This growth also mirrors a broader move towards conscious consumption, with increasing demand transparency, authenticity and measurable sustainability. In a context where greenwashing remains a persistent risk, credible certification becomes indispensable. The NATRUE seal provides reliable orientation, strengthening trust and integrity across the value chain.

Looking ahead, a strong and coherent regulatory framework will be decisive. We remain committed to ensuring that the voice of authentic natural and organic cosmetics is clearly heard in Brussels and beyond, positioning NATRUE as a constructive partner in policy discussions.

Together, we will continue to shape a resilient and future-oriented natural cosmetics sector. We are grateful for your continued support.

Best regards,

Florian Stintzing,
President of NATRUE

¹Research and markets, 2025

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.

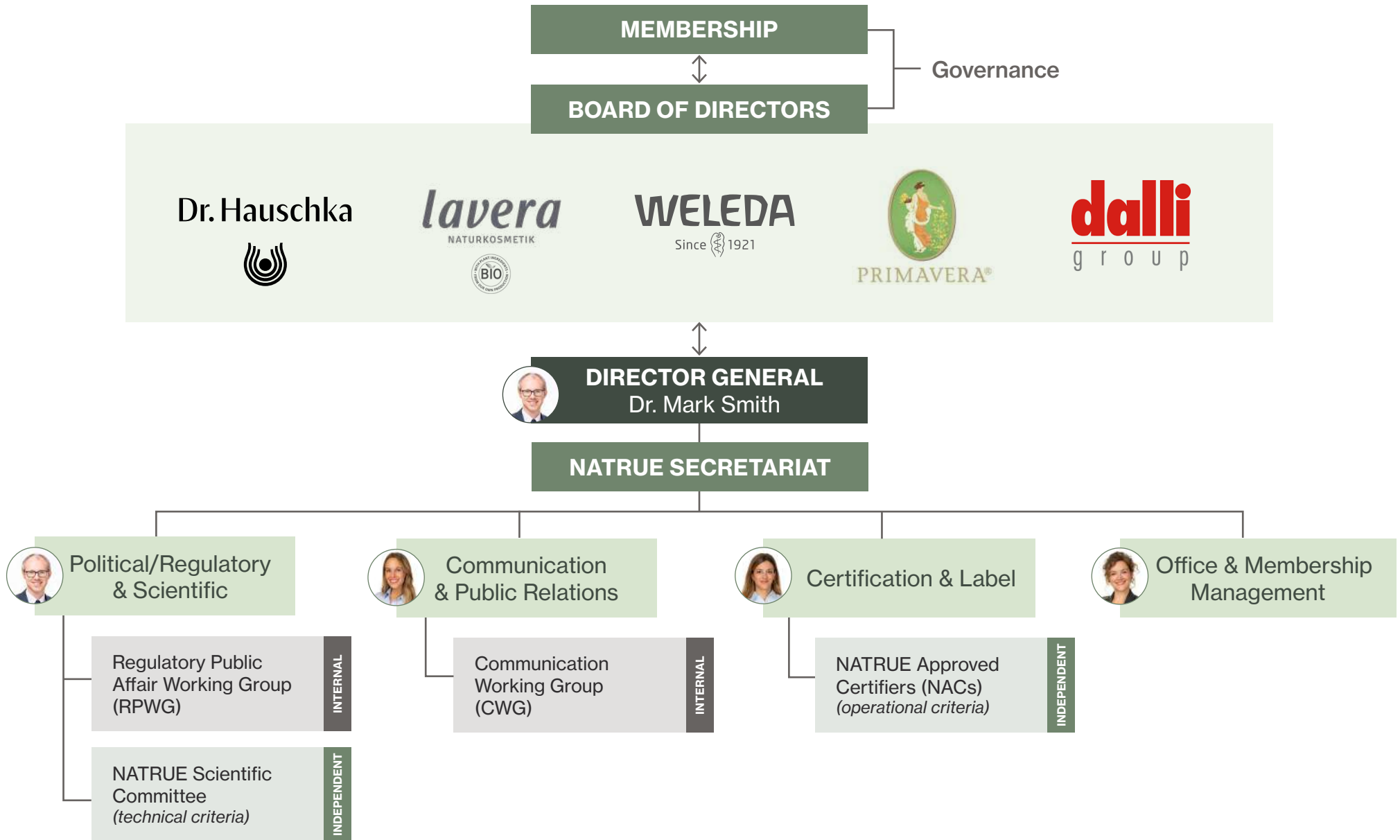


Only granted to cosmetic products, formulas and raw materials that guarantee clarity and transparency for consumer trust.



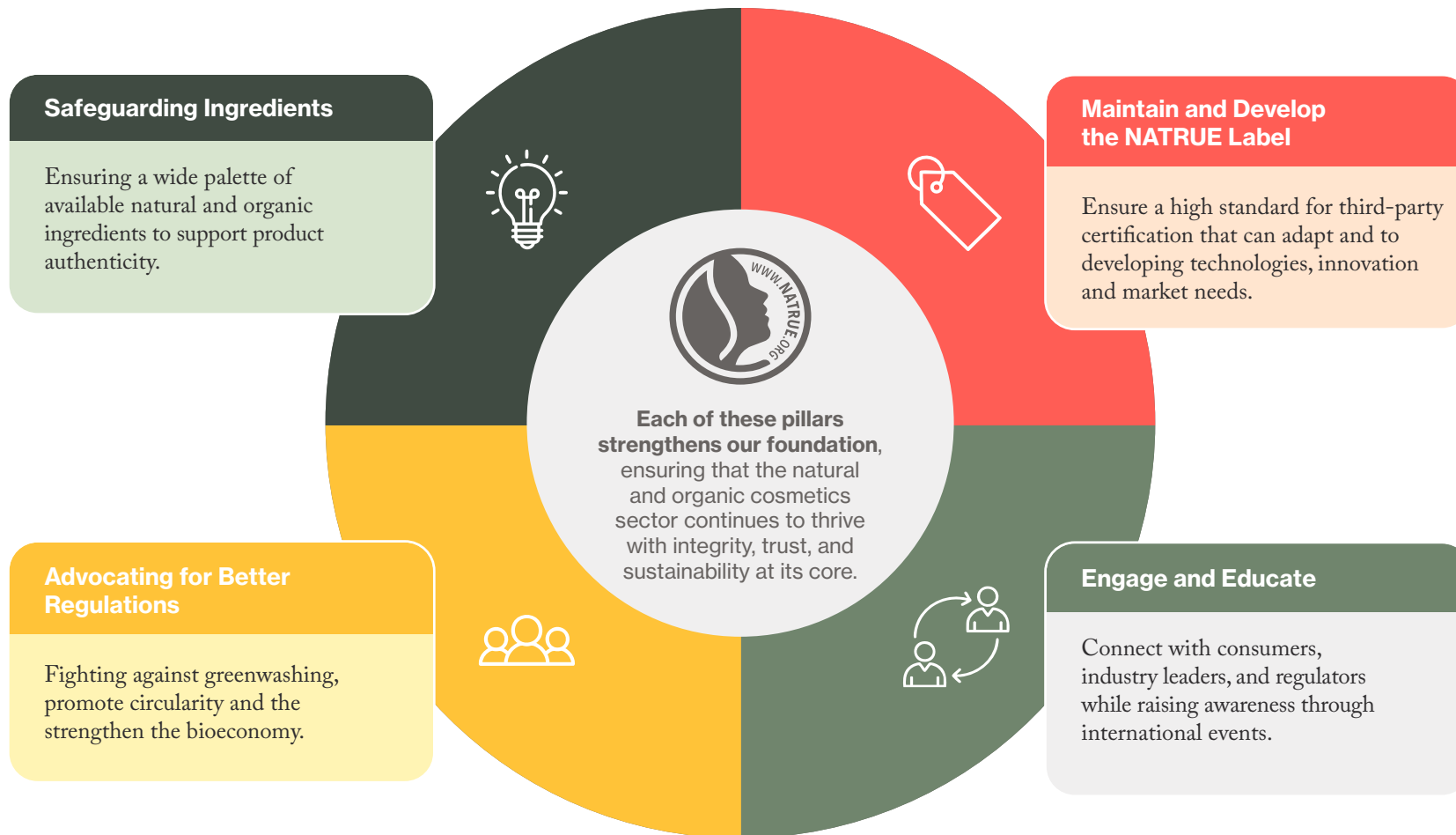
Recognized internationally as a benchmark for true natural and organic cosmetics.

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.



Shaping the framework: Advocacy, Regulation & Partners

NATRUE is continued to strengthen its impact through focused advocacy, active regulatory engagement and meaningful partnerships. Over the past year, we have helped shape policy discussions, amplify our voice in strategic forums, and reinforce strong alliances to advance our mission.

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



EU Cosmetics Regulation – Evaluation

NATRUE contributed to the Commission’s evaluation of the EU Cosmetics Regulation through both the [call for evidence](#) and the [public consultation](#) (closed in July), reiterating the importance of maintaining its science-based and risk-based approach to consumer safety, while ensuring it supports sustainable innovation, digitalisation and the needs of the natural and organic cosmetics sector.

The evaluation has now entered its next phase: a targeted stakeholder consultation led by the Commission’s external contractor, running until Q1 2026. Its outcome will feed into the Commission’s evaluation report, expected in late 2026, and may inform a future revision of the Regulation.



Empowering Consumers for the Green Transition (ECGT)

In November 2025, the European Commission published an [FAQ](#) clarifying the implementation of Directive (EU) 2024/825 on Empowering Consumers for the Green Transition. The Directive strengthens consumer protection by prohibiting vague or unsubstantiated environmental claims and introducing harmonised rules on sustainability-related consumer information. It aims to improve consumer trust, tackle misleading claims and support more sustainable purchasing decisions. Member States must transpose the Directive by March 2026, with application **from 27 September 2026**.



Omnibus VI – simplification of EU chemicals legislation

In July, the EU Commission published its [Omnibus VI Proposal](#), aimed at simplifying EU chemicals legislation. Its main objective is to reduce compliance costs and administrative burden for businesses across the chemicals value chain, while maintaining a high level of protection for consumers and the environment. **NATRUE actively contributed to the process** through participation in DG GROW’s stakeholder workshop in May 2025 and coordinated industry advocacy ahead of the proposal.

NATRUE focused its [advocacy](#) on ensuring that simplification efforts deliver greater legal certainty and a more workable framework for the cosmetics sector, particularly regarding Article 15 derogation criteria, transitional periods for new restrictions, natural complex substances containing CMR-classified constituents, and digitalisation of regulatory requirements.

NATRUE [welcomed](#) the proposal as a step towards a more proportionate regulatory framework, including greater **recognition of the specificities of natural and organic cosmetic products**. The file has entered the ordinary legislative procedure and will be reviewed by the European Parliament and Council in 2026.

In October and November, NATRUE continued its advocacy by co-signing a [joint industry Q&A document](#) on Omnibus VI and a [joint industry statement](#) for stronger simplification measures, reduced regulatory burden and improved competitiveness, particularly for SMEs, while preserving the high level of consumer safety.





Suncare products – SPF recommendation revision

In May 2025, NATRUE submitted feedback to the EU Commission on [the revision of the 2006 Recommendation on sunscreen products](#). The consultation covered several technical aspects, including SPF communication, minimum SPF requirements and the UVA/UVB protection ratio.

A key concern for the natural cosmetics sector remains the feasibility of reformulating products using mineral UV filters should a stricter 1:1 UVA/UVB ratio be introduced, given the technical challenges in achieving this while maintaining product performance and consumer acceptance.



Green Claims Directive (GCD)

Negotiations on the Green Claims Directive progressed under the Polish Presidency of the Council, with trilogues taking place in the first half of 2025. Throughout the process, **NATRUE remained actively engaged**, co-signing several [joint industry statements](#) calling for a clear scope, proportionate verification requirements, sufficient transition periods and coherence with EU legislation.

As the owner of a certification-based private standard, NATRUE advocated for a simplified verification approach that avoids duplication, recognises existing certification systems and ensures consistent application across the EU Single Market.

In May 2025, NATRUE co-signed a [statement](#) calling for legal certainty and against finalising incomplete legislation. In June 2025, political developments led to **the cancellation of the final trilogue** following signals from the Commission of its intention to withdraw the proposal. The file remains open but uncertain.

NATRUE continues to support a harmonised and workable framework for environmental claims, aligned with EU legislation and certification schemes.



3.2. New partners and strategic alliances – Strengthening our network

As a member, sponsor, and partner of international organisations dedicated to the protection of natural and organic cosmetic ingredients and products, NATRUE addresses common challenges and works with key stakeholders to promote sustainable innovation within the industry, while advocating for the preservation of natural resources, and protection of the Earth's biodiversity.



NATRUE and World Bio Market join forces to advance the bio-based economy

NATRUE signed a strategic partnership with World Bio Markets, a premier international conference and business platform focused on industrial biomanufacturing and global bioeconomy. This collaboration reinforces NATRUE's commitment to advancing sustainable, bio-based innovation across the cosmetics sector.

By joining forces, both organisations aim to foster transparency, accelerate the adoption of bio-based solutions, and strengthen cross-sector dialogue within the beauty and personal care value chain.



NATRUE strengthens academic collaboration through partnership with Hygieia

In September, NATRUE entered into a collaboration agreement with the HYGIEIA Master Programme, a pioneering international academic bringing together leading European universities and stakeholders in health and innovation.

This partnership reinforces NATRUE's commitment to advancing scientific knowledge and education in the natural cosmetics sector. By fostering exchange between academia and industry, the collaboration promotes evidence-based approaches and supports the development of future professionals.



Strengthening certification: Certisys becomes NATRUE Approved Certifier

Certisys, the Benelux subsidiary of the Ecocert Group, became an official NATRUE Approved Certifier, joining a network of eight certifiers able to certify both ingredients and finished products under the NATRUE Label Criteria.

This milestone supports the integrity, transparency and international recognition of the NATRUE Label, ensuring robust verification across the natural and organic cosmetics sector.





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

Hygieia Master Programm

Partners

IFOAM International and IFOAM Organics Europe – MemberOrganic Trade Board

Partner

Roundtable on Sustainable Palm Oil (RSPO)

Affiliate Member

Sustainable Beauty Coalition

Steering Committee
Member and Co-Chair

World Bio Markets

Partners



4.



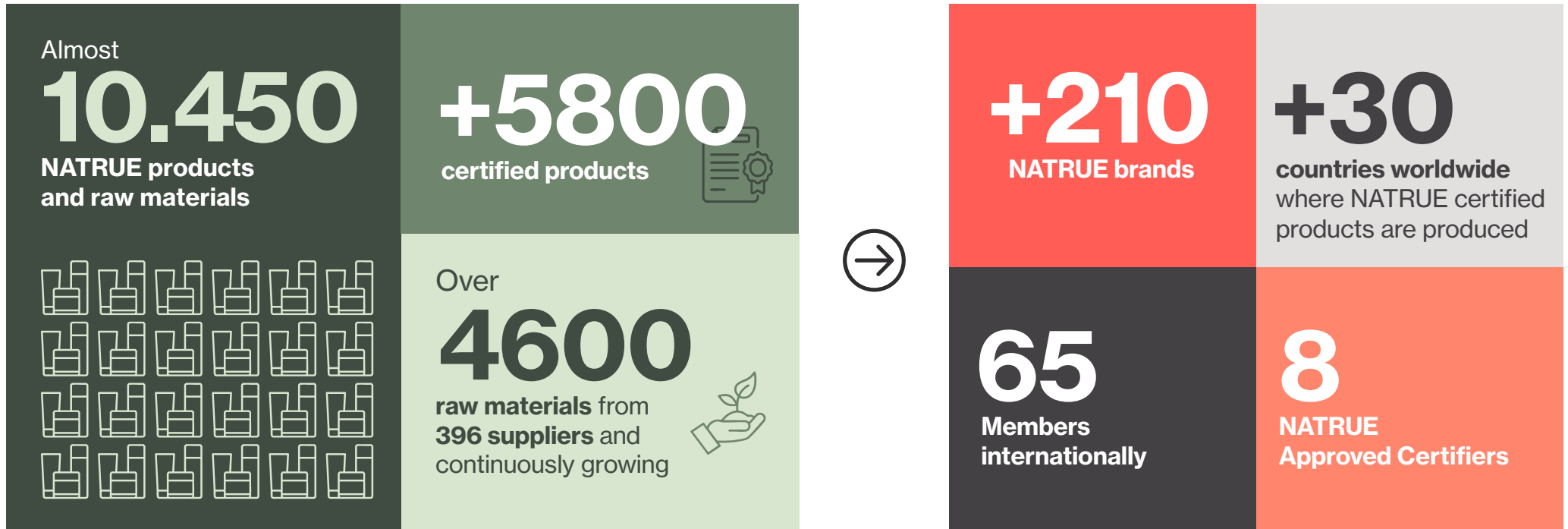
The NATRUE Label: Facts and Figures 2025

Since its foundation, NATRUE has set the standard for truly natural and organic cosmetics. Our label ensures that the product meet strict criteria for natural and organic ingredients, sustainable sourcing, and low environmental impact – including biodegradability and responsible packaging – giving consumers confidence that their products align with their values.



4.1. Our numbers

4.1.1. NATRUE in general:

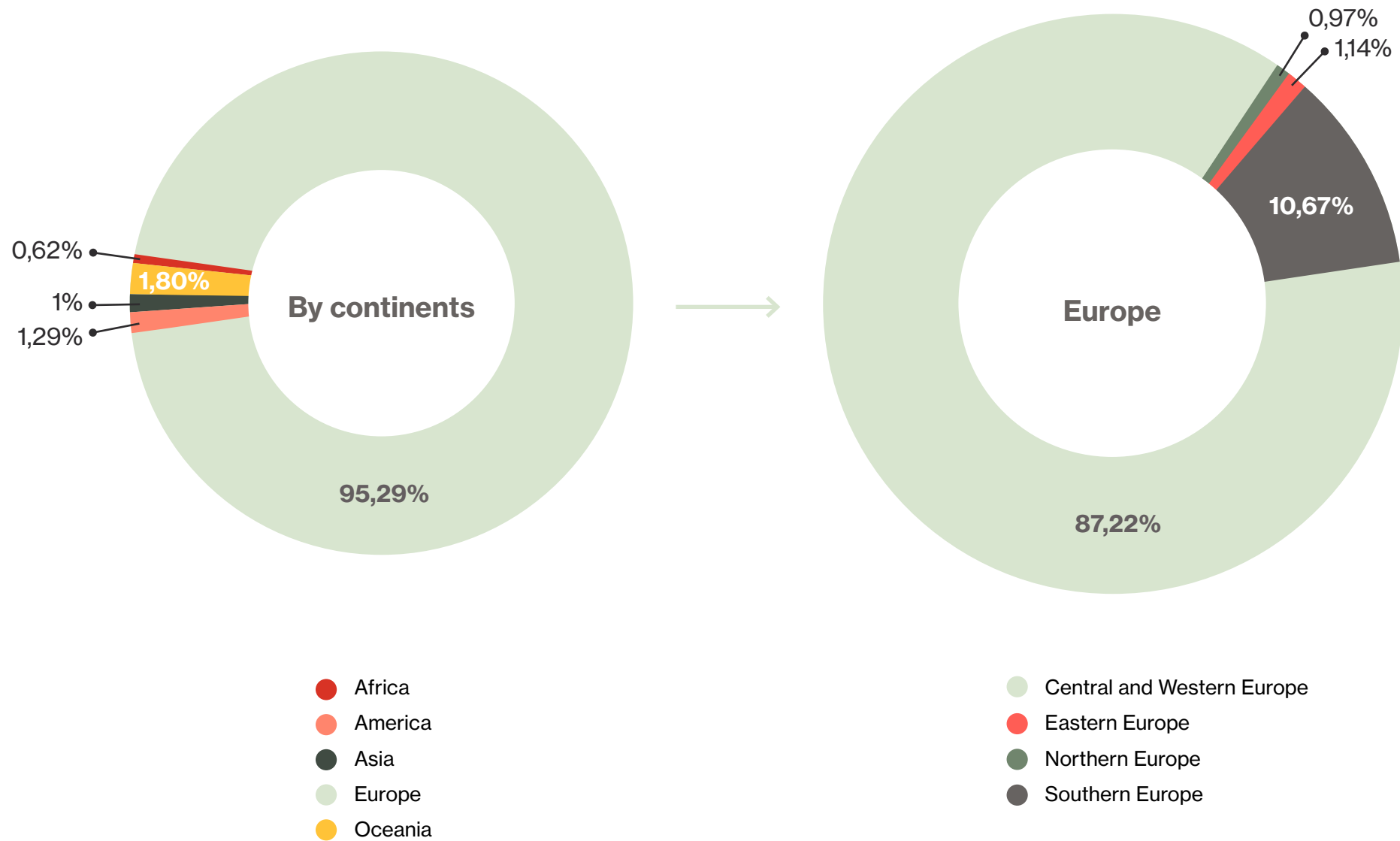


NATRUE continues to uphold its rigorous standard for natural and organic cosmetics, with 176 third-party manufacturers worldwide now producing in line with NATRUE criteria.

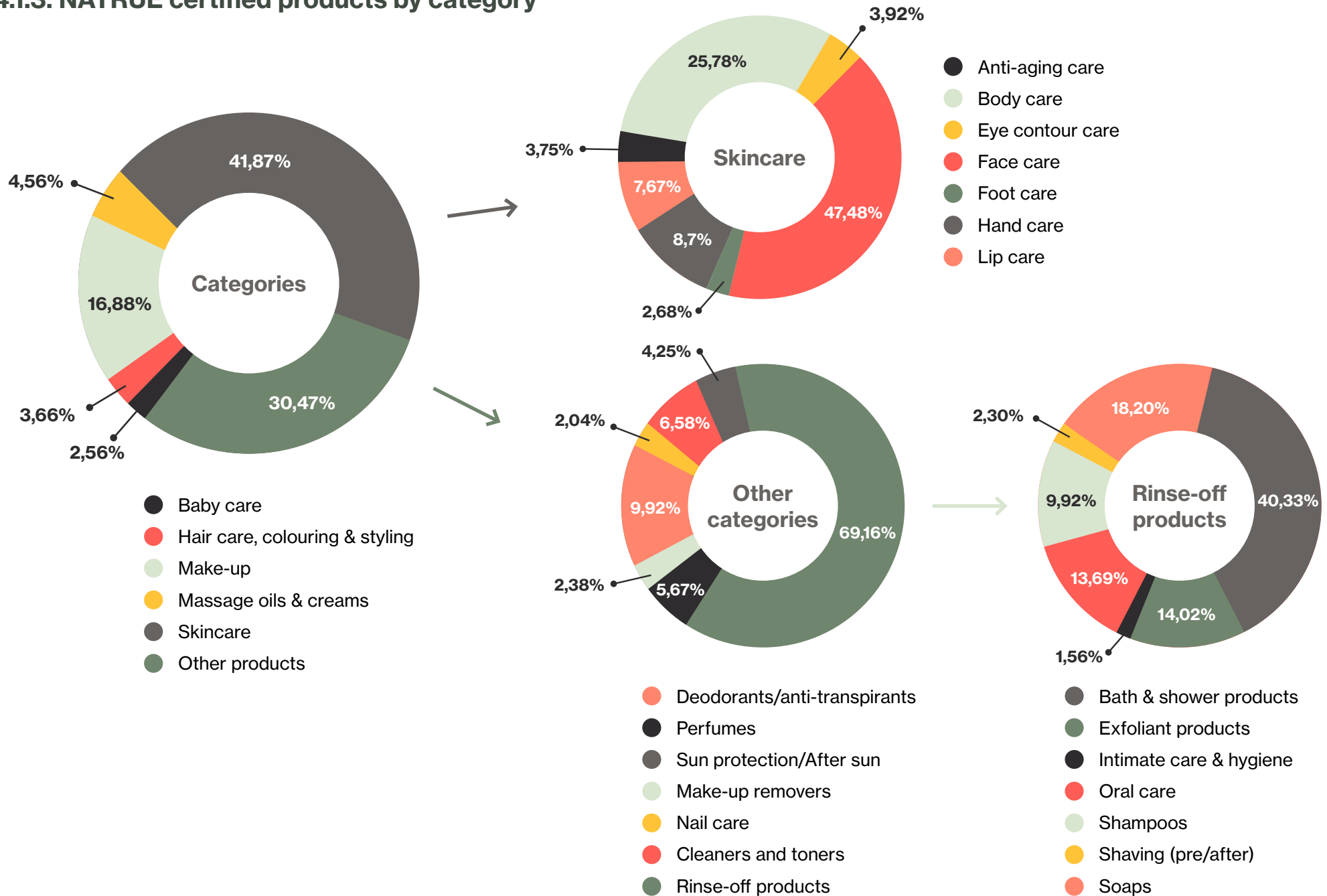
This network supports brand owners in sourcing trusted partners while highlighting the ongoing commitment of manufacturers and brands to transparency, authenticity, and high-quality formulations.

Data from December, 2025

4.1.2 Global distribution of NATRUE brands



4.1.3. NATRUE certified products by category



4.2. Revision of the NATRUE Label Fee structure

In 2025, after **more than five years without changes** to finished product fees and the **first update ever to raw material fees**, the NATRUE members voted in favour of updating the NATRUE label fees to better reflect the services offered and ensure the continued sustainability of its certification system. These adjustments support the ongoing development of the NATRUE Label, allowing the association to maintain rigorous standards, foster transparency, and continue promoting trust in natural and organic cosmetics worldwide.



4.3. Sharing Transparency – More tools to assist you

NATRUE website refreshed for better usability and interactive experience

In 2025, NATRUE unveiled its [updated website](#), featuring a simplified navigation, a fresh visual identity, and the integration of an interactive AI chatbot. Designed to be more user-friendly and accessible for both industry professionals and consumers, the refreshed site strengthens the visibility of the NATRUE Label and provides easy access to guidance, resources, and certification information.

Engaging the sector through interviews and influencer campaigns

This year, NATRUE conducted interviews with industry professionals, influencers, and natural makeup artists to showcase insights from across the natural and organic beauty sector. Additionally, two influencer campaigns were launched — in summer and during [Natural Cosmetics Week](#) in November — to promote awareness of the NATRUE Label and extend its reach among consumers.

Educational webinars and academic engagement

Two high-level webinars were organised for NATRUE members, featuring expert speakers on key topics: the new Packaging and Packaging Waste Regulation (PPWR) and the cosmetics market in China. Furthermore, NATRUE contributed its expertise to the HYGIEIA Master Programme, delivering academic sessions that strengthen sector-relevant competencies and promote evidence-based understanding of natural and organic claims.

NATRUE featured in publications and guides

As a trusted scheme owner setting label criteria for voluntary third-party certification, NATRUE was featured in books and teaching materials in Germany and the USA, reinforcing its role in education and guidance for the future of natural cosmetics. The association also published practical guidance for consumers, including a [sustainable Christmas beauty gift guide](#).



4.4. NATRUE annual assembly and leadership update



New leadership at NATRUE

At the 2025 Membership Assembly in Frankfurt, NATRUE formally welcomed its new leadership team. **Prof. Dr Florian Stintzing** (WALA Heilmittel GmbH) **was elected President**, succeeding Dr Bernhard Irrgang (Weleda AG), who retired after many years of excellent service. **Jayn Sterland** (Weleda UK) **was appointed Vice-President**, bringing extensive executive experience and a strong advocacy for sustainable beauty.

This leadership transition marks a new era for NATRUE, reinforcing governance, strategic vision, and the association's ongoing mission to promote and protect natural and organic cosmetics worldwide.



Membership Assembly & Sector Engagement

NATRUE 2025 Membership Assembly

Held on 13 May 2025, the NATRUE Assembly brought together international members and key stakeholders for **a full day of reflection, exchange, and strategic discussion**. The event provided a valuable platform to celebrate achievements, strengthen collaboration across the sector, and showcase NATRUE's role as a leading authority in natural and organic cosmetics.

Focusing on three strategic pillars — **sustainability, innovation, and communication** — the Assembly included interactive workshops and discussions that enabled members to actively contribute to NATRUE's roadmap for the coming year. Through these sessions, participants shared insights, shaped emerging standards, and reinforced the association's mission to drive transparency, quality, and positive change within the global natural cosmetics community.

During the Assembly, NATRUE welcomed new additions bringing the total membership to 65, demonstrating continued growth and international reach. A full list can be found in Section 6 of this document.

5.



International Events

NATRUE actively participates as both a speaker and exhibitor at leading cosmetic events and trade fairs worldwide, promoting natural and organic cosmetics while sharing its expertise on product formulation and regulatory developments. In 2025 alone, NATRUE took part in **more than 20 conferences and industry events across the globe.**

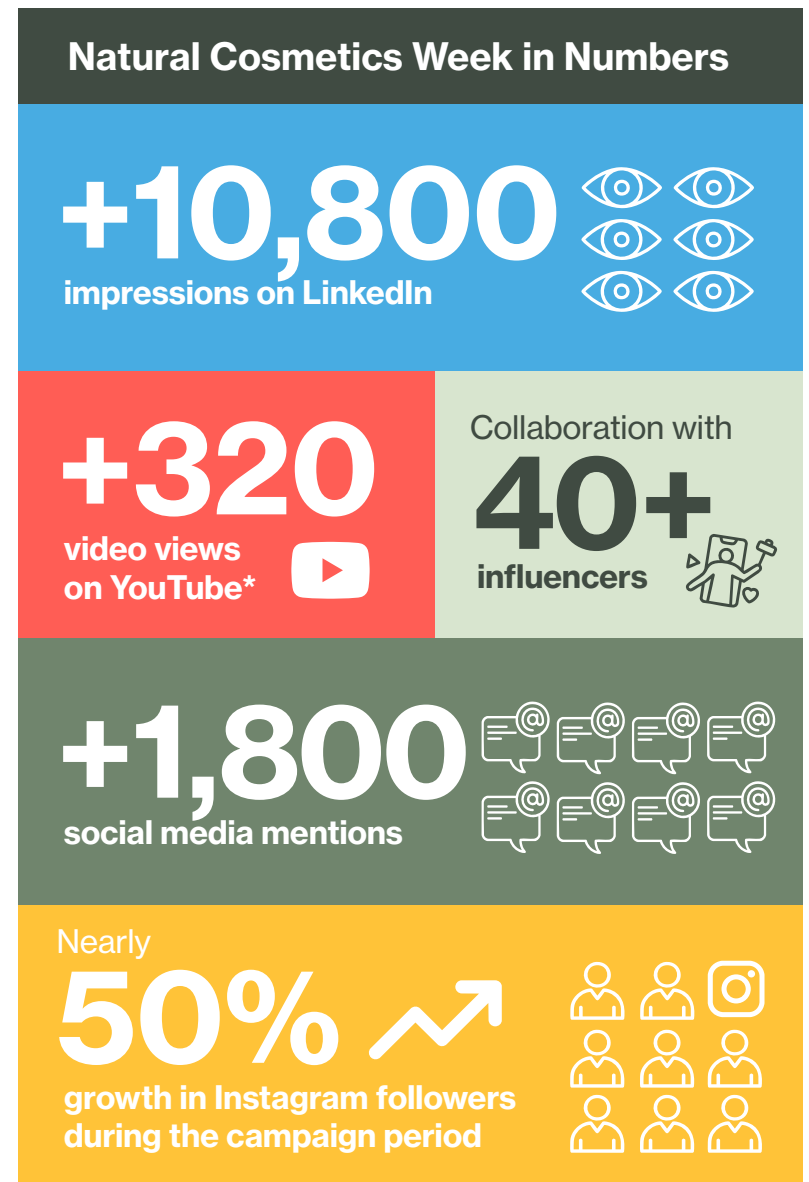


Natural Cosmetics Week: Elevating natural beauty worldwide

In 2025, NATRUE further consolidated **Natural Cosmetics Week** in its **second edition**, held from 17–23 November 2025 under the motto “*Natural Care, Real Impact: Trust What’s Behind the Label.*”

The 2025 campaign significantly expanded its scale and strategic focus, delivering over **45 activities** across key European markets, including **Germany, Croatia, Spain, France, Slovenia and the United Kingdom**. By combining digital outreach with on-the-ground engagement, the initiative reached both industry professionals and consumers, reinforcing the importance of credible certification, responsible claims and informed product choices.

A central milestone was the exclusive webinar, “*Decoding Naturals: Ingredients, Claims and Why Certification Matters.*” which provided expert insight into formulation standards, claim substantiation and the role of independent certification in safeguarding consumer trust. This insightful session remains available on our YouTube channel (watch it [here.](#)) ✨



*Including participants and YouTube views – data: December 2025

2025 Trade Fair Presence: Engaging the Industry Worldwide



NATRUE at in-Cosmetics Global (8-10 April - Amsterdam)

NATRUE participated in **in-cosmetics Global 2025**, the leading global event for personal care ingredients, held from 8–10 April in Amsterdam. The event provided a key platform to engage with industry leaders and discuss the latest developments in the cosmetics sector.

During the event programme, Dr. Mark Smith, Director General of NATRUE, presented “**NATRUE Certification: Green Claims Substantiation**,” highlighting the importance of independent certification in ensuring transparency, credible claims and consumer trust. He also addressed the added value of NATRUE certification for raw materials and its role in supporting sustainable business practices.

Throughout the event, NATRUE hosted a dedicated stand, offering information on the NATRUE Label and its certification process, and strengthening dialogue with ingredient suppliers and brands worldwide.



NATRUE at DCIA (8 April - Belgium)

NATRUE joined industry partners at a digital labelling exhibition organised by the **Digital Consumer Information Alliance (DCIA)** in Brussels, bringing together policymakers from the European Commission, the European Parliament and EU Member States to explore the future of product information.

The exhibition demonstrated how **digital labelling solutions can enhance consumer experience** through dynamic, multilingual content, while reducing packaging waste and supporting circularity objectives. Interactive stands showcased practical applications across sectors, allowing participants to access product information via mobile devices, including ingredient details, sustainability credentials and traceability features such as Digital Product Passport functionalities.

By participating in this initiative, NATRUE contributed to the broader dialogue on the need for a harmonised and future-proof EU framework for digital labelling, helping to ensure regulatory coherence, strengthen the Single Market and support businesses in the digital transition.



NATRUE at CosmeticBusiness (4-5 June - Germany)

NATRUE participated in **CosmeticBusiness 2025**, held on 4–5 June in Munich, a key supplier events for the cosmetics industry. Bringing together over 400 suppliers and stakeholders across the product development chain, the event provided a platform to exchange insights and explore innovation in formulation, packaging and market development.

NATRUE was present with a dedicated stand, **offering guidance on the NATRUE Label certification process, its criteria and benefits** for brands, manufacturers and raw material suppliers. The presence enabled direct engagement with companies seeking credible certification solutions in an evolving regulatory and consumer landscape.

As part of the official programme, **Paula Gómez de Tejada**, Global Communications and PR Manager at NATRUE, participated in an expert panel organised by Ecovia Intelligence titled: “**Trends and Future Prospects for the Natural and Organic Cosmetics Market**.” The discussion addressed market dynamics, consumer expectations and growth opportunities shaping the sector.

In 2025, NATRUE was speaker at:

- **Biofach (Germany)**
11-14 February
- **The 9th ERPA Annual Congress on Regulations and Compliance for Cosmetics (Belgium)**
24-25 February
- **NATRUE Roundtable with German media (Germany)**
27 February
- **Certisys panel - Discover NATRUE, the International Standard for Natural and Organic Cosmetics**
6 March
- **Sunscreen Conference (Greece)**
28 March
- **Digital Consumer Information Alliance (Belgium) **first time****
8 April
- **in-cosmetics Global (The Netherlands)**
8-10 April
- **NATRUE Membership Assembly**
13 May
- **EA HHC roundtable discussion with scheme owners (Belgium) **first time****
16 May
- **Webinar B-Corp Beauty Coalition x NATRUE **first time****
May
- **BioCultura Barcelona (Spain)**
29 May – 1 June
- **Cosmetics Business (Germany)**
4-5 June
- **NYSCC Suppliers' Day (USA)**
3-4 June
- **Sustainable Cosmetics Summit North America (USA)**
5-6 June
- **3rd Natural Cosmetics International Meeting (Poland)**
17-19 September
- **European Natural Beauty Awards (France)**
29 September
- **Expopharm (Germany) **first time****
16-18 September
- **Hygieia Master Programme **first time****
14 October
- **BioCultura Madrid (Spain)**
6-9 November
- **Natural Beauty Show (Sweden)**
19-20 November
- **Webinar: “Decoding Naturals: Ingredients, claims and why certification matters”**
18 November

6.

NATRUE 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.

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
- 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 Naturkosmetik
- LOGOCOS Naturkosmetik GmbH & Co.

- Marulala Anziehend Sinnlich Schön
- Müller Großhandels Ltd. & Co. KG
- my bioLUXE
- oceanBASIS GmbH
- Phönix Laboratorium GmbH
- PRIMAVERA
- Santaverde GmbH
- Taoasis GmbH
- Things we love (lipfein)
- WALA
- 4peoplewhocare

ITALY

- 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)

SLOVENIA

- Hemptouch Ltd

SPAIN

- Beltrán Hermanos S.L – Jabones Beltrán
- Jaboneko Escuela de Emprendedores en Cosmética artesana en España

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



 You can find more information about all NATRUE Members [here](#).

7.

NATRUE 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.

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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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Aida Martínez,
Certification 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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**Jelena
Lemercinier-Wagner,**
Office and Global
Membership Manager

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

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Muriel Cartiaux,
Office Assistant

Responsible for the products database of NATRUE's website.

secretariat@natrue.eu



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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