

## Press release

### **NATRUE: The “Empowering Consumers for the Green Transition” Directive tackles greenwashing and protects consumers**

**Brussels, 1 September 2026** – A major new step in the fight against greenwashing comes into force in 2026, as new EU rules introduce stricter requirements for environmental claims. The 27<sup>th</sup> of September marks the full application across all EU Member States of Directive (EU) 2024/825, the “*Empowering Consumers for the Green Transition – ECGT*”, which sets out clearer criteria for the substantiation and verification of environmental claims.

Under the new European rules, generic environmental claims without solid substantiation will no longer be permitted, while sustainability labels will have to be based on transparent certification systems verified by independent third parties. Brand and product names that suggest environmental benefits will also come under scrutiny: such claims will need to be supported by concrete, documented and non-misleading evidence.

NATRUE, the International Natural and Organic Cosmetics Association, welcomes the new provisions as an important step towards tackling greenwashing and strengthening consumer trust. Having long advocated for greater transparency and credibility in sustainability claims, NATRUE supports the restrictions on generic claims such as “eco-friendly”, “green” and “biodegradable” unless they are substantiated by scientific evidence and supported by a credible, independently verified certification scheme.

The Directive pursues two key objectives: strengthening transparency and consumer confidence, while ensuring a level playing field for businesses and recognising those that make genuine investments in environmental and social sustainability.

The Directive also broadens the range of practices considered misleading. In particular, it prohibits claims suggesting that a product has a neutral or positive environmental impact solely because a company has purchased carbon credits or invested in external offsetting projects. Such claims can give consumers the impression that the environmental benefit is directly linked to the product, its production or use, when it actually results from measures taken outside the product’s value chain.

The Directive also makes clear that environmental benefits cannot be attributed to an entire cosmetic product or company when they apply only to a specific component, characteristic or stage of the production process. Similarly, forward-looking sustainability claims, such as commitments to achieve climate neutrality by 2030, will only be permitted where they are backed by clear implementation plans, measurable targets and regular independent verification.

In this way, the ECGT raises the standards for transparency and credibility, creating a stronger framework for sustainability communication.



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*“Environmental considerations are increasingly influencing consumers’ purchasing decisions. Greenwashing is particularly harmful because it can create confusion and make it difficult for consumers to distinguish genuine sustainability from marketing claims. Clear, credible and verifiable environmental information is therefore essential to enable informed choices. The ECGT Directive is an important step towards tackling greenwashing, promoting greater transparency and fairness in the market, and supporting the transition towards a more sustainable economy,”* said Prof. Dr. Florian Stintzing, President of NATRUE.

### 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. The NATRUE label allows consumers to easily identify products containing a high proportion of natural or organic ingredients. The standard defines 13 product categories, distinguishing, for example, creams, oils, shampoos and oral care products, in order to achieve the highest possible level of naturality while taking into account the specific function of each product. Through strict criteria and independent certification, NATRUE ensures high standards of quality and authenticity for natural and organic cosmetics for the benefit of consumers. More than 10,400 products and raw materials worldwide carry the NATRUE label.

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