Registered Activities – Natural Cosmetics Week 2026

23–29 November 2026 · Glow Up, Naturally

Natural Cosmetics Week 2026 is here! 🌿

From **23 to 29 November 2026**, brands, ingredient suppliers and natural cosmetics lovers around the world come together for the next edition of Natural Cosmetics Week. This year's theme is **"Glow Up, Naturally"**: a celebration of the natural radiance that starts with good skincare and carries through to natural make-up that performs beautifully.

Join the activities below, discover new brands, and share your own natural glow with **#NaturalCosmeticsWeek #NCW2026 #ChooseTrueBeauty**.

Glow up, naturally! ✨

Activities

Naturally Beautiful: Get Unready With Me (Social Media)

What to expect: Wind down with Happy Earth! The team shares an evening "get unready with me" routine featuring their NATRUE-certified products, from taking off the day to the final step before bed.

When: 24 November 2026, around 14:00 CET

Organiser: Happy Earth by Orange Sheep (The Netherlands)

Access: Instagram | TikTok

Glow Up, Naturally – Five Questions in Five Days (Video Series)

What to expect: One question a day, two experts, 30 seconds each. Peruda founder Monica Otten and Désirée Weisshaar, founder of Faces Studio Zurich, answer your questions about getting a natural glow with natural skincare. Désirée answers from her daily work giving natural facial treatments, and Monica from her experience developing natural formulations. The videos are in German with English subtitles.

When: Monday 23 to Friday 27 November 2026, one new video every day at 8:00 CET

- Day 1 – What does a natural glow mean?
- Day 2 – Nature and ingredients: how can natural ingredients create a glow?
- Day 3 – Skin and regeneration: what does skin need to glow naturally?
- Day 4 – Body and wellbeing: why skincare is about more than the glow we see
- Day 5 – Conscious beauty: tips for a natural glow

Organiser: Peruda Skincare in collaboration with Faces Studio Zurich (Switzerland)

Access: Instagram: @perudaskincare and @faces_studio_zuerich | LinkedIn: Peruda Skincare, Monica Otten, Désirée Weisshaar

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Giveaway & Gua Sha Glow Routine (Social Media + Giveaway)

What to expect: PRIMAVERA kicks off the week with a giveaway on Instagram, then shows you how to treat your skin to a relaxing Gua Sha routine with their Vital face oil for a fresh, natural glow.

✨ **Bonus:** Take part in the PRIMAVERA giveaway on 23 November!

When:

- 23 November 2026 – Giveaway

- 26 & 27 November 2026 – Gua Sha routine with the Vital face oil

Organiser: PRIMAVERA Life GmbH (Germany)

Access: Instagram

New for the Whole Family: HERBALIND FAMILY Shampoo (Social Media)

What to expect: HERBALIND celebrates the launch of its new FAMILY shampoo with a video made with a content creator and her little boy. The gentle formula with quince, chamomile and inulin is made for families who want natural, uncomplicated hair care.

When: During Natural Cosmetics Week

Organiser: HERBALIND Naturkosmetik (Germany)

Access: Instagram

Glow, Ho Ho Ho! green team Skin Care Sticker Set (In-Store)

What to expect: Get into the festive spirit with green team's Christmas sticker set! With playful phrases like "Glow, Ho Ho Ho" and "All I Want for Christmas is good skin", the stickers celebrate natural radiance with humour and a wink: the best glow isn't about perfection, but about good skincare and feeling comfortable in your own skin. Stick them anywhere as a daily reminder to glow up, naturally.

When: Throughout Q4 2026

Organiser: green team by Dr. B. Scheffler (Germany)

Access: Available in pharmacies selling green team products

Glow Up, Naturally: Internal Workshop (Workshop)

What to expect: Croda invites its team to explore natural cosmetics up close. The workshop opens with a presentation on the NATRUE Label, Croda's collaboration with NATRUE, and how Croda's raw materials are used in NATRUE-certified brands. Then participants share their experience with NATRUE products and take part in sensory tests comparing NATRUE-certified brand products with Croda's own NATRUE formulations.

When: 24 November 2026, 10:00–11:00 CET

Organiser: Croda GmbH (Germany)

Access: Internal event for Croda GmbH employees. A LinkedIn post will follow.

Top Cosmetic Ingredients to Watch (Webinar Series)

What to expect: The European Natural Beauty Awards present a series of webinars with the ingredient suppliers leading the way in sustainable innovation. Each session takes a deep dive into one award-winning ingredient: how it's made, what it does and how to use it in formulation. Each webinar runs 45 minutes, plus 15 minutes of Q&A.

Perfect for brand representatives, formulators and cosmetic industry professionals.

When:

- **Monday 23 November, 11:00 CET – CH-Bioforce: HAIRFORSENSE®.** How upcycled agricultural side streams can replace synthetic styling polymers in hair care. Register here
- **Monday 23 November, 14:00 CET – Naturamus: Organic Lanolin (Wool Wax).** The first certified organic lanolin on the market, from a fully transparent supply chain. Register here

- **Tuesday 24 November, 10:00 CET – Minasolve: O-LEEN 26.** A fully bio-based, multifunctional ethyl hexanediol fermented from upcycled sugarcane molasses. Register here
- **Tuesday 24 November, 12:00 CET – Origin by Ocean: OCEANBOOST™ LF.** A high-purity bioactive for inflammaging defence, upcycled from invasive algae. Register here
- **Tuesday 24 November, 14:00 CET – PY'STiLL: Hydrol'X Hamamelis 10X.** A witch hazel concentrate hydrodistilled from Pyrenean plants. Register here
- **Wednesday 25 November, 12:00 CET – Zalabí: Thymus Zygis (Red Thyme) Essential Oil.** A native Spanish red thyme grown regeneratively and distilled in a fully circular process. Register here
- **Thursday 26 November, 12:00 CET – N&B Natural is Better: Organic Salento Aloe Vera.** Organic aloe vera grown and cold-extracted at km0 through a "From Plant to Beauty" supply chain. Register here

Organiser: European Natural Beauty Awards (Europe)

Access: Online (Zoho Live). Register via the links above.