

NATRUE

THE LABEL YOU CAN TRUST



NATRUE is a Brussels-based international non-profit association committed to promoting and protecting Natural and Organic Cosmetics for the benefit of Consumers worldwide.

Whilst there is EU legislation for Cosmetic Products (covering aspects like safety and labelling), there is no harmonized criteria or definition for cosmetic products' claims such as "natural" or "organic". This lack of regulation confuses consumers, who are not always able to make the clear distinction between natural cosmetics (e.g.: **NATRUE** ones) and nature-inspired cosmetics (an undefined mixture of natural and synthetic ingredients), which runs the risk that they will be misled. **Currently around 280 brands worldwide trust us and proudly hold our Label.**

About NATRUE

- NATRUE is an International Private Standard **setting Label criteria for third-party certification of Natural and Organic Cosmetics.**
- **NATRUE** is the Standard owner, **not a certifier** → Certification is only carried out by independent and accredited third-parties (NACs). Why? Because we care about transparency.
- Is it possible to certify **Finished Cosmetic Products, Raw Materials, and Cosmetic Formulas** to the NATRUE Standard.
- NATRUE has **two levels of certification**: natural and organic cosmetics and **three types of ingredients**: natural, nature-identical and derived natural ingredients.

Benefits

Helping consumers identify truly natural and organic cosmetics is easy: including the NATRUE Label in your products guarantees that the consumer is buying an authentically natural or organic cosmetic product verified by an independent certification body.

Certification process step by step

1. Prepare the documentation

Read carefully the NATRUE Criteria to internally assess how to formulate according to the NATRUE Standard (or reformulate in case of already existing products/raw materials).

2. Chose your certifier

Choose a NATRUE Approved Certifier (NAC) to guide you through the whole certification or approval process. All of them are listed on our website!

3. Contact your NAC

As soon as you chose your NAC and sign a contract with them, you will need to sign and send back to NATRUE the Agreement on the Usage of the NATRUE Label. After signing this Agreement, you will be able to adapt the packaging and marketing materials of your finished products.

4. Done!

Once your products have successfully been certified by your NAC, you will be issued with a **2-year certificate**. Certified cosmetic products will be then added to **NATRUE's online database**, which is publicly accessible.

Contact us!

We are here to help you, so do not hesitate to contact us!

- Viktoria Potko, NATRUE Label and Events Officer: vpotko@natrue.eu,
- Paula Gómez de Tejada, NATRUE Communications Officer: pdetejada@natrue.eu

More information

www.natrue.org - info@natrue.eu