



Explore NATRUE: Certification under the NATRUE Standard

Presented by NATRUE AISBL,
the International Natural and Organic Cosmetics Association



NATRUE in a nutshell



Created in 2007 (NATRUE Label → 2008) by the pioneers and largest producers of NOCs in Europe.



Mission: protect and promote natural and organic cosmetics to the benefit of consumers worldwide.



NATRUE Label: International Private Standard setting Label criteria for 3rd party certification of Natural and Organic Cosmetics.



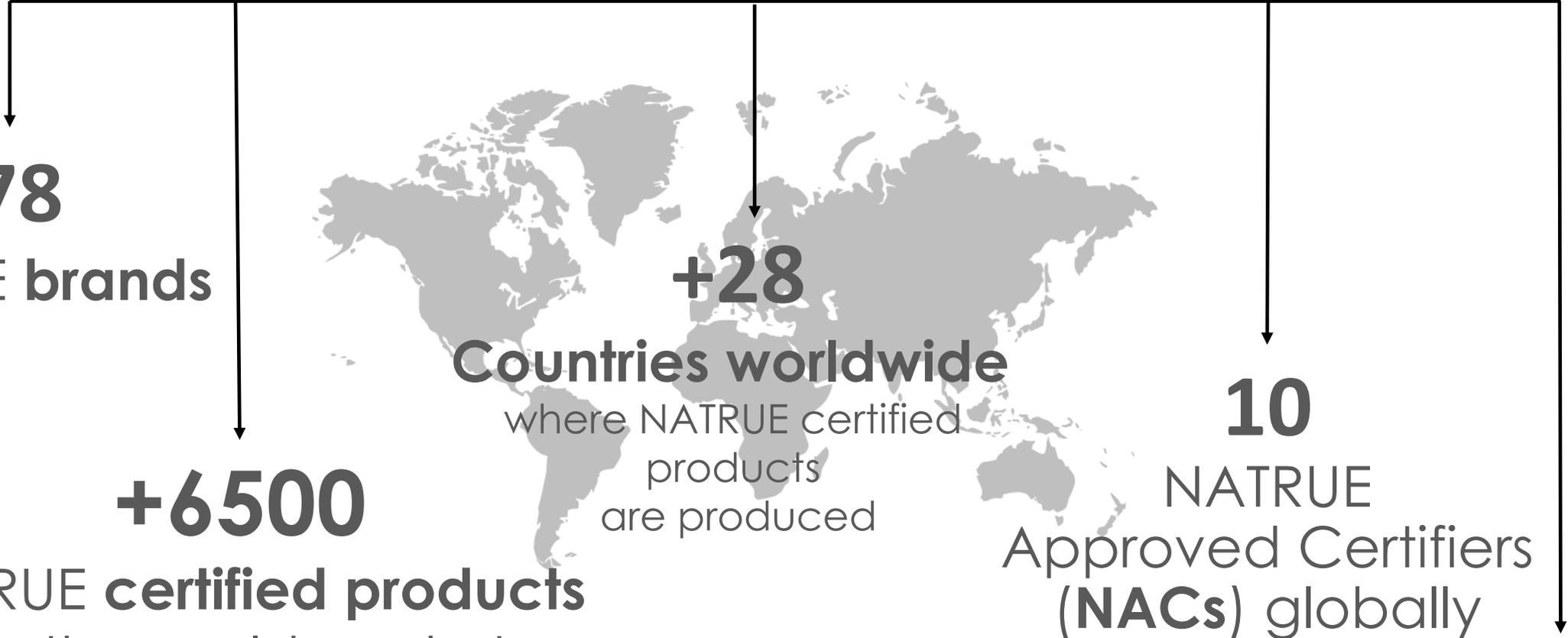
Why NATRUE was created:

Natural and Organic are officially undefined terms (e.g. European Cosmetics Regulation, US FDA).

Lack of the regulation creates difficulties for producers and shoppers to evaluate whether 'natural' or 'organic' product claims can be considered misleading.



NATRUE TODAY



278

NATRUE **brands**

+6500

NATRUE **certified products**
on the world market

+1600

NATRUE **approved and certified raw materials**

+28

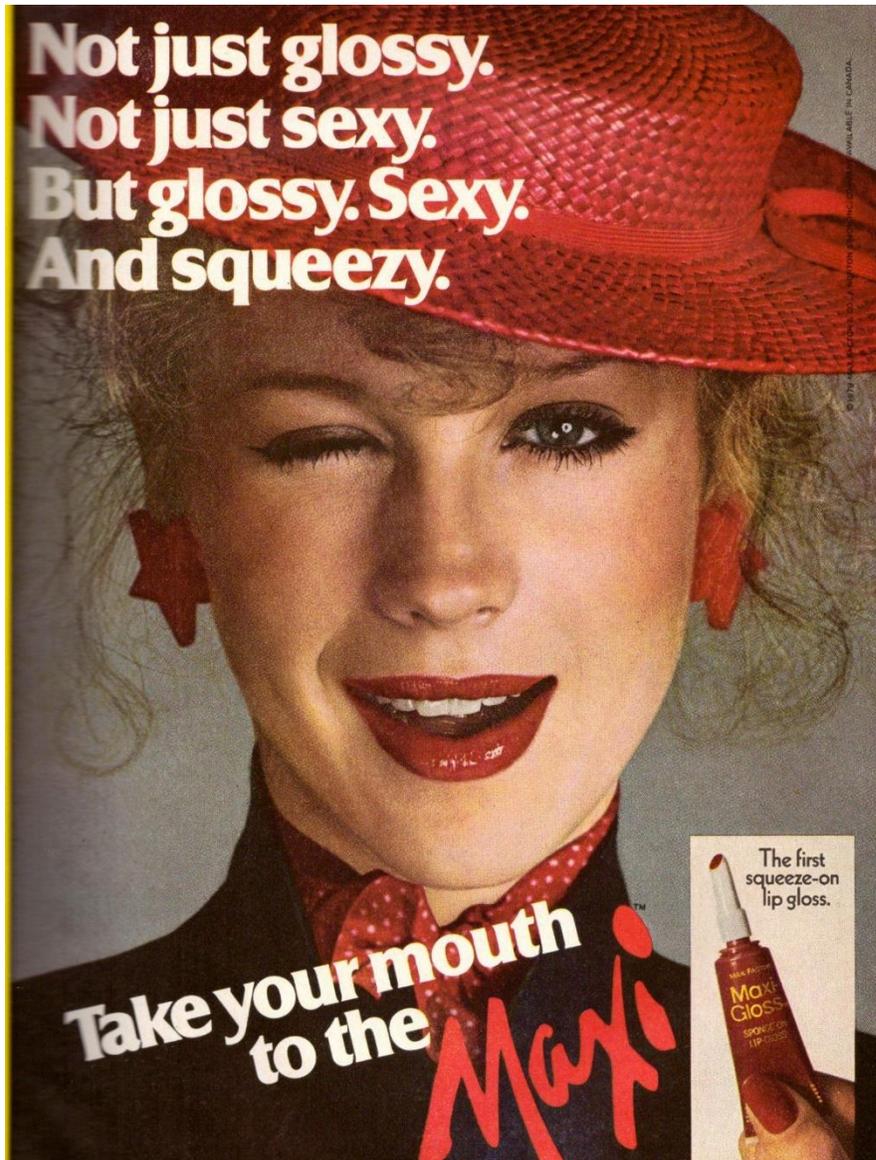
Countries worldwide
where NATRUE certified
products
are produced

10

NATRUE
Approved Certifiers
(**NACs**) globally

70

International
Members



“Once upon a time”
consumers shopped
beauty and skincare
products for
fancy brand names
and
gorgeous packaging...



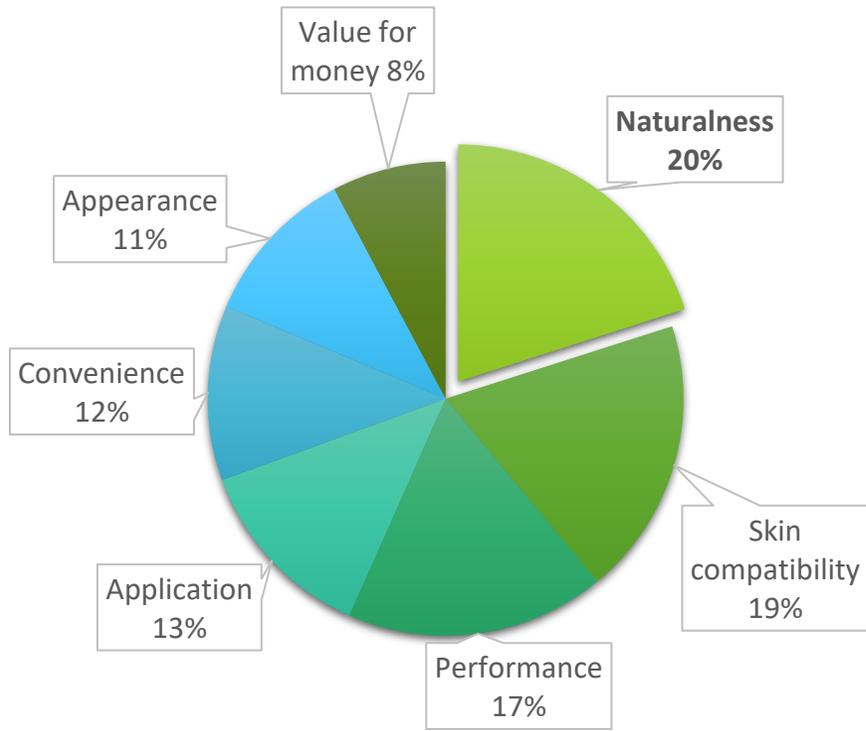
... Today, shoppers are paying attention to
ingredients
and want to be reassured that cosmetics are
safe for the body and for the planet



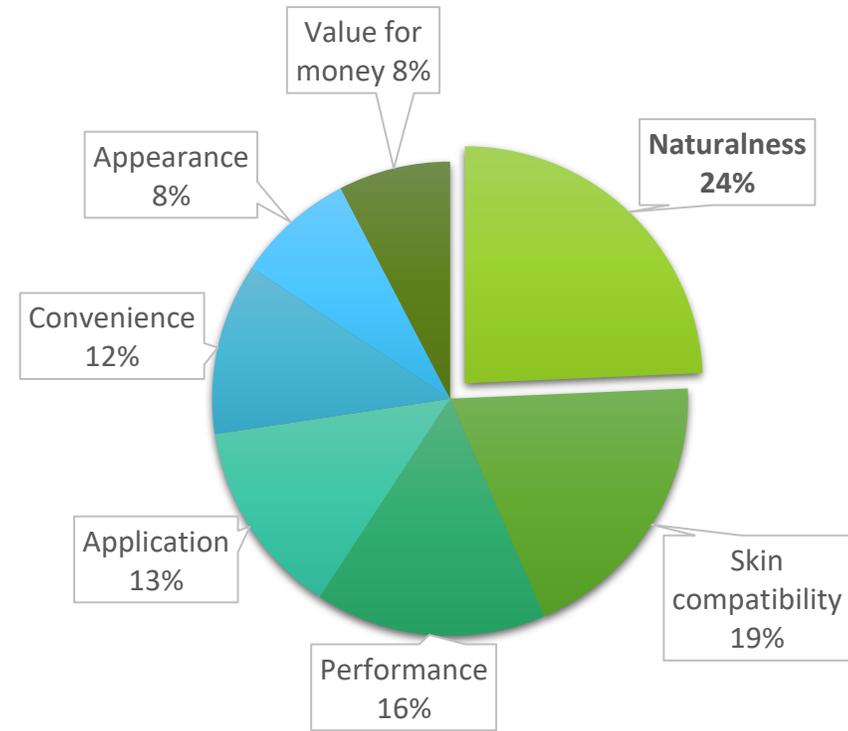


This has been supported by our market study

GERMANY



FRANCE



Source: Consumer study commissioned by NATRUE to Mindline, January-February 2021



What is Greenwashing and Why Should We Care?

Greenwashing - branding something as eco-friendly, green or sustainable when this is not the case – misleads consumers into thinking they are helping the planet by choosing those products.

- A recent study of 23,000 beauty shoppers found almost half (**48%**) are looking for more information and **clarity about brands' values** and **commitments** to the environment.
- In fact, **61% of us struggle** to tell if hair and skincare products are ethical from the packaging.
- As there is no harmonized criteria to **define the properties of natural and organic** cosmetics at an international level, it is difficult to evaluate which product is **authentically natural**.





NATRUE as key to sustainability: transparency

Consumers want clear information about the products in order to verify that they are in line with their values and expectations (environmental protection, sustainability, social development).

But consumers may not be able to distinguish “nature-inspired” from truly natural cosmetics...

So how they can verify if a product claiming to be “natural” or “organic” is really without exposure to greenwash?

In order to **support the authenticity** of natural and organic cosmetics and to avoid misleading communication, the NATRUE Label is a reliable reference that reassures consumers through:

- **A strict set of verifiable and transparent criteria**
- **An online product database**



Advantages of certifications



- **Guarantees for the consumer** who is looking for a “green” product that an external body guarantees compliance with the rules.
- **The continuous improvement** of the Standard guarantees that the formulations are corresponding to the latest scientific and regulatory developments.
- **The certification requirements** may assist with the sales of the products at bio-retailers.
- **Claims support** when questioned by the supervisory authorities.



Differences between NATRUE and other label schemes



Binding commitment against greenwashing

The NATRUE seal is not granted on a product-by-product basis: it is only granted to a brand or sub-brand committed to the production of natural and organic cosmetics (NATRUE's 75% rule).



Part-natural, part-synthetic ingredients are not allowed

NATRUE does not allow the use of substances such as Guar Hydroxypropyltrimonium Chloride and Cocamidopropyl Betaine (used in hair care products) in the formulation of products carrying NATRUE's seal.



External and impartial certification process

NATRUE does not certify products itself. Any product aiming to be certified with the NATRUE Label must undergo a third-party certification process carried out by an accredited NATRUE Approved Certifiers (NACs).

What is the **NATRUE** Label?

**International Private
Standard setting
Label criteria for 3rd
party certification of
Natural and Organic
Cosmetics**





Label Concept

Finished cosmetic products



Natural Cosmetics Certification

Minimum levels of natural
substances /
Maximum levels of
derived natural
substances

according to
product category



Organic Cosmetics Certification

Higher minimum levels of
natural substances
according to product
category

At least 95 % of the natural
substances are organic

Documentation check + On-site audit every two years



Label Concept

Cosmetic Raw Materials



Non-organic
Raw materials

Approval

Only documentation
check



Organic
Raw Materials

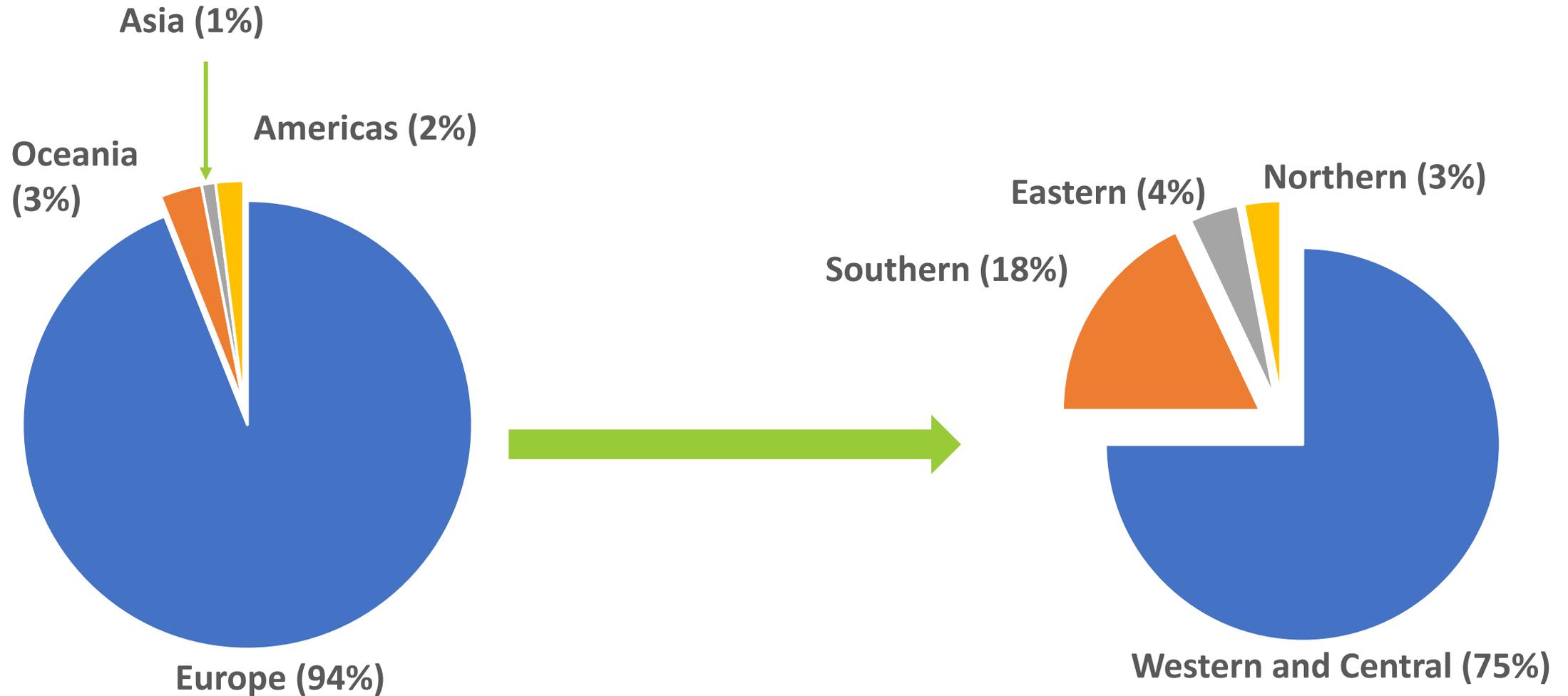
Certification

Documentation check
+
On-site audit
every two years

Please note: Organic raw materials already certified to a Standard of the IFOAM family without further processing don't need to be NATRUE certified (they are accepted by default).



Label Distribution



28 countries worldwide (2022) & top 3 countries are Germany, Austria and Italy



Label Statistics

Raw Materials

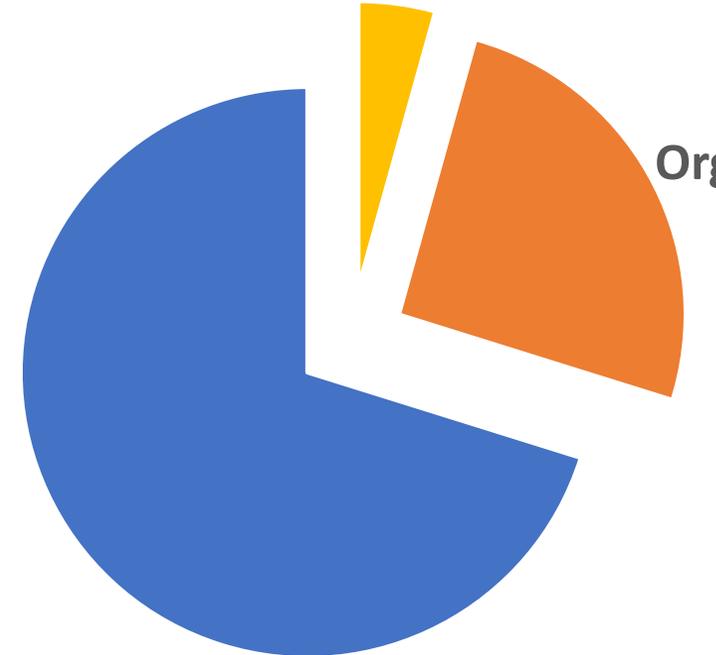


Finished Products



Total = +8000 products
Raw Materials = +1500
Finished Products = +6500

Natural with organic portion * (4%)



Organic (26%)

Natural (70%)



Total = 278 brands



How to obtain the NATRUE Label?

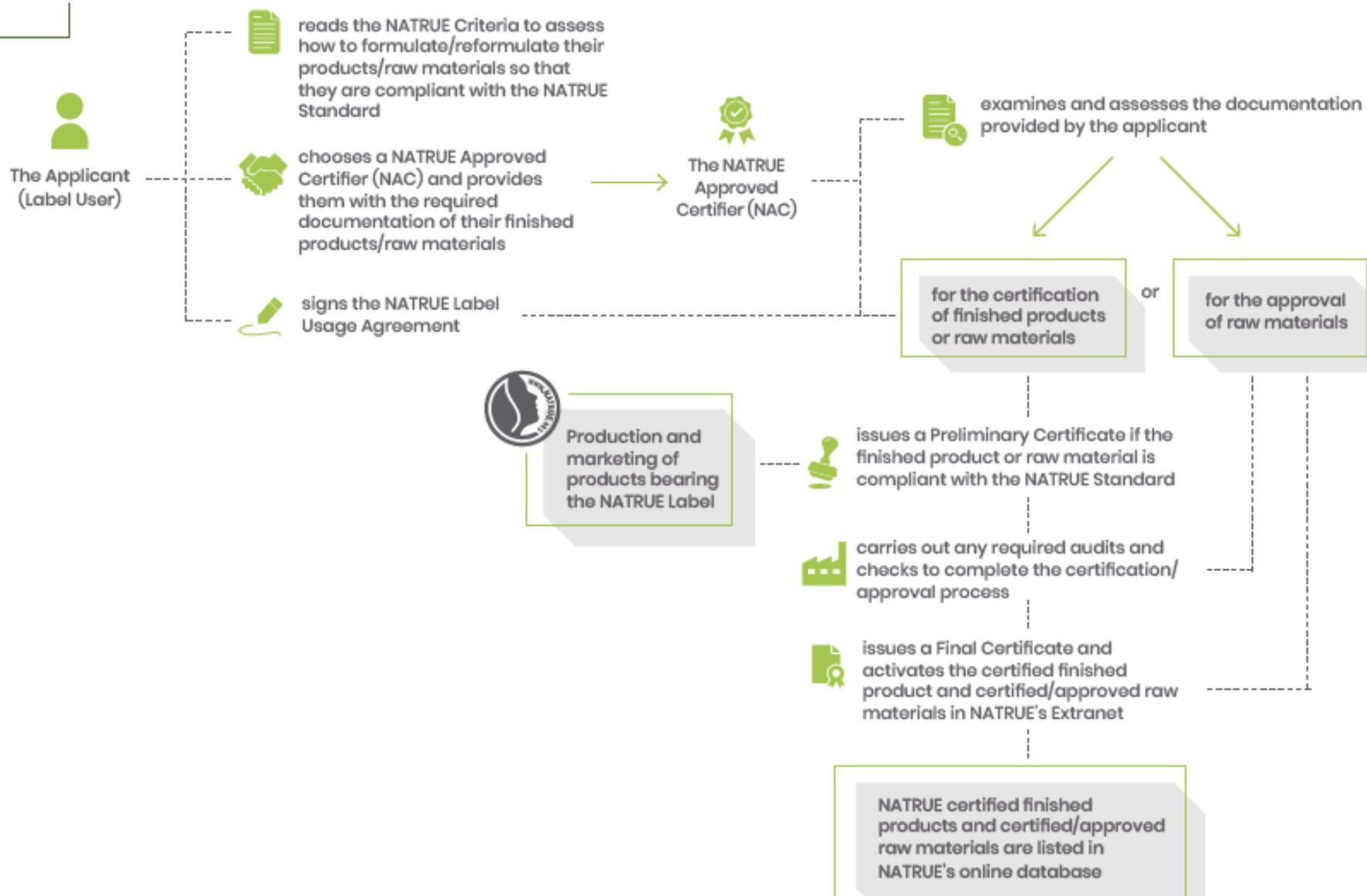
NATRUE Label possible for **raw materials, finished products and formulas.**

Applications go via accredited third-party control bodies following standardized procedures.





The NATRUE label scheme





NATRUE Approved Certifiers

All the independent certification bodies listed below (accredited by IOAS, which is the main accreditation body) are officially approved to control raw materials and finished products under the NATRUE Label Criteria.





Costs

1. Certifier costs

Every NATRUE Approved Certifier apply its cost for the certification process

2. Label Fee (Finished product)

Label Fee is invoiced by NATRUE and is **220€**/certified product for a 2-year certificate.

3. Label Fee (Raw material)

Label Fee is invoiced by NATRUE and is **50 €**/approved or certified raw material for a 2-year certificate.

4. Label Fee (Formulas)

Label Fee is invoiced by NATRUE and is **220 €**/approved formula for a 2-year certificate.





NATRUE Database: Consumer transparency

https://www.natrue.org/our-standard/natrue-certified-world/?database[tab]=products&prod[pageIndex]=1&prod[search]=&prod[filters] 80% ☆

NATRUE

Overview **Certified products** Certified raw materials Approved raw materials Brands

Search for an item

Certification levels Weleda Category

- Anti-aging care
- Baby care
- Bath & shower products
- Body care
- Cleansers & toners
- Deodorants / anti-perspirants
- Exfoliant products

ARNICA MASSAGE OIL
Weleda

BIRCH CELLULITE OIL
Weleda

CALENDULA MASSAGE OIL
Weleda

CITRUS REFRESHING BODY OIL
Weleda

POMEGRANATE REGENERATING HAND CREAM

POMEGRANATE REGENERATING BODY OIL

LAVENDER RELAXING BODY OIL
Weleda

SEA BUCKTHORN REPLENISHING HAND CREAM



NATRUE Database: Consumer transparency

Pomegranate Regenerating Hand Cream



Natural cosmetics

Strict rules for naturalness apply. The natural ingredients are not necessarily from organic cultivation.

Brand
Weleda

Manufacturer
Weleda AG

Ingredients

Water (Aqua), Sesamum Indicum (Sesame) Seed Oil*, Glycerin, Alcohol*, Glyceryl Stearate SE, Butyrospermum Parkii (Shea) Butter*, Olea Europaea (Olive) Oil Unsaponifiables, Helianthus Annuus (Sunflower) Seed Oil*, Punica Granatum Seed Oil*, Panicum Miliaceum (Millet) Seed Extract*, Ruscus Aculeatus Root Extract, Helianthus Annuus (Sunflower) Petal Extract, Xanthan Gum, Stearic Acid, Palmitic Acid, Fragrance (Parfum)*, Limonene**, Linalool**, Citronellol**, Benzyl Benzoate**, Geraniol**, Citral**, Eugenol**, Coumarin**.

*of controlled biological cultivation

** from natural essential oils

Description

Everyone needs a touch of kindness – and that includes your hands, so why not reward them with some pomegranate love and care?

Swiftly-absorbed Pomegranate Regenerating Hand Cream protects your hands against the drying effects of water, free-radicals and dry air, with a luxurious blend of organic pomegranate seed oil, shea butter, sesame oil and golden millet extract.

Slack skin becomes firm, dryness disappears and capable hands are helped back to their soft and supple best.



NATRUE Database: transparency for companies and NACs

Panoramica

Prodotti certificati

Materie prime certificate

Materie prime approvate

Marche

potassium sorbate



Cancellare i filtri

Export

17 / 1444 materie prime approvate

Nome	Produttore	Composizione	INCI
ALINA NK	ALINA GmbH	0.001% Natural 15% Derived natural 30% Nature-identical 54.999% Water	Aqua, Potassium sorbate, Arginine, Sorbic acid, Glycerine, Rosmarinic acid
AMW® - Aloe Mineral Water	Eurosirel Spa	0,003% Natural (0,003% Organic) 0,009% Derived natural 8,5218% Nature-identical 91,4662% Water	Aqua, kaolin, Aloe Barbadensis leaf juice*, citric acid, potassium sorbate, sodium benzoate
AQUARICH	Rahn AG	6.04% Natural 69.96% Derived natural 0.2% Nature-identical 23.8% Water	Glycerin, Aqua, Avena Strigosa Seed Extract, Lecithin, Potassium Sorbate, Citric Acid
Blanova® ALOE VERA GEL CONC. JUICE 10X	Azelis Deutschland Kosmetik GmbH	99.85% Natural 0.15% Nature-identical	Aloe Barbadensis Leaf Juice, Citric Acid, Sodium Benzoate, Potassium Sorbate



The NATRUE Criteria

The NATRUE Standard

In 2008, NATRUE created the **voluntary** and **internationally applicable NATRUE Standard**.

It is continuously reviewed and updated whenever necessary in order to:

- increase the sustainability of cosmetic products in the various stages of the supply chain
- ensure the natural origin of ingredients and encourage the choice of organic farming
- setting rules for product formulation to be consistent with the “green” values, taking into account the complexity of the supply chain, the innovation in chemistry and the technological challenges of today's cosmetics.

The latest version of the Standard 3.9 came into force on 1st January 2021.



Basic Requirements

Authentic & Ethical

- Ingredients neither from nor by GMOs
- No ingredients from dead vertebrates
- No NATRUE certified product may be supplied to any market if animal testing is required.

Transparent and clear

- Only 3 classes of ingredients:
 - Natural (incl. Organic)
 - Derived natural (no semi-synthetics)
 - Nature-identical
 - (Water is neutral)
- Only 2 levels of Certification:
 - Natural Cosmetics
 - Organic Cosmetics

Environmental sustainability

- Green chemistry
- Responsible sourcing and biodiversity protection
- Criteria for packaging materials

Consistent and easily applicable

- A classification of 13 categories of products with their own requirements for maximizing the amount of natural and organic ingredients in every product.



Ingredients



Only ingredients that are classifiable as **natural, nature-identical or derived natural** according to NATRUE can be used.



Ingredients

Natural: unmodified, obtained by physical processes or from enzymatic / microbiological reactions leading to substances that exist in nature

- E.g. Shea butter, Argan oil, Calendula Officinalis extract, Alcohol.





Ingredients



Organic: ingredients from controlled organic farming and/or wild collection certified by a duly recognized certification body to an organic standard or regulation approved in the IFOAM Family of Standards, or to NATRUE.





Ingredients

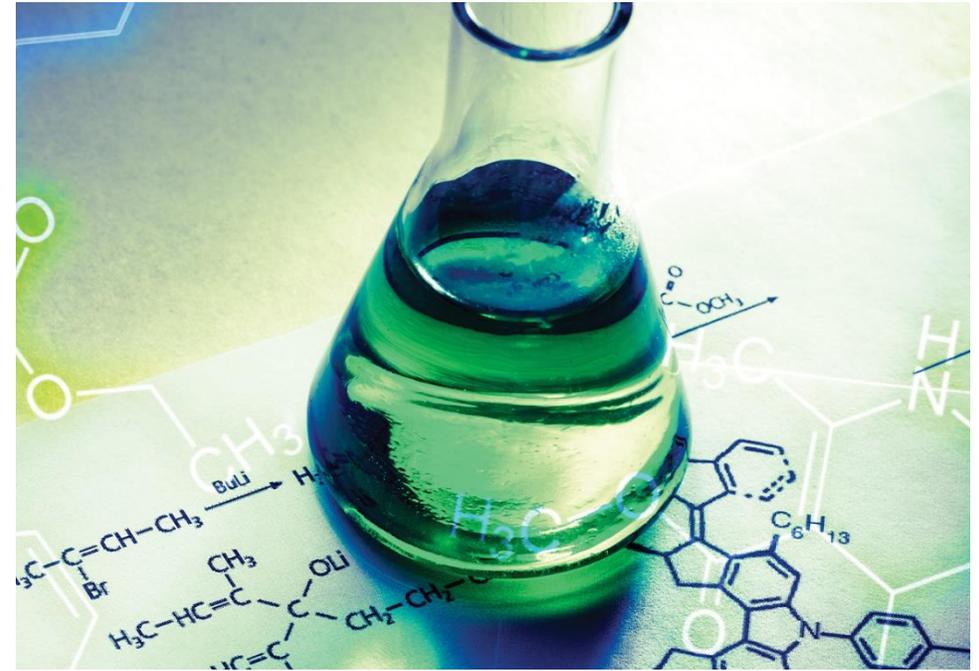
Derived natural: ingredients by chemical modification of 100% natural substances (no petrochemical hybrids) by approved reactions.

- E.g. Glycerin, Sodium cocoyl glutamate
but not Cocamidopropyl betaine

Justification for use:

Only if specific function cannot be achieved using natural substances

Positive list: Annex 3 - **only those listed** can be used.





Ingredients

Nature-identical: approved pigments, minerals and preservatives which are identical to substances found in nature.

- e.g. TiO_2 , sorbic acid and its salts, Iron Oxides (cf. CI 77489)

Requirements for use:

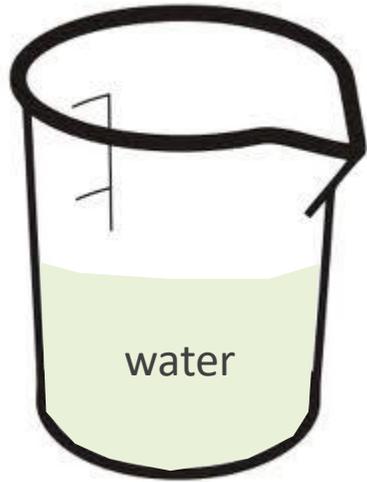
- **Only** when strictly necessary, in order to ensure consumer safety or to ensure purity
- **Only** when natural substances cannot be recovered from nature using reasonable technical effort



Positive lists: Annex 2 and Annex 4a - **only those listed** can be used



Ingredients



Added water is treated as **neutral** to avoid artificially inflating the 'naturalness'



90% "Natural" ✗
60% Water and 30% Plant Extract ✓

Natural or organic reflects only the contribution from raw materials from plants, minerals, etc. (not from added water)



Sustainability

The **NATRUE Standard** includes...

- **Respect for biodiversity**

If ingredients originates from animal and botanic species that are under the restriction of the Washington Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), a certificate by a nature preservation authority is required.

- **Sustainable palm oil**

Wherever possible and available, natural or derived natural substances from palm oil and palm kernel oil must come from RSPO or other certified sustainable supply chains (with MB quality as a minimum requirement).

- **Promotion of green production** (e.g. biotechnology, extraction)

Focus on soft, environmental-friendly and sustainable raw material sourcing and production.

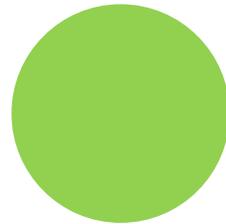


Certification

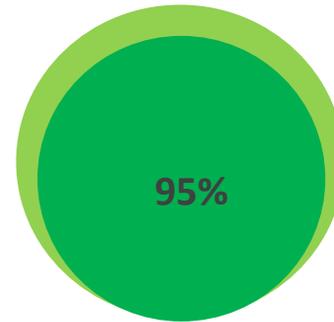
All cosmetics must be certified to strict criteria defining finished products as **natural or organic**.

Certification levels are separated by **mandatory organic content**.

Natural
Cosmetics



Organic
Cosmetics



Composition

	Natural
	Derived Natural
	Organic



Defined Product Content

Every product guarantees maximum natural- or organic-ness

- Why is this necessary?**

Different categories of cosmetics require different ingredients and processes to fulfil their function. Consequently different categories cannot have the same requirements.

- How is this achieved?**

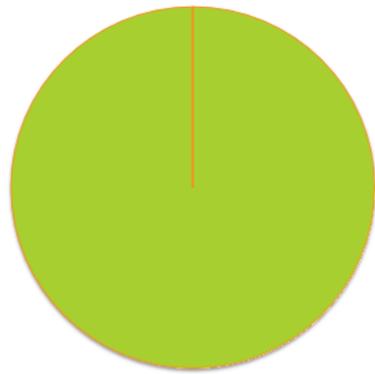
Strict minimum and maximum content levels apply for ingredients per product group.

	1***	2	3	4	5	6	7	8	9	10	11***	12#	13
Content of raw materials referred to the finished product (%)	Oils/water-free cleaning and skin care products	Parfums, Eaux de Parfum, Eaux de Toilette, Eaux de Cologne	Skin care emulsions (W/O) and Oleogels	Decorative cosmetics containing water	Deodorants and antiperspirants	Skin care emulsions (O/W) and gels	Sunscreens	Hair treatment products	Cleansing products containing surfactants	Oral care	Decorative cosmetics, water-free	Soaps and solid cleaning and hair care products	Waters
Natural Cosmetics (Level 1)	80	60	30	10	10	10	10	3	3	2	1	1	0.1
	20	10	30	30	30	25	55	40	85	70	50	99	10
Organic Cosmetics (Level 2)	90*	60*	30*	15*	15*	15*	15*	15*	15*	15*	15*	1*	15*
	10**	10**	20**	15**	15**	20**	30**	15**	25**	15**	15**	99**	5**



Defined Product Content

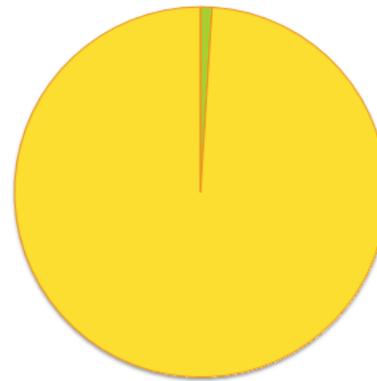
What do the product categories look like?



Body Oil
Cat.1



Liquid Shampoo
Cat.9



Solid shampoo
Cat.12

- Natural
- Water
- Derived Natural
- Nature Identical



Criteria for respecting environment

The **NATRUE Standard** set criteria for

- **Biodegradability**
 - ✓ Detergent surfactants substances must be completely biodegradable in accordance with the EC Regulation on Detergents (Regulation (EC) No 648/2004).
- **Packaging**
 - ✓ Minimal & recyclable;
 - ✓ If possible designed for multiple use and/or made from renewable resources;
 - ✓ No halogenated plastics (e.g. PVC)
- **Carrier materials** (e.g., wet wipes)
 - ✓ only natural or derived natural substances (no synthetic or semi-synthetic fabrics)



Defending our values & ethics

Animal Welfare and Animal Testing

The NATRUE Label Criteria **prohibits:**

- raw materials from dead vertebrates;
- the granting of the NATRUE label to products placed on markets where animal testing on products is a requirement.





UN Sustainable Development Goals

NATRUE has assessed its Criteria to the 17 UN Sustainable Development Goals and identified 6, which has been incorporated into the standard:



Health is a primary requisite, Ref. Regulation (EC) n. 1223/2009



NATRUE encourages industry to find sustainable alternatives



Natural, organic and renewable sources, no GMOs, reduced-impact processes, packaging criteria



Renewable raw materials, green chemistry, responsible sourcing



Strict criteria for biodegradability, No microplastics



Protection of biodiversity



**Thank you for
your attention!**

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