

# Exploring Certifications in the Cosmetic Industry:

**NATRUE**



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# Introduction

NATRUE AISBL, the International Natural and Organic Cosmetics Association:

- International Non-Profit Association (AISBL)
- Brussels-based
- Founded in 2007 (Label in 2008)
- 67 members worldwide in 2023
- Created by the pioneers and global market leaders of the sector

## Internationally recognised

NATRUE is an international Standard applicable all around the world. From Singapore to New Zealand, passing by Germany, Albania, Brazil, United States, Latvia, France, Switzerland, Morocco, Slovakia or Japan; more than 8.800 cosmetic products and raw materials carry the NATRUE Label worldwide.

For example, NATRUE is a trusted Label of:

WELEDA



Dr. Hauschka



lavera  
NATURKOSMETIK



SANTE  
NATURKOSMETIK



farfalla

Cien  
nature

LOGONA  
NATURKOSMETIK



bigood



hej  
ORGANIC

alviana  
NATURKOSMETIK

peclavus

AND MANY OTHER BRANDS ALL OVER THE WORLD!



# Label: Key Principles

- Against greenwashing to reflect consumer expectations
- Ensuring natural and organic ingredient clarity and product transparency
- Guaranteeing independent certification
- Supporting sustainable innovation and responsible consumption
- Protecting the environment and promoting waste reduction
- Standing-up for animal welfare



## What makes NATRUE special?

### 01. Transparency, security and trust

NATRUE ensures natural and organic ingredient clarity and product transparency. All NATRUE's certified products can be checked in [NATRUE's database](#), which is public and free.

### 02. External and impartial certification process

Any product aiming to be certified with the NATRUE Label must undergo a third-party certification process carried out by an accredited and independent [NATRUE Approved Certifiers \(NACs\)](#).

### 03. Products that reflect consumer expectations

Every NATRUE-certified cosmetic meets strict and verifiable requirements. Each product contains only approved natural and certified organic ingredients that meet defined origin, manufacture, ethical, environmental, packaging and sustainable sourcing criteria

### 04. 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).





# Criteria Basics

- ✓ **Ingredient authenticity and simplicity** - 3 categories of approved ingredients:
  - Natural (incl. Organic)
  - Nature-identical
  - Derived natural (no semi-synthetics)
- ✓ **2 certification levels:** Natural or Organic
- ✓ **Commitment** against greenwash at brand level (75% rule)
- ✓ **Defined content** ⇒ product guarantees for max. natural- / organic-ness





# Basics to obtain the Label

## Which products can carry the label?

Raw Materials & Formulas (B2B) + Finished products (B2C)

## Certification or approval?

- Organic raw materials + finished products ⇒ certification
- Natural raw materials + formulas ⇒ approval

## What's the process?


- Approval ⇒ documentation check
- Certification ⇒ documentation check + on-site audit

## Who carries out the process?

Independent, accredited NATRUE approved certifier

## Costs

- Certification (variable) ⇒ choice of the certifier by the applicant
- NATRUE label use ⇒ fixed + indicated on our website




HOW TO CERTIFY  
**FINISHED PRODUCTS**  
WITH NATRUE


**WHO:** for producers, third-party manufacturers, and brand owners.  
**WHAT:** natural or organic finished cosmetic products.  
**HOW:** third-party certification by a NATRUE Approved Certifier. It consists of 2 steps: (1) Evaluation of the product formula and (2) Audit on the manufacturing site.

✦

**Follow these five steps:**


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**EVALUATE THE CRITERIA**

Read the [NATRUE Label Criteria](#) carefully to assess the requirements ingredients and products have to meet. Any questions? Ask the [Secretariat](#).
- 


**CHOOSE YOUR CERTIFIER**

NATRUE is **not a certifier** → Certification is only carried out by independent and accredited third-parties (NACs.)

  - NATRUE does not certify or approve directly in order to make the whole process more independent and transparent.
  - NATRUE is the Standard owner. The Standard is developed and interpreted by the [NATRUE Scientific Committee](#) and controlled by independent NATRUE approved certifiers.
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**CONTACT YOUR CERTIFIER**


Choose one of these international [NATRUE Approved Certifiers \(NACs\)](#) to guide you through the whole certification process. We recommend you to contact 2 or 3 certifiers to compare their services, availability and costs. All of them are listed on our website!

**NB!** Don't forget to complete the [NATRUE Label User Agreement](#) for finished products and send it back to us. You can find the latest agreement [here](#).
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**COSTS**

There are two costs you need to take into account:


  1. **Cost of the certification** → invoiced entirely by your chosen NAC and independent of NATRUE;
  2. **Cost of the Label Fee** → **only cost invoiced by NATRUE**: €220/certified product for a 2-year certificate.


\*\* If more than 100 products are certified, then the label fee is €170/certified product for a 2-year certificate.
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**DONE**

Once your products have successfully been certified, you will be issued with a certificate. Certified products will be then added to [NATRUE's online database](#).

For more information:  
[www.natrue.org](http://www.natrue.org)



[info@natrue.org](mailto:info@natrue.org)  




# Labelling Support: Guidelines



NATRUE Label Usage Guidelines – Annex C

## 4. Claims

The Company is entirely responsible for the claims made in relation to their cosmetic products.

This Label Usage Guidelines offer guidance on how to best represent claims linked to the NATRUE criteria in a clear and transparent manner, but it should never be regarded as a derogation to mandatory requirements of local legislation, including supporting guidelines (where applicable), in the country where the respective product(s) will be marketed.

Any claim connected with the NATRUE Label must clearly refer to the provisions of the NATRUE criteria and comply with these guidelines.

In case of doubt, please take contact with your NATRUE Approved Certifier for support or with the NATRUE Secretariat.

## NATRUE Label Usage Guidelines

Version 2

NATRUE

Version 2 – 01.01.2021

- ✓ Natural and Organic product vs. ingredient claims
- ✓ % natural or organic content (products)
- ✓ Labelling (by INCI) of natural or organic ingredients



# Guaranteeing Clean and Green

1. Products that reflect **consumer expectations**
2. Brands that are **committed to green & clean** – no *'hero'* products in a *'less than green / clean'* range
3. **Third-party certification** that reassures consumers & provides trust (verifiable criteria & audited facilities)
4. **Ingredient clarity**
  - ✓ No GMOs
  - ✓ No mineral oils;
  - ✓ No silicones;
  - ✓ No (semi-)synthetic fragrances;
  - ✓ No phenoxyethanol; parabens; methylisothiazolinone (MI), etc.
  - ✓ No microbeads/microplastics
5. **Animal Welfare** (no ingredients from dead vertebrates + no NATRUE certified product may be supplied to any market if animal testing is required)





# Guaranteeing Clean and Green

## 6. Guaranteed organic

- ✓ Confirmed and controlled origin
- ✓ Organic supporting natural biodiversity

## 7. Environmental protection

- ✓ Palm (kernel) oil and derivatives (RSPO)
- ✓ Biodegradability criteria
- ✓ No microplastics
- ✓ Biodiversity (CITES)
- ✓ Packaging and carrier materials

## 8. Support responsible consumption & green production (no to greenwash)

## 9. No overinflated natural or organic content [respect claims, transparency and integrity]

## 10. Run by non-profit association & label [social benefit]







# NATRUE Database: Consumer Transparency

Overview **Certified products** 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



# NATRUE Database: Consumer Transparency

## Pomegranate Creamy Body Wash



### Natural cosmetics

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

**Brand**  
Weleda

**Manufacturer**  
Weleda AG

### Ingredients

Water (Aqua), Coco-Glucoside, Sesamum Indicum (Sesame) Seed Oil\*, Alcohol\*, Disodium Cocoyl Glutamate, Helianthus Annuus (Sunflower) Seed Oil\*, Glycerin, Carrageenan, Limonene\*\*, Sodium Cocoyl Glutamate, Macadamia Ternifolia Seed Oil\*, Punica Granatum Seed Oil\*, Panicum Miliaceum (Millet) Seed Extract\*, Helianthus Annuus (Sunflower) Petal Extract, Xanthan Gum, Lactic Acid, Fragrance (Parfum)\*\*, Linalool\*\*, Citronellol\*\*, Geraniol\*\*, Citral\*\*, Coumarin\*\*

\*of controlled biological cultivation

\*\* from natural essential oils



# NATRUE: “Authenticity Bottled”

## A GUARANTEE FOR CONSUMERS



### Staying close to nature

Only of 100% natural, derived natural and nature-identical substances.



### Meeting consumer expectations

No substances from GMOs, silicones, parabens, microplastics, synthetic fragrances or mineral oils.



### Ingredient clarity & product transparency

Cosmetic products can be certified with the NATRUE Label as natural or organic cosmetics.

## A GUARANTEE FOR PRODUCERS



### Commit against brand greenwash

At least 75% of the products of a brand or sub-brand need to be NATRUE certified to be granted our seal.



### Respecting product's uniqueness

Shampoo and soap are different: NATRUE distinguishes 13 product categories to guarantee maximum levels of natural and organic content.



### Against inflated content

Only water coming from a plant source is considered as a natural substance in the formulation.



✓ **TRANSPARENCY**

✓ **COMMITMENT**

✓ **INDEPENDENCE**

✓ **TRUST**



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