



The NaTrue-Label



*Natural & Organic Cosmetics
you can trust*

www.NaTrue-Label.com



The NaTrue-Label

Authentic Natural and Organic products are now identifiable at a glance thanks to the NaTrue-Label.

Strict criteria assure Naturalness and offer three grades that reflect the true diversity of Natural and Organic Cosmetics:

- Natural Cosmetics
- Natural Cosmetics with organic ingredients
- Organic Cosmetics

The first category defines the quality level for Naturalness that distinguishes all authentic Natural Cosmetics – it is the foundation of a NaTrue certified product.

Products with ingredients of organic origin can only achieve the two and three star label if they at least meet these requirements.



The one star NaTrue-Label — authentic Natural Cosmetics

The one star NaTrue-Label guarantees authentic Naturalness.

It stipulates which ingredients are permitted and how they may be processed. In respect of Nature, only soft production processes are allowed.

Different categories of cosmetics require different ingredients and processes to fulfil their function.

Consequently different categories such as soap, shampoo and face-cream cannot have the same requirements.

The NaTrue-Label takes this important factor into consideration. It sets minimum and maximum levels for ingredients per product category.



The two star NaTrue-Label — Natural Cosmetics with Organic Ingredients

The two star NaTrue-Label denotes Natural Cosmetics containing ingredients of organic origin.

In addition to the requirements of the one star label:

- higher minimum levels of natural ingredients are required.
- at least 70 % of their natural ingredients must stem from *controlled organic production* and/or *controlled wild collection* in accordance with the EC Eco Regulation.

Based on current scientific knowledge, not all product categories, e.g., shampoos, can attain this level.



The three star NaTrue-Label — Organic Cosmetics

The three star NaTrue-Label defines Organic Cosmetics.

Compared with the two star NaTrue-Label:

- even higher minimum levels of natural ingredients are required.
- at least 95 % of their natural ingredients must stem from *controlled organic production* and/or *controlled wild collection* in accordance with the EC Eco Regulation.

Only a few product categories can attain this level based on current scientific knowledge. The three star label constitutes a real challenge for manufacturers!



Strictly defined and regulated ingredients

Natural and Organic Cosmetics have a function to perform and must have a reliable shelf-life. This cannot always be achieved with natural ingredients alone.

The NaTrue-Label limits exceptions to an absolute minimum by strictly regulating three ingredient groups:

Natural ingredients are ingredients found in nature and not chemically modified.

Nearly natural ingredients are ingredients that are derived through chemical reactions - from natural ingredients only. The permitted chemical reactions are clearly set out.

Nature-identical substances are substances that exist in nature but are derived through chemical reaction. They are only permitted for preservatives and minerals when the natural substances cannot be recovered from nature in the desired quality and/or quantity. The use of nature-identical preservatives must be clearly indicated on the product packaging.

Water is a natural raw material but not counted when calculating the level of natural ingredients. Otherwise, manufacturers could inflate the overall level of natural ingredients by simply adding water.

The use of any substance outside the three ingredient groups is not permitted.



The need for a label that consumers can trust

Consumers expect their Natural & Organic Cosmetics to be genuinely natural.

But there is no law regulating which ingredients Natural Cosmetics may contain. Consequently, ever more logos with different and sometimes inexistent or in-transparent criteria appear.

Consumers worldwide need a label they can recognise and trust.

- The NaTrue-Label is a truly international label – its sole objective is to provide reliable guidance to consumers.
- The NaTrue Scientific Committee is guardian of the criteria. Independent Label Management Partners manage the certification process by country or region. Every product is controlled by independent certification bodies.



The NaTrue-Label at a glance

The NaTrue-Label has one objective – to strengthen consumers trust in Natural Cosmetics.

It is:

- purely quality driven
- not for profit
- open to all manufacturers
- comprehensive: three grades
- strict: specific criteria per product group
- transparent: criteria are publicly available on the internet.

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NaTrue

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