



Fact sheet on product transparency – NATRUE’s position

What do consumers look for in natural and organic cosmetic products?



Consumers increasingly base their purchase decisions in regard to natural and organic cosmetics on guarantees linked to a certain set of values. This means that consumers’ choice is not based anymore exclusively on traditional factors (such as price, quality, etc.). Consumers want clear information about the products they purchase in order to verify that these are in line with their values and expectations, which are often linked to environmental protection, sustainability (e.g. sourcing of ingredients) and social development (e.g. better work conditions and fairer wages along all the supply chain).

But how can consumers verify if a product claiming to be “natural” or “organic” really is without exposure to greenwash? What criteria are those product claims accountable to? It remains officially undefined how the claims “natural” or “organic” are applied to a cosmetic product, so consumers might find it difficult to easily identify products that align with their values and expectations, and to differentiate them from those which do not. Consequently, consumers may not be able to distinguish nature-inspired from truly natural cosmetics. In such cases, private standards with label criteria that set verifiable requirements for ingredients and products, such as NATRUE’s own seal, provide consumers with a solid reference to identify natural and organic cosmetic products that meet their demands at a glance.

How does NATRUE contribute to ensuring product transparency?

In order to support the authenticity of natural and organic cosmetic products and to avoid misrepresentation or misleading communication on products and from brands, the NATRUE Label is a reliable reference that reassures consumers through:

1. A strict set of criteria

To carry the NATRUE Label every product must be certified to one of three levels (natural, natural with organic portion or organic). *Certification* means products must meet verifiable requirements for origin, manufacture and content to support the strength and integrity of the claim “natural” or “organic”. NATRUE’s transparent and clear set of **criteria** is freely and publicly available in NATRUE’s website and provides consumers with the following guarantees:

- Only ingredients that are 100% natural, 100% derived natural and only nature-identical preservatives, pigments and minerals are permitted;
- Ingredients cannot come from mineral oils or genetically modified organisms (GMOs);
- No synthetic fragrances, silicones, parabens or microplastics are allowed;
- Maximised mandatory organic content of ingredients in all certified products claiming to be organic;
- Water not derived from plants is treated as neutral so as to avoid inflating the natural or organic content from ingredients;
- To combat greenwashing, at least 75% of the products in a line (8/10 products) needs to be certified to NATRUE, and only those certified can carry our seal.

2. NATRUE’s online products database

Either before or after the point-of-sale, NATRUE’s public online database provides consumers with a tool designed to offer a complete overview of all NATRUE certified products. In addition to finding details about the composition and usage of NATRUE certified products, consumers can also find more about those brands whose products are certified by NATRUE. You can access NATRUE’s database [here](#).



The NATRUE Label presents a quick and easy reference for consumers to identify authentic natural and organic cosmetics products. Consumers are assured that every NATRUE labelled product has successfully met strict, transparent and independently verified criteria.