

# NATRUE

## Natural and organic cosmetic certification



[www.natrue.org](http://www.natrue.org)



### Natural and organic cosmetics - a fast growing market

The natural and organic cosmetic sector has experienced a massive boost recently and further growth is expected. Consumers are aware of the benefits of organic agriculture from the food sector and prefer cosmetics that meet similar requirements being produced with minimal impact on the environment, human health and society as a whole. The sector meets this demand with an increased effort regarding corporate social responsibility, conversion to cosmetics based on natural or natural organic raw materials.

In order to meet the expectations of the consumers, actors within the cosmetic sector have developed the NATRUE-Standard. The natural/ organic quality is verified via third party certification and the final product can be labelled according to one of the three label grades:

- Natural cosmetics
- Natural cosmetics with an organic portion
- Organic cosmetics

NATRUE certified products of all label grades do not contain Ingredients based on petrochemical raw materials.

### NATRUE-certification with EcoControl and IMO

In 2011 IMO and EcoControl decided to share their expertise in the field of natural cosmetics certification and to assure quality and transparency in this field together.

As approved NATRUE certification body EcoControl verifies the formulation of the cosmetic products and decides about the certification and the label grade according to the NATRUE standard. Afterwards the audit at the production site will be planned in cooperation to secure a fast processing of the audit by an experienced inspector worldwide. Furthermore IMO and EcoControl offer the verification and certification of the organic status of the cosmetic ingredients, as well as social and fair business practices along the processing chain.

We invite you to take advantage of this cooperation. We offer a straightforward and competent processing of the NATRUE control and certification, both nationally and internationally. In case your company is certified/ is interested in getting certified according to a second program (i.e. EU organic, NOP, JAS, fair for life) we offer combined tailor made audits to save time and costs.

We will be pleased to support you and the certification of your natural and organic cosmetics in the future.





## EcoControl

EcoControl is an inspection and certification body for ecological / organic products and quality assurance systems in the non-food sector

### Activities & services of EcoControl concerning natural ingredients and cosmetics

- Ecocontrol is an approved certification body for NATRUE, ICADA, NSF-305 (USA), Naturland-Kosmetik, Demeter-Kosmetik
- Plant based ecological raw materials for the use in Natural Cosmetics
- ISO Cosmetics GMP 22716
- Sustainability Standard, developed by the Society of applied Ethical Economics
- in cooperation with TÜV-NORD for IFS-HPC, ISO 9000, ISO 14000



## IMO - your specialist in quality assurance worldwide

The Institute for Marketecology (IMO) is one of the first and most experienced international agencies for inspection, certification and quality assurance of eco-friendly and social responsible products. IMO offers a wide range of services in the field of quality assurance in more than 90 countries. IMO has long years of experience in inspection of sustainable products along the whole processing chain.

### Activities & services of IMO concerning natural ingredients and cosmetics

- Organic Certification to all important standards (EU, JAS, NOP)
- Fair for life, Social & FairTrade Certification
- For life, Social Responsibility Certification
- FairWild Certification
- Traceability by verification of origin and declarations



To learn more about NATRUE-Label please refer to [www.natrue.org](http://www.natrue.org). If you have any further questions or wish to take advantage of our services, feel free to contact us.



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