



Ladies and Gentlemen,

Today we want to inform you about

New Version 3.9 of the NATRUE Label Criteria

With this latest update, the **NATRUE Label Criteria (Version 3.9)** enable producers to develop new and innovative natural and organic cosmetics whilst continuing to meet strict requirements that ensure defined and maximum natural and organic content for each certified product.

New Version 3.9 of the NATRUE Label Criteria will come into force on 01.01.2021

WHAT'S NEW?

MORE SUSTAINABLE RAW MATERIALS

Sustainable sourcing of natural and organic raw materials is essential to reduce the environmental impact of their cultivation. Robust chain of custody, transparency and traceability schemes are key to validate the raw materials used in the formulation of cosmetics. Following the association's **membership of RSPO**, NATRUE requires that, wherever possible and available, **natural or derived natural raw materials from palm oil and palm kernel oil must come from RSPO or other certified sustainable supply chains** and mass balance (MB) quality as a minimum requirement, and ideally Segregated and Identity Preserved qualities. Qualities that are unavailable as certified RSPO or other certified sustainable supply chains (minimum MB) are allowed unless there is indication on Annex 3 that there is supply in MB quality. Derived natural substances with INCI names available in MB quality or greater are listed in Annex 3 for ease of reference. Only certified organic quality is a derogation to the RSPO certification requirement under the NATRUE criteria.

EVALUATED SUSTAINABLE PRACTICES: UN SUSTAINABLE DEVELOPMENT GOALS

NATRUE has evaluated its standard against the 17 **UN Sustainable Development Goals** (SDGs). 6 SDGs were identified and allocated to the NATRUE standard: 3 (Good Health and Well-Being); 9 (Industry, Innovation and Infrastructure); 12 (Responsible Consumption and Production); 13 (Climate Change); 14 (Life Below Water); 15 (Life on Land).

In October 2019, NATRUE collaborated in the project "*Testing the Applicability of the Guidelines for Providing Product Sustainability Information*", conducted by One Planet Network in collaboration with UN Environment as part of the road testing of the **Guidelines for Providing Product Sustainability Information**. NATRUE's case study provides feedback on principles that aim to establish minimum requirements ("fundamental principles": reliability, relevance, transparency, clarity and accessibility) when providing **product sustainability information** to consumers in the cosmetics sector. NATRUE's case study is publicly accessible [here](#).

PRESENT AND FUTURE OF NATRUE'S RAW MATERIALS SCHEME

Since the new approval scheme was launched last February 2020, **over 150 raw materials** have been NATRUE approved. All raw materials presently used in NATRUE certified finished products will have a transitional period of 24 months (until 31st January 2022) to be either certified or approved (subject to their qualities). As for finished products, producers have until 31st January 2024 to formulate their products using NATRUE approved or NATRUE certified raw materials. More details about NATRUE's Raw Materials Scheme can be found [here](#).

SIMPLIFICATION AND INNOVATION

To ease and enhance consumers informed decision-making, **NATRUE has decided to simplify its three certification levels to two: natural or organic**. Hand-in-hand with this decision, NATRUE has introduced adaptations to modernise the formulation requirements in the standard to facilitate the needs of new innovative product development, while staying true to the association's long-term policy of ensuring that natural and organic product claims reflect authenticity, sincerity and meet consumer expectations.

As of 01.01.2021, NATRUE new certified finished cosmetic products will be certified either as "natural" or "organic". Products already certified under the phased-out certification level "natural with organic portion" can still be identified as such in the market and in NATRUE's database until the product's certificate expires. Upon recertification, a product meeting the requirements of level "natural with organic portion" will be recertified either as "natural" or "organic", subject to its compliance with the set requirements for each category.

CLEARER CLAIMS FOR CONSUMERS

Labelling, claims and communication about the natural and organic qualities of a product must align and be clear to avoid misleading or confusing consumers. **NATRUE highlights the importance of clear, transparent information** in its latest Standard update, as well as in the latest update of its Label Usage Guidelines, the reference document with the requirements and recommendations linked to the use of the NATRUE Label on certified products.


The latest update of the NATRUE Usage Guidelines (Version 2) is available for download [here](#), and will also come into force on 01.01.2021.

Mit freundlichen Grüßen / [Best regards](#)

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nach oben 

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