



NATRUE Certification

The fascination
of quality

bio.inspecta supports farms and businesses in developing and strengthening their market position in a sustainable way. Our services include recognised inspections and certifications of organic and other label products as well as ISO certification and certification to food safety standards.

The NATRUE label for natural cosmetics and organic cosmetics is one of these labels.

NATRUE is a non-profit organisation headquartered in Brussels. NATRUE was established in 2007. Since then, annual growth rates have been up to double digits. Ninety percent of its brand users are based in Europe. A total of 6200 products are currently certified, with more than 270 brands using the NATRUE label.

The NATRUE label is not only a quality benchmark for producers but also ensures transparency and reliability for the consumer. It helps consumers to identify authentic natural and organic cosmetics and avoid greenwashing.

All NATRUE-certified products and raw materials may be viewed in the NATRUE database.

Where the NATRUE label is displayed on cosmetics packaging it guarantees that the products meet NATRUE's strict standards and that they have been checked by an accredited certifier such as bio.inspecta as part of an independent certification process.

The steps toward NATRUE certification

Cosmetic products

NATRUE cosmetics must be certified in order to ensure that the criteria with regard to raw materials, packaging materials, labelling, and NATRUE-compliant production are being met. This entails the following steps:

- 1 Application to a NATRUE-accredited certifier such as bio.inspecta and a contract with NATRUE.
- 2 Submission of all documents to the certifier.
- 3 Issuance of a preliminary certificate that allows the operator to place NATRUE products on the market.
- 4 Audit at the production site.
- 5 Definitive certification for 2 years from the date of issue of the preliminary certificate.
- 6 Recertification after two years requires a further audit.

Raw materials

From 2020, all raw materials used must be checked and approved by a NATRUE-accredited certifier.

To this end, sellers of raw materials must sign up with a NATRUE-accredited certifier and enter into a contract with NATRUE. The starting materials, production process and auxiliary inputs must meet NATRUE criteria.

Please contact us for further information.

Our competent NATRUE Team has long-standing experience in the area of natural cosmetics.



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