



# Press release

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## **MEDIA**

***Press release:***

***Establishment of the natural cosmetic lobby/representative group  
NaTrue in Brussels***

### **New Organisation for natural cosmetics launched in Europe**

**The leading natural cosmetic firms of Europe have announced the establishment *NaTrue*, a new organisation whose primary objective is to lobby on behalf of the interests of high quality producers of natural cosmetics and secure a clear quality standard for the future. *NaTrue* will represent the interests of natural cosmetics manufacturers in Brussels and will also serve as an international platform and network for the industry. The groups mission is to advocate for a clear regulatory definition of natural cosmetics and correspondingly precise criteria for product labelling and use of the terms "bio" or "organic".**

#### **A Quality initiative from the pioneers in natural cosmetics**

The leading pioneers of natural cosmetic products in Europe (Lavera/Lavera, Logocos/Logona, Primavera, Santaverde, Wala/Dr. Hauschka and Weleda) feel a special responsibility for quality standards because of their long tradition in this industry. With this primary objective in autumn 2007, they joined together to form the "European Natural and Organic Cosmetics Interest Group E.E.I.G.", which will now represent the interests of the natural cosmetics industry in Brussels under the name *NaTrue*.

*NaTrue* is a European initiative. It is an industry platform for standards and network of all the natural cosmetic firms that are working within the same high ethical and ecological principles. This lobbying group is focussed on representing the concerns of manufacturers of natural cosmetics in the development of future regulatory directives in Europe and the rest of the world. This includes the development of binding principles that govern the use of the terms "natural cosmetics" and "bio/organic cosmetics" in the E.U. and are an essential requirement for the development of an internationally recognised labelling system. Another major mission of this group is to ensure that the availability of high quality natural raw materials that are essential to the production of natural cosmetics is not inadvertently jeopardized by regulatory changes sponsored through European institutions and the E.U. member states.

The initiative is open to all interested companies, organisations and institutions who wish to participate in this process.

## **Clear objectives for a dynamic market**

Members of *NaTrue* believe that comprehensive and binding standards underlying the use of the term "natural cosmetics" and the criteria for receiving these labels is in the best interest of consumers, industry members and regulatory bodies. This clarity is an urgent requirement because of the rapid proliferation of "naturally oriented cosmetics" and the nebulous use of the terms "bio" or "organic". In the long term the aim is to establish binding standards for the quality of high grade natural products and the proportion of organically-produced raw materials on the market. This will create clarity for all consumers and will make it possible to identify market barriers in a timely manner.

Another concept *NaTrue* participants will adhere to is the clear commitment to Corporate Social Responsibility (CSR). This includes a holistic understanding of quality which prescribes a fair production of the raw materials, gentle processing and the comprehensive observation of the ban on animal testing during the development and manufacture of the products.

The *NaTrue* initiative is intended to further secure the positive development of natural cosmetics – with the intended result that the trust of the consumers in holistic natural cosmetic products be further strengthened. The total sales of natural cosmetics in Europe alone is estimated at around a billion euros per year.

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