



## How to ensure that your NATRUE Certified products are displayed correctly on the NATRUE website

### Guidelines

NATRUE has developed an enhanced product database of NATRUE Certified products. Every NATRUE Label User can benefit from this on line tool.

#### How to start:

When you get your Final Certificate from the NATRUE Approved Certifier you are working with, ask him/her to provide you with **NATRUE Website Template**.

By filling in this document, you provide NATRUE with all the relevant information needed to make your products appear at their best.

NATRUE will put all its efforts in guaranteeing the uploading within one month of receipt of information from the Label User.

If after one month your products do not appear completed please feel free to come back to NATRUE. (Francesca Morgante – NATRUE Label Manager [fmorgante@natrue.eu](mailto:fmorgante@natrue.eu) )

We have compiled a list of the most common situations experienced ...if you know what to do you will get the best out of the NATRUE Product database!

### Frequently asked questions!

What happens...?	What should you do...?	Who should you contact...?	Notes
Your NATRUE Certified products are not listed	Check the following: <ul style="list-style-type: none"> <li>- You hold a valid <b>Final Certificate</b> issued by a <b>NATRUE Approved Certifier</b></li> <li>- You hold a copy of the Agreement on the usage of the NATRUE Label</li> <li>- You have settled all the invoices from NATRUE</li> </ul>	Ask the NATRUE Approved Certifier you are working with the reason why products are not on line.  <b>Ask NATRUE for support</b>  Francesca Morgante – NATRUE Label Manager <a href="mailto:fmorgante@natrue.eu">fmorgante@natrue.eu</a>	<b>If you hold only the Preliminary Certificate</b> your products are still not visible on line but are already registered in the so called “NATRUE Label Extranet”. Activation procedure to make them visible online will be carried out as of issue of Final Certificate.  NATRUE Approved Certifiers: <a href="http://www.natrue.org/certification/certifiers/">http://www.natrue.org/certification/certifiers/</a>



Information such as <b>product name</b> , <b>company name</b> and <b>company address</b> are incorrect	Find the correct information	Inform the NATRUE Approved Certifier you are working with and ask for modification of information	The check of the product name is part of the Certification process. <b>NATRUE is not responsible for incorrect entries.</b>
Your product packaging changed	Prepare and send new pictures	<b>Ask NATRUE for support</b> Francesca Morgante – NATRUE Label Manager <a href="mailto:fmorgante@natrue.eu">fmorgante@natrue.eu</a>	The NATRUE Website template facilitates NATRUE's upload. Other formats can cause delays in uploading.
Product description changed	Prepare and send new information	<b>Ask NATRUE for support</b> Francesca Morgante – NATRUE Label Manager <a href="mailto:fmorgante@natrue.eu">fmorgante@natrue.eu</a>	The NATRUE Website template facilitates NATRUE's upload. Other formats can cause delays in uploading.
Some products are not available in the market anymore	These products should be deactivated from the NATRUE website	Inform the NATRUE Approved Certifier you are working with and ask for "deactivation" due to ceased market availability	Kindly note that this will not change the validity period of the certificate you hold and consequently the NATRUE Label Fee. Make sure that the discrepancy between validity date and market availability limited as much as possible
Your products should not be visible on line before the product launch	Check the planned date for product launch	Inform the NATRUE Approved Certifier you are working with and ask for "activation" on a specific date due to product launch.	Kindly note that this will not change the validity period of the certificate you hold and consequently the NATRUE Label Fee. Make sure that the discrepancy between validity date and product launch is limited as much as possible.
You cannot find your products by using the product search	Make sure you have used the product search correctly	<b>Ask NATRUE for support</b>  Francesca Morgante – NATRUE Label Manager <a href="mailto:fmorgante@natrue.eu">fmorgante@natrue.eu</a>	Search function by name and search function by parameters are completely separate. Make sure you use the correct search button for each of them



<p>What about decorative cosmetics? Will they be listed separately even if they have the same base formulation and differs only in pigments?</p> <p>E.g. Pink Lipstick Red Lipstick Violet Lipstick</p>	<p>Make sure you have informed your NATRUE Approved Certifier of each product name.</p> <p>These products should be listed separately in the Product Database</p>	<p>Ask the NATRUE Approved Certifier you are working with to verify how products are registered.</p>	<p>Even if the products are registered separately NATRUE takes into account the so called "Deco Cosmetic rule" (see Agreement on the Usage of the NATRUE Label Version 5) when it comes to invoicing the NATRUE Label fee.</p>
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## NATRUE WEBSITE TEMPLATE:

PLEASE follow this list:

- fill in this document for each newly certified product separately
- send it back to [fmorgante@natrue.eu](mailto:fmorgante@natrue.eu) or [ilmc@natrue.eu](mailto:ilmc@natrue.eu)

The description and pictures provided will be uploaded by NATRUE  
(one month from receipt)

### BRAND LOGO



**PICTURE** – please provide (jpg, png or eps format) attached to the mail you are sending to us with this template.

According to our communication strategies all the BRANDS logos are displayed in **BLACK AND WHITE**

### PRODUCT NAME XYZ

**PRODUCT NAME** – It should be the **SAME as communicated to the NATRUE Approved Certifier.**



**PICTURE** – please provide (jpg, png or eps format) attached to the mail you are sending to us with this template.

The picture should be 256x256 pixels. It is very important for displaying the pictures properly in the website system.

### PRODUCT DESCRIPTION

**PRODUCT DESCRIPTION** – please provide (English, German, French and Italian descriptions can be displayed)

Product Properties - Main Ingredients - Ingredients

These are the three basic categories in which we have divided the product description.

Additional information - Usage and Additional Statement.

This is very important for the consumer in order to compare the products.

### VALUES, PEOPLE AND ENVIRONMENT

**VALUES, PEOPLE AND ENVIRONMENT** – please provide information, **ONLY ONCE in the first products template.**

*What makes your company special?*