



NATRUE' Guidelines for Label Users

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TRUE *NATURAL COSMETICS*
ARE RECOGNISED
BY THIS SEAL





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PREAMBLE

Target users of the Guidelines

- Every NATRUE Label User

Elements of the Guidelines

- NATRUE Logo
- NATRUE Label and Association profile
- Connect with NATRUE
- PR Campaign Toolbox and NATRUE Video Material



The NATRUE Logo

1. First of all, think of the Logo!

The NATRUE Logo is the most recognizable NATRUE sign which is identified at first glance.

Why not display it on your homepage?

And in every communication related to your NATRUE certified products?

NATRUE is spelled in capital letters! Please pay attention!

Please remember that you can find further information on the use of the logo (colour, size, font) which you can find at this link

<http://www.natrue.org/manufacturers/documents/>.



NATRUE Logo and Association Profile

2. What does this Label stand for?

A few lines to explain the strict and transparent NATRUE Label criteria are essential to emphasize your products' compliance.

Suggestion:

The NATRUE Label allows consumers to identify authentic Natural and Organic Cosmetics wherever they are. It is based on strict criteria publically available on the NATRUE website. Each product carrying the NATRUE Label has undergone an independent certification process carried out by third party certification bodies.

3. Where does this Label come from?

A short description of the NATRUE association, its mission and goals is interesting to provide a brief background.

Suggestion:

Founded in 2007, NATRUE is a Brussels based international non-profit association committed to promoting and protecting Natural and Organic Cosmetics worldwide.

Please note that these are only suggestions; you are of course welcome to use any information available on the [NATRUE website](http://www.natrue.org).



Connect with NATRUE

4. Providing the link to the NATRUE website (www.natrue.org) is helpful for those who wish to discover more.

Specific links can be provided as well according to the context and communication:

- Consumers page: <http://www.natrue.org/consumers/>
- Brands Directory: <http://www.natrue.org/consumers/brands-directory/>
- Press: <http://www.natrue.org/press/>

Don't forget:

NATRUE also has a [Facebook](#) and a [LinkedIn](#) page to which you can connect!

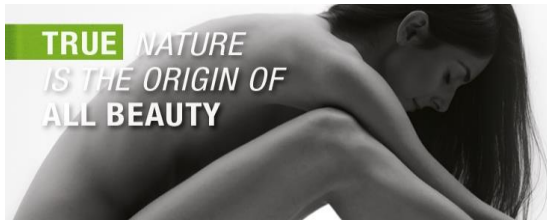


PR Campaign Toolbox and Video Material

5. NATRUE has got some engaging video material and brochures available for download

<http://www.natrue.org/manufacturers/documents/>

Why not share some of this material to enhance your commitment to Natural and Organic Cosmetics?





TERMS OF USE

1. Implementation of these Guidelines is recommended to every NATRUE Label User in order to enhance understanding of NATRUE and reach a broad coverage.

A NATRUE Label User is any Natural and Organic Cosmetics manufacturer or retailer who has their products certified according to the NATRUE Label Criteria and as stipulated in the Agreement on the Usage of the NATRUE Label.

2. NATRUE takes no responsibility for any text, layout or picture changes that the Label User creates by themselves.



True Friends of
Natural and Organic
Cosmetics

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