



# ORGANIC & NATURAL COSMETICS LABELS

## Overview



Hello!

I'm Elke from Authentic Eco.

I'm happy you are here  
and chose me to be  
your guide on certified organic cosmetics!

You can find me anytime here:  
[authentic-eco.com](https://authentic-eco.com)

Natural and Organic cosmetics certified with a label stand for tested, natural cosmetics:

sustainably manufactured, independently controlled and in harmony with humans and our environment.

You can trust products that bear one of the following natural cosmetic labels. Let's dive right in and start with the most important criteria:

## All natural cosmetics labels pursue similar goals:

- Ingredients from **controlled organic farming** is particularly encouraged.
- The **entire manufacturing process** must be **environmentally friendly** and **sustainable**.
- Animal experiments are excluded.**
- Only a few animal ingredients are allowed**, and those must be well defined. In the production of a product, animals must not be harmed.
- Compliance with the Convention on International Trade in Endangered Species (CITES)** of Wild Fauna and Flora is one of the basic rules to which almost all standard providers also pay attention.
- Palm oil is only** to be used if it has a Roundtable on Sustainable Palm Oil (**RSPO**) certification.
- The use of **genetically modified organisms (GMO)** is **not allowed** with any label.
- Micro-plastics**, f.i. as peel-particel, are **not allowed**.
- Following the latest trends, the observance of the **principles of green chemistry** is required for some natural and organic cosmetics labels.



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European Labels – internationally trusted

## COSMOS Organic: the Label for Certified Organic Cosmetics

- 20% of the ingredients throughout the product must come from controlled organic farming
- 10% of the ingredients throughout rinse-off products must come from controlled organic farming
- At least 95% of the ingredients of agricultural origin must come from controlled organic farming; any processing of these ingredients must be solely physical
- List of ingredients which must be of organic origin



**COSMOS  
ORGANIC**



## COSMOS Natural: the Label for Certified Natural Cosmetics

- No minimum amount of organic ingredients required
- All ingredients must be checked and comply with the requirements of the COSMOS standard
- No misleading reference to "Organic" on the front label of the product



**COSMOS  
NATURAL**



## NATRUE Label for Certified Natural and Organic Cosmetics



- NATRUE Natural Cosmetics: The proportion of natural substances (physically processed ingredients of agricultural origin) must be between 0.1% and 80%
- NATRUE Organic Cosmetics: 95% of the natural and near-natural ingredients must come from certified organic farming and controlled wild-harvesting practices



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## More current Labels



### **NCS Label for Certified Natural and Organic Cosmetics, Vegan or with Allowable Animal Ingredients**

- NCS Natural Cosmetics: no minimum amount of certified organic ingredients.
- NCS Organic Cosmetics: 95% of the ingredients of agricultural origin must come from certified organic farming and controlled wild-harvesting practices
- List of ingredients which must be of organic origin
- Certified Vegan: No ingredients of animal origin may be used.

### **Demeter: the Label for Demeter Cosmetics**



- At least 90% of the ingredients of agricultural origin and the eponymous ingredient of the product must come from demeter biodynamic cultivation practices
- Less than 90% and at least 66% of the ingredients and eponymous ingredient of the product have demeter quality.



### **AUSTRIA-Bio Biocosmetics: the Label for Organic Cosmetics**

- The product must contain at least 20% organic ingredients
- At least 95% organic means that 95% of the ingredients of agricultural origin must come from certified organic farming



### **USDA-Organic Cosmetics**

- 100% Organic: must contain 100% certified organic ingredients, excluding water and salts
- Organic: must contain at least 95% certified organic ingredients, excluding water and salts.
- Made with organic ingredients: at least 70% of organically grown ingredients, excluding water and salts; the product name may also contain 3 bio-ingredients.



# ADDITIONAL LABELS

you often find on natural and organic certified cosmetics

## Leaping Bunny - the Label of Compassion for animals



- defines criteria for non-animal tested cosmetics and household products
- warranty for certified natural and organic cosmetics only in addition to one of the natural cosmetics labels

## PETA Crueltyfree Label



- confirms that no animal testing is performed for the ingredients or the products
- warranty for certified natural and organic cosmetics only in addition to one of the natural cosmetics labels

## Vegan Flower- the Label of the Vegan Society



- confirms that no animal testing is performed for the ingredients or the products
- no animal sourced ingredients are used
- warranty for certified natural and organic cosmetics only in addition to one of the natural cosmetics labels

## CSE Label - the Certified Sustainable Economics Standard



- defines the concept of holistically considered sustainability in companies in relation to their way of working, manufacturing and product quality
- ethical management and no gender pay gap
- warranty for certified natural and organic cosmetics only in addition to one of the natural cosmetics labels

Please feel free to contact me, if you might have any questions!

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