



**WHAT:** Natural or organic finished cosmetic products  
**WHO:** Producers, third-party manufacturers, and brand owners  
**HOW:** Third-party certification by a NATRUE Approved Certifier.  
 It consists of 2 steps: (1) Evaluation of the product formula and (2) Audit on the manufacturing site.



**From July 1, 2024:**  
 All new products must include ONLY approved/certified raw materials.

**From July 1, 2025:**  
 All products under certificate renewal must include ONLY approved/certified raw materials.

## FOLLOW THESE FIVE STEPS:

### 1. ASSESS THE CRITERIA

Check the requirements of the NATRUE standard for finished products and ingredients.

Any questions? Please ask us!

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### 2. CHOOSE ECOGRUPPO

Contact us: Ecogruppero Italia is an international approved certifier, also known as **NAC**

**NOTE:**  
 NATRUE is the standard owner, the certificate will be issued by Ecogruppero Italia.

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### 3. ACCEPT THE OFFER

This includes:

- **Certification costs**
- **Label fee costs**

Contact us to get a customized quote!

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### 4. PASS THE AUDIT

It is made up of two parts:

- **Documentation check**
- **On-site inspection**

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### 5. DONE!

You will receive the certificate, and your products will be added to **NATRUE's online database**, always available for free on the NATRUE official website:

[www.natrue.com](http://www.natrue.com)

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We offer you:



**VALIDATION**  
**EFFICIENCY**  
**PROACTIVITY**  
**PROMOTION**

