



International Natural and  
Organic Cosmetics  
Association



# From linear to circular: how the natural cosmetic sector contributes to a more sustainable and circular economy

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Dr. Hana Mušinović  
NATRUE Regulatory & Scientific Manager



*“Sustainable development meets the needs of the present without compromising the ability of future generations to meet their own needs.”*



# Sustainability in Naturals

- challenges and opportunities linked to sustainability in the NOC sector
- **Supply chain risks** - child labour, deforestation, corruption
- Cocoa, Vanilla, shea nuts, copper, silk, Carnauba wax, candelilla wax, Mica
- **Environmental footprint** - deforestation (palm oil), water pollution (oats, barley, wheat)
- growing number of **certification** schemes
- **Ethical consumerism** and demands for transparency



# Overview

1. **NATRUE** association
2. **RM sustainable sourcing** – organic production, GMO, Palm Oil, preservation of biodiversity
3. **Animal protection** – animal testing, vegan products
4. **NOC sector & UN SDG** - analysis of NATRUE Standard
5. **Water protection** – water-free products, microplastics, biodegradability
6. **Plastics in cosmetics** - Packaging, URBIOFIN project



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# NATRUE association

- International Natural and Organic Cosmetics Association
- **Mission:** protect and promote natural and organic cosmetics for the benefit of consumers worldwide
- Brussels-based, **founded in 2007** by the pioneers of the sector including....

**WELEDA**  
Since  1921

**dalli**  
g r o u p

***lavera***  
NATURKOSMETIK

  
**PRIMAVERA®**

**Dr. Hauschka**  




# NATRUE: Areas of Activity

## 1. Advocacy

- No official legal definition - **voice** for the authentic sector

## 2. Label

- **Internationally applicable**, founded in **2008**
- **> 6000** certified products, **250** brands, **32** countries

## • 3. Research

- Involved in scientific projects

**TRUE** NATURAL COSMETICS  
ARE RECOGNISED  
BY THIS SEAL





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# RM sustainable sourcing – organic production

- **No official definition** of the term “organic” for cosmetic products
- **EU Organic Regulation** (for agriculturally produced food) - does not extend to define how the term organic may apply to non-food products like cosmetics
- **EU Cosmetic Regulation** - considers the term “organic” a claim - no established percentage for organic and no bans or restrictions on the use of certain synthetic or semi-synthetic substances in organic cosmetics
- **NATRUE** – refers to organic standards or regulations approved in the IFOAM Family of Standards (such as EU Organic Regulation)





# RM sustainable sourcing – Preservation of biodiversity

- **Nagoya Protocol** - international agreement laying out general principles for **Access and Benefit Sharing (ABS)** of natural resources and the traditional knowledge to produce them from indigenous or local communities
- **ISO PC/308 committee** (NATRUE is a member) - developing the norm to set out a framework for **Chain of custody (CoC)** best practice guidance that can assist the end-to-end traceability from raw materials to end products



# RM sustainable sourcing - **GMO**

- **EU Organic Regulation** - prohibits organic food products produced from & by GMOs
- **EU Cosmetic Regulation** - no mandatory requirement for every cosmetic claiming to be natural or organic to exclude ingredients from GMO plant origin → cosmetic products claiming to be organic may use ingredients produced from or by GMOs
- **NATRUE** - guarantees that the raw materials inside the product are coming from non-GMO plants



# RM sustainable sourcing – Palm Oil & Mica

- **Environmental issues** - Burning of the forest, deforestation, loss of biodiversity, GHG Emissions
- **Social challenges** - Land rights, forced / child labour, minimum wages
- **Roundtable on Sustainable Palm Oil (RSPO)** - moving away from palm oil is not the solution but moving to sustainable palm oil is
- **Responsible Mica Initiative** - aims to eradicate child labour and unacceptable working conditions in the Indian mica supply chain





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# Animal protection

- **Animal testing** - banned (Article 18) and *no animal testing* claims are regulated (Article 20) under the EU Cosmetic Regulation
- **NATRUE** - extended additionally its animal testing ban globally to prohibit the use of its seal on products in all countries outside the EU where animal testing may be required
- **Vegan products** - no materials coming from animals are used
- The term is not legally protected at EU level but it is possible to guarantee products as vegan to a given private standard/definition
- Products not tested on animals are not automatically vegan, and vice-versa





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# NOC sector & UN SDG

## Which SDGs does NATRUE support?

3 - Good Health

9 - Industry, Innovation and Infrastructure

12 - Responsible Consumption

13 - Climate Action

14 - Life below water

15 - Life on land

NATRUE is a member of **UN Consumer**

**Information Programme** working towards

SDG 12 following road testing of *Guidelines for Providing Product Sustainability Information*





# Overview

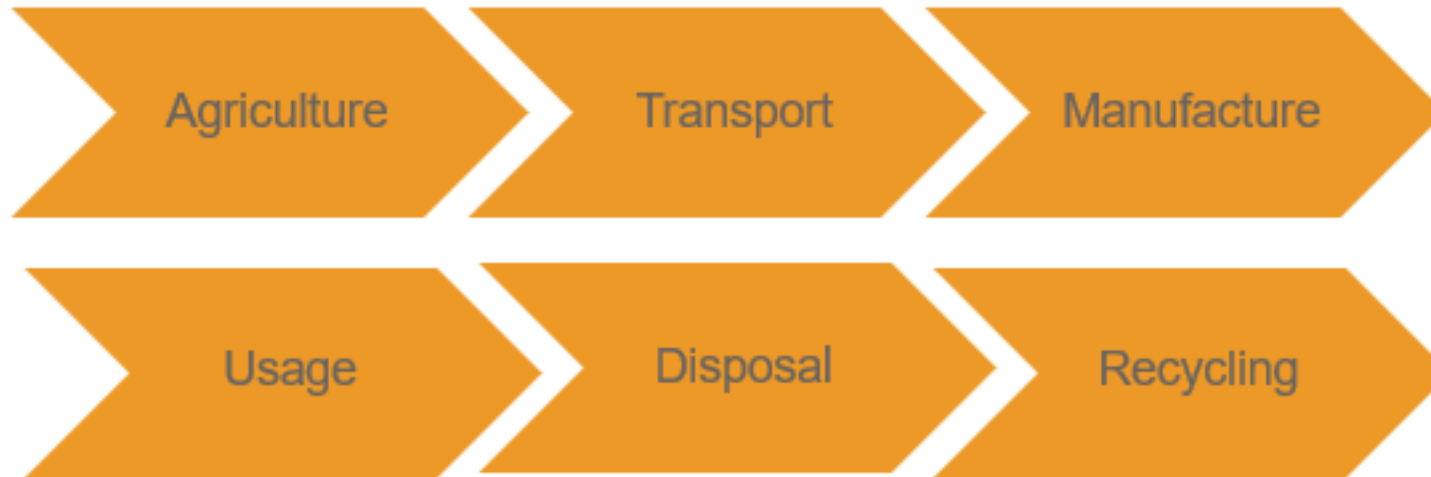
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# Water protection - **Water-free products**

- **‘Water-free’** - refers only to the product’s formulation
- But all products have a **water footprint** in their life cycle



- cosmetic brand must balance its water footprint with other environmental, social and economic impacts in order to make the product water-responsible



# Water protection - Microplastics

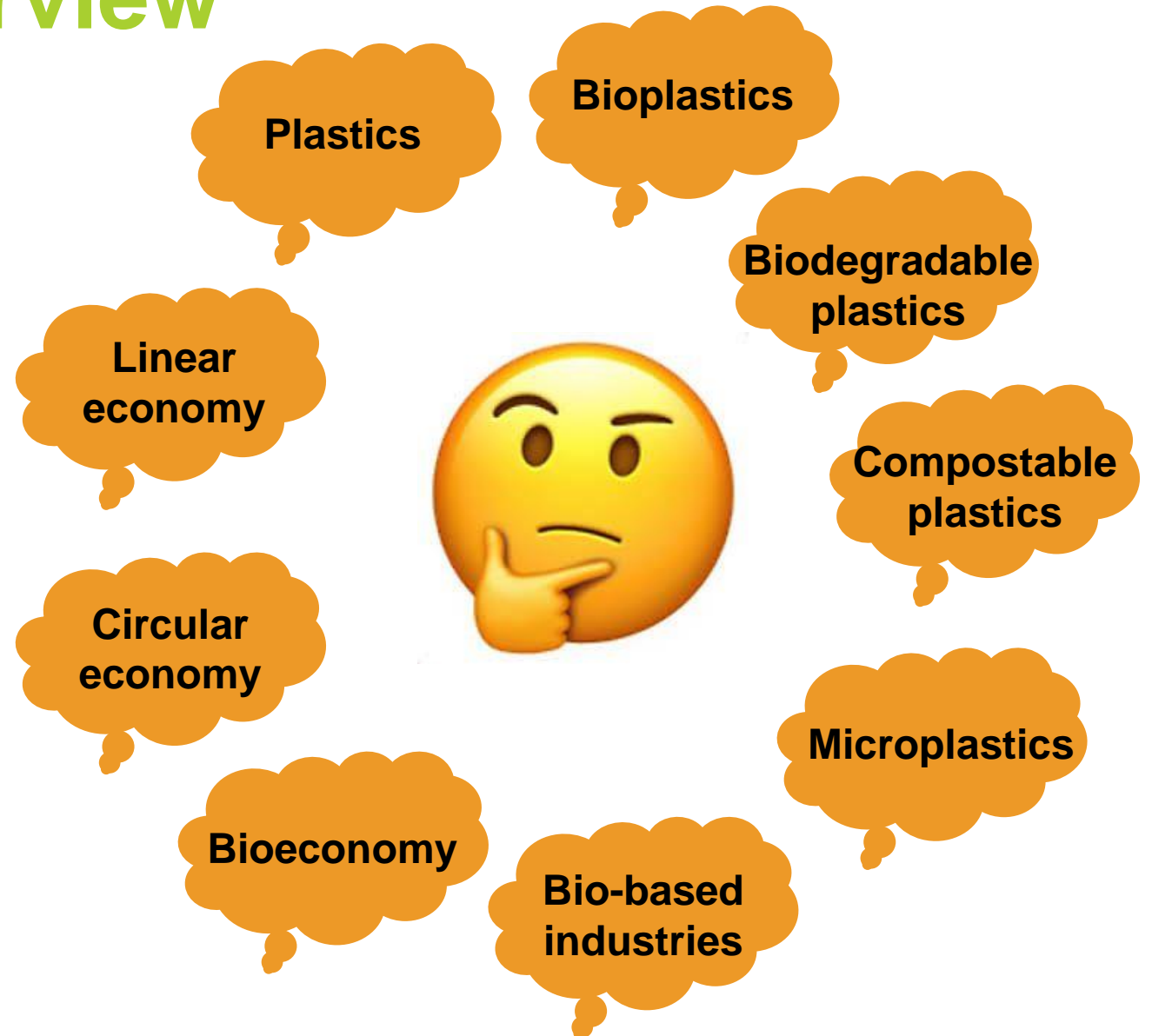
- Small, water-insoluble particles (< 5 mm) from synthetic plastic polymers (non-biodegradable)
- **Microbeads** in cosmetics - exfoliation in skin care or tooth polishing
- Enter water waste and pass unfiltered ending up in the sea
- **NATRUE Label criteria prohibited**
- **Natural alternatives:**
  - ✓ Inorganic minerals (quartz sand)
  - ✓ Plant Isolates and derivatives (finely milled fruit seeds or shells e.g. from apricot, olive, walnut)
- European Commission (EC) welcomes ECHA's opinion for possible restrictions concerning microplastics intentionally added to products – public consultation opened until 20 September 2019 - EC expected to amend REACH Regulation in 2020





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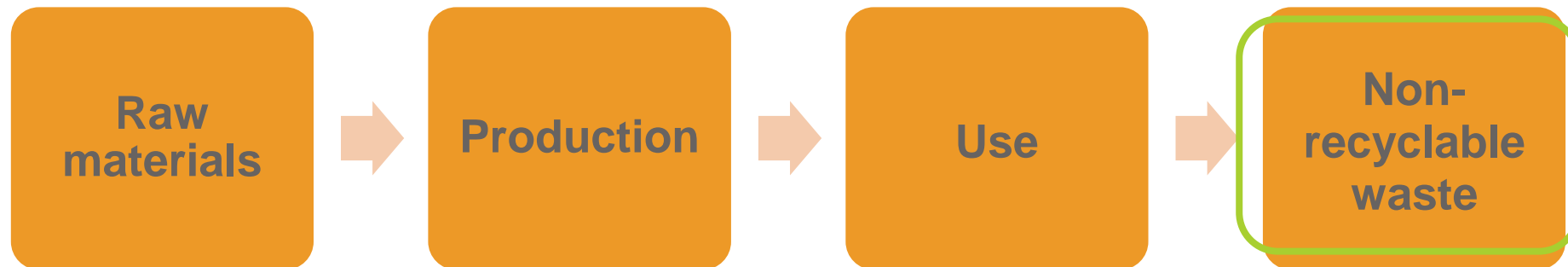




# Plastics' terminology

- *Polymeric material that may contain other substances to improve performance and/or reduce costs (IUPAC)*
- In the 1960s – from fossil fuels and their derivatives
- Today - plastics make up **85%** of beach litter

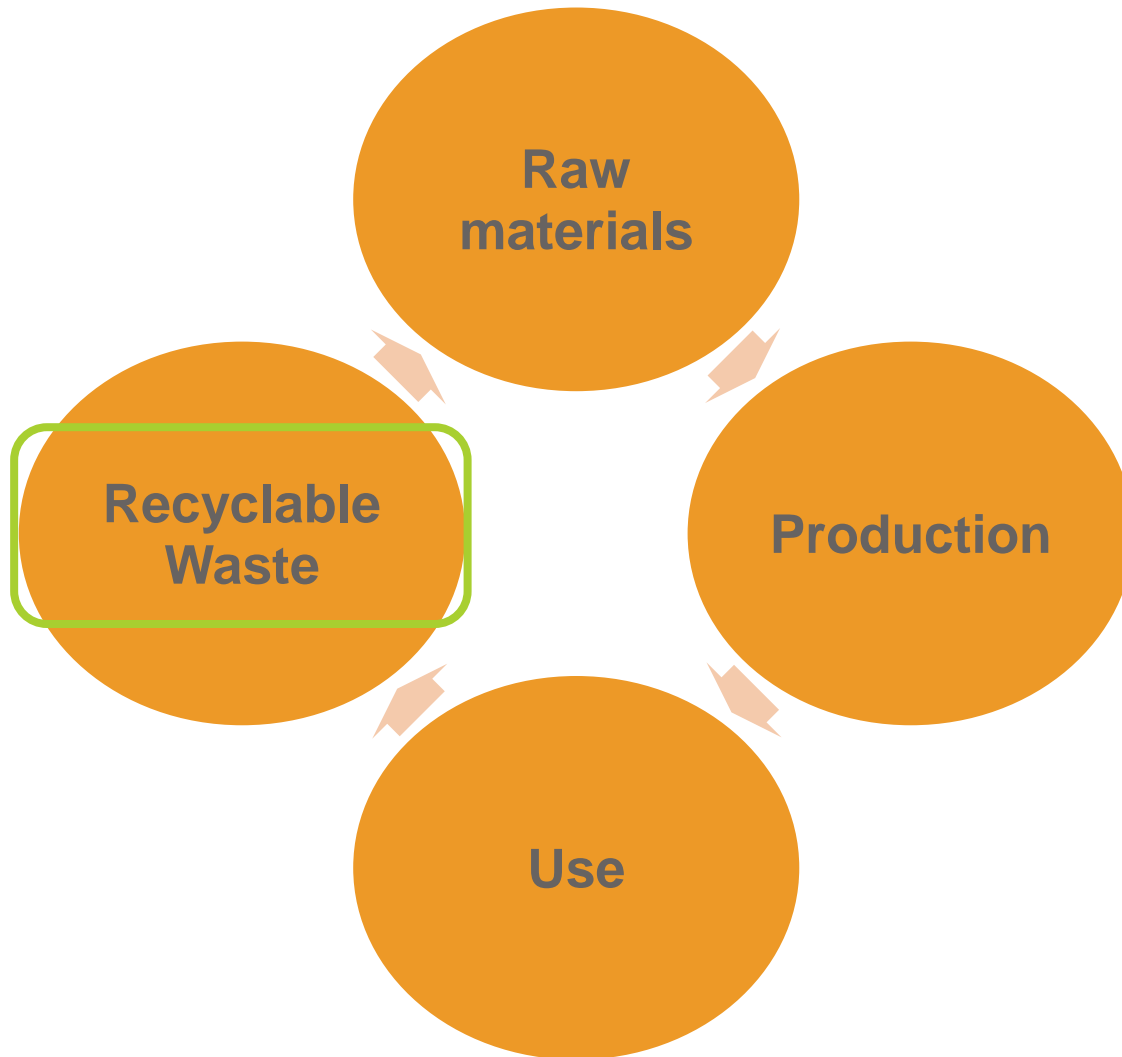
## Linear economy



- Finite resources + growing human population



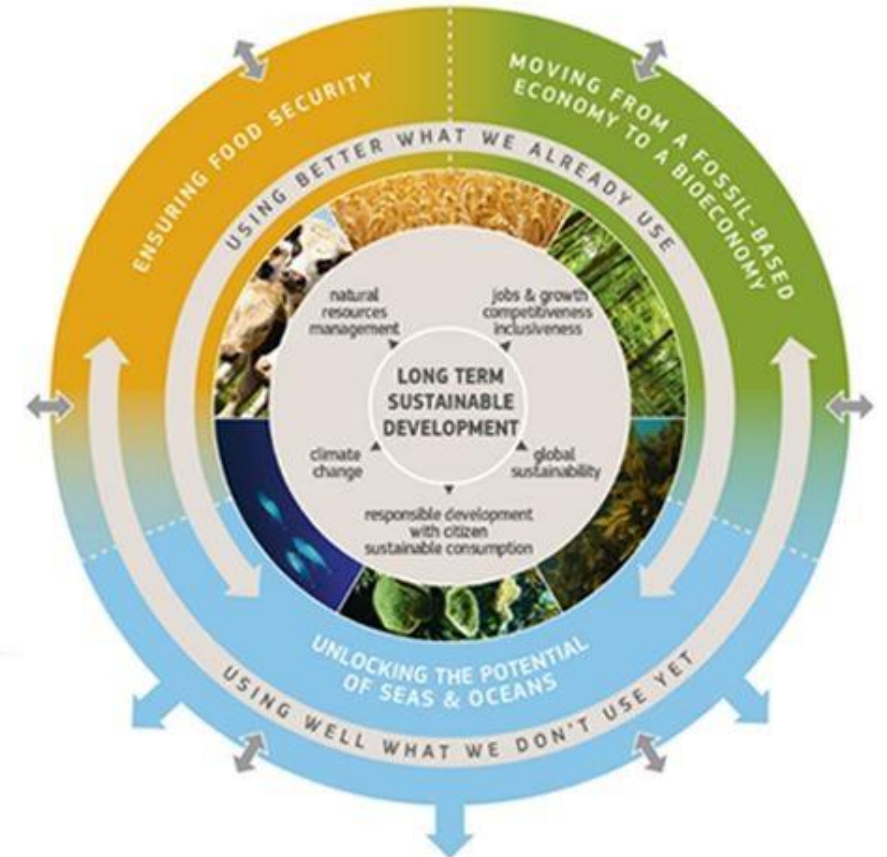
# Circular economy



**From waste to new products** - Waste valorisation contributes to the transition: linear → renewable circular economy

# Bioeconomy & Bio-based industries

- **Bioeconomy** – the renewable segment of the circular economy, including:
- **Bio-based industries** - industries that produce products and services from natural, **renewable resources**, as well as waste, rather than from finite petrochemical sources

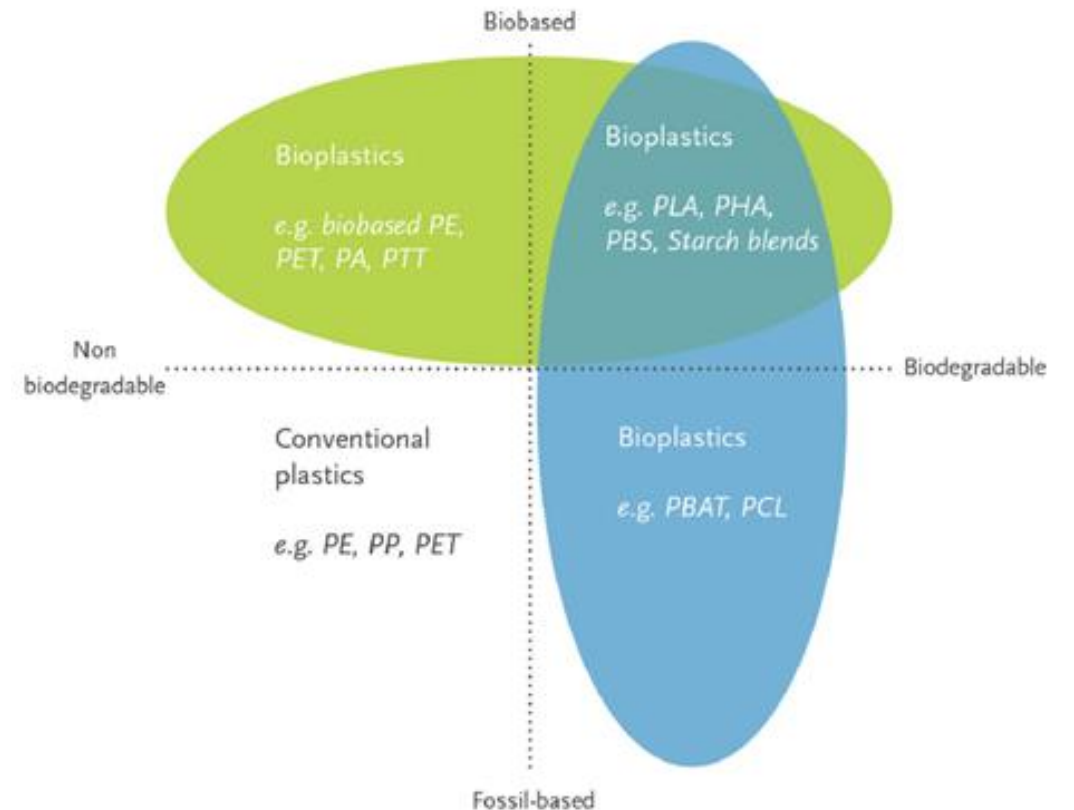




# Bioplastics

- Plastics derived from **renewable biological substances** (biomass) rather than the traditional methods using petroleum

	≠ biodegradable plastics	≠ compostable plastics
Degraded by	naturally occurring microorganisms (bacteria, fungi and algae)	
Time needed	no reference	consistent with other compostable materials
End products	no reference	<ul style="list-style-type: none"><li>CO<sub>2</sub>, H<sub>2</sub>O, inorganic compounds</li><li>no visible, distinguishable or toxic residues</li></ul>





# Regulatory update - EU strategies

- To improve the sustainability and transition towards a more circular EU economy

1. **EU Circular Economy Strategy** – aims to transform EU linear to circular economy (**December 2015**) - Covering the whole life cycle from production and consumption to waste management, targets to recycle 75% of packaging waste by the year 2030
2. **EU Plastics Strategy** – aims to transition plastics economy to respect 3R – reduce, reuse, recycle (**January 2018**) - Ensuring that all plastic packaging recyclable by 2030, reducing the use of single-use plastics (March 2019)
3. **EU Bioeconomy Strategy** – aims to develop EU sustainable and circular bioeconomy (**October 2018**)







# Cosmetic Packaging

- NATRUE Packaging requirements
  1. Kept to a **minimum**
  2. Designed for **multiple uses**
  3. **Recyclable packaging materials**, possibly of renewable raw materials
  4. **Halogenated plastics prohibited**
  5. **Pressurised gas packs** only with Air, N<sub>2</sub>, O<sub>2</sub>, CO<sub>2</sub>, Ar
- NATRUE Scientific Committee is currently reviewing new/updates to the Label criteria





# NATRUE for sustainability

- EU inhabitant generates **0.5 tonnes MSW** (municipal solid waste) / **year**
- **40-50% is organic waste** - useful raw materials
- → **100 million tonnes of biomass / year** in the EU
- NATRUE involvement in the **EU project URBIOFIN**

*“... to help solve environmental pollution and contribute to the transition to a renewable circular bio-economy through sustainably converting municipal waste into targeted products like cosmetic packaging.”*



**FROM URBAN WASTE TO BIOPRODUCTS  
THROUGH BIOREFINERY**



# EU project URBIOFIN

- **Biorefinery** converting 10 tonnes of OFMSW (organic portion of the municipal solid waste) per day into different **bioproducts with a high industrial interest**
- From **municipal solid waste** to → **cosmetic packaging**
- Contributing to:
  - ✓ Solving **environmental pollution**
  - ✓ Transition to a **renewable circular bio-economy**
  - ✓ Reduction of the **biodegradable fraction** of MSW sent to landfill
  - ✓ Environmental and socio-economical **sustainability**
  - ✓ Implementation of the EU **Bioeconomy Strategy**





# Sustainability in NOC - Conclusion

- Sustainability is a **multifactorial concept** and its **measurement is complex**
- **ISO Standard 14021:2016 on Environmental labels and declarations** - no definitive methods for measuring sustainability and not possible to make claims of achieving sustainability
- **Certified Sustainable Economics (CSE) Standard** - defines “sustainability”, benchmark for companies and orientation for consumers





# Sustainability in NOC - Conclusion

- **TARGETS** – to change:

- Sourcing – **reduce** resources (land, water, electricity, chemicals), source locally
- Formulations - **reduce** synthetic chemicals, use bio-based alternatives or food by-products
- Packaging – **reduce**, use bio-based materials, materials that can be continuously recycled
- Consumption – **reduce**, minimalistic lifestyle, responsible consumption - less waste





# NATRUE members' actions

- **Farfalla** - Certified Sustainable Economic Standard (**CSE**) - the only approved standard for sustainability for companies producing natural / organic products (owned by the German association for health food stores (BNN))
- **Alverde** - including at least 50% recycled content in packaging  
2019 German Sustainability Award - granted to companies that have the highest standard of sustainable practices in Germany
- **Gala – Gala academy** - communication and educating on sustainability, making customers more aware about how their choices and behaviours can impact planet's wellbeing
- **N&B – Natural is better** - through their engagement with the local community bring added value to the people and the environment (planting Aloe Vera in the Italian city Martano)

*farfalla*







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# NATRUE

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Floor 2 · Rue Washington 40 · 1050 Brussels · Belgium

Phone +32 (0) 2 613 29 30

[info@natrue.eu](mailto:info@natrue.eu)

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

