

**NATURAL / ORGANIC CERTIFICATIONS :**  
**Different guidelines – what are the differences ?**

**ECOCERT, COSMOS, NATRUE, ISO 16128**

**July 2018**

# Agenda

- 1 Natural or Organic – consumer expectations**
- 2 ECOCERT / COSMOS / NATRUE / ISO 16128: an overview**
- 3 Organic calculation – examples**
- 4 Natural calculation – examples**
- 5 Guidelines for the use of logos**

# Natural & Organic logos – a jungle!



COSMOS ORGANIC



COSMOS ORGANIC



NATURE & PROGRES



# Consumers believe natural is best

More and more people seek naturally derived beauty products  
Certified product launches are a very important feature for consumers

- **20%** don't know what "natural & organic" means and **18%** don't know which products are, revealing a need for clearer definition and communication from brands...
- ...Especially as **28%** think there should be **stricter regulations** regarding natural and organic claims and **24%** are **confused** about what certain natural **certifications mean**
- **84%** of US NOPC consumers say **USA certification** is important

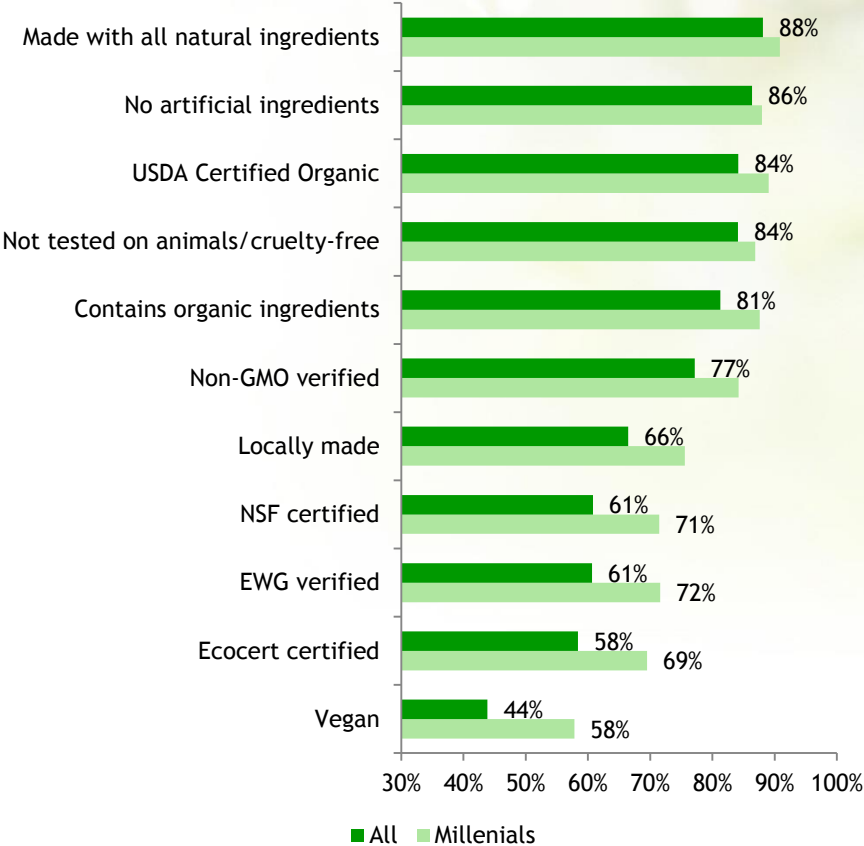
*Source: Mintel Report [Natural and Organic Personal Care Consumer - US - December 2016]*

NOPC: Natural Organic Personal Care

# “Natural” is the most influential claim

## Millennials demand more verification

Influence of Claims on Purchase in NOPC, US  
Oct-2016



- Presence of natural ingredients and absence of artificial ingredients are the most influential claims for over **86%**
- Organically grown ingredients and absence of GMO is important for over **77%**
- Millennials are more demanding regarding every single claim but the biggest differences are seen in verifications and vegan claims **35%** place more importance on vegan **15%** place more importance on verifications

Consumers need a clear, natural standard with certification



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- 2 ECOCERT / COSMOS / NATRUE / ISO 16128: an overview**
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- 4 Natural calculation – examples
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# Overview of Certification Standards



**ECOCERT:** The pioneer, created a standard for natural and organic cosmetics in 2002. Ecocert is present in 80 countries.

*Goal: to promote natural and organic substances, respect for the environment and high ethical values*



**COSMOS  
CERTIFIED**



**COSMOS:** a step towards a single European standard initiated by the 5 main European organic and natural standard-setting organizations). Standard approved in 2010.

*Goal: to promote the use of products from organic agriculture, respect biodiversity and use clean manufacturing processes that respect human health and the environment*



**NATRUE:** Founded in 2007 by European manufacturers of natural and organic cosmetics.

*Goal: to safeguard and promote pure and authentic natural skin care*



**ISO 16128:** International standard released in September 2017.

*Goal: providing guidelines on technical definitions and criteria for natural and organic cosmetics ingredients*

# Scope

	ECOCERT	COSMOS	NATRUE	ISO 16128
<b>Organization</b>	Limited company	Non-profit association	Non-profit association	International standard
<b>Guidelines (last issue date)</b>	+ (2012)	+ (2013)	+ (2017)	+ (2017)
<b>Labeling</b>				
<b>Inspection, certification and control</b>	Ecocert	one of the founder organizations	CH: Bio-Inspecta	Not defined yet / self-evaluation

## PRODUCT REVIEW

<b>Origin/processing of ingredients</b>	+	+	+	+
<b>Composition of entire product</b>	+	+	+	+
<b>Storage and packaging</b>	+	+	+	-
<b>Environmental management</b>	+	+	+/-	+/-

+/- : has to follow the **green chemistry principles**  
(covering 3 pillars: renewable origin, process, environmental impact)

### Links to individual standards:

[http://www.ecocert.com/sites/default/files/u3/Natural-and-Organic-Cosmetic-Ecocert-Greenlife-standard-2012-with-TS\\_1.pdf](http://www.ecocert.com/sites/default/files/u3/Natural-and-Organic-Cosmetic-Ecocert-Greenlife-standard-2012-with-TS_1.pdf)

<https://cosmos-standard.org/the-cosmos-standard/>

<http://www.natrue.org>

<https://www.iso.org/standard/62503.html>



# What does “natural” mean ?

## Definitions

	ECOCERT	COSMOS	NATRUE	ISO 16128
<b>Denomination</b>	Natural ingredient/ <b>Physically processed</b> agro-ingredient	<b>Physically processed</b> agro-ingredient (PPAI)	<b>Natural substances</b> (water excluded)	<b>Natural ingredient</b>
<b>Permitted starting materials</b>	Plant, animal (not animal parts) – (not CITES listed), mineral, marine ingredients	Plant, animal (produced by animals) – (not CITES listed), microbial, mineral	Botanic, inorganic mineral, animal (excl. dead vertebrates)	Plants (incl. Fungi – algae), animals, micro-organisms or minerals
<b>Permitted physical processes</b>	<b>Positive list</b> (no chemical change)	<b>Positive list</b> (no chemical change)	<b>Positive list</b> (no chemical change), incl. enzymatic/ microbial reactions if occurring in nature (also required for end product) *	<b>No positive list</b> Physical processes, fermentation occurring in nature (incl leading molecules), traditional preparation (extraction).
<b>Permitted solvents</b>	Solvents of <b>natural origin</b> No petrochemical solvent	<b>Positive list</b> (natural solvents): water, EtOH, glycerin, oils, honey, CO <sub>2</sub>	<b>Positive list</b> CO <sub>2</sub> , EtOH, Oil and glycerin from vegetal origin, NDES, water	Process solvent: <b>Any renewable solvent</b> (if available). Ingredient solvent: only natural

All standards have similar definitions regarding starting materials. The major difference concerns ISO 16128 permitting solvents.

CITES: Convention on International Trade in Endangered Species of wild fauna and flora

NDES: Natural Deep Eutectic Solvents

\* «end product» refers to the result of the enzymatic/microbial reaction

# Derived natural / organic / synthetic Definitions

	ECOCERT	COSMOS	NATRUE	ISO 16128
<b>NATURALLY DERIVED</b>				
<b>Denomination</b>	Ingredient of natural origin/ <b>Chemically processed agro-ingredient</b>	<b>Chemically processed agro-ingredient</b> (CPAI)	<b>Derived natural substances</b>	<b>Derived natural ingredient</b>
<b>Permitted starting materials</b>	Natural substances	Natural substances	Natural substances	Natural/naturally-derived substances
<b>Permitted chemical processes</b>	Negative list. Petrochemical solvents allowed if no natural alternative	Negative list. Petrochemical solvents allowed if no natural alternative		Process solvent: any solvents if renewable ones not available Ingredient solvent: natural or naturally-derived
<b>ORGANIC</b>				
	<b>Organic farming</b> % organic PPAI + organic CPAI (no petrochemical solvent)	<b>Organic farming</b> % organic PPAI + organic CPAI (no petrochemical solvent)	<b>Organic farming</b> % of organic among natural (including the organic part from naturally-derived substances)	<b>Organic ingredients:</b> natural ingredients (organic farming) <b>Organically-derived ingredients:</b> part of organic from natural source (no fossil fuel moiety)
<b>SYNTHETIC</b>				
	Not allowed, except positive list (preservatives/mineral origin)	Non Natural Ingredients (NNI): Not allowed, except positive list (preservatives/denaturing agent / mineral origin)	Nature identical substances: positive list (preservatives/mineral origin)	Non-natural ingredients allowed. No more than 49.9%

PPAI: Physically Processed Agro-Ingredient

CPAI: Chemically Processed Agro-Ingredient

NNI: Non Natural Ingredient

# Special cases

	ECOCERT	COSMOS	NATRUE	ISO 16128
Water	<b>“Mineral &amp; natural”</b> Excep.: water used to rehydrate dried organic plants (= organic)	<b>Not taken into account.</b> Excep.: water used to rehydrate dried organic plants (=organic)	<b>Separate “water”</b> Calculation (not considered as natural)	<b>Natural</b> Excep.: natural constitutive + reconstitution water (=organic)

## SPECIAL PROCESSES & INGREDIENTS

GMO	–	–	– (except recombinant enzymes)	+ (if allowed in their country of origin)
Petrochemical compounds	–	–	–	–
Irradiation	–	–	–	+/-
Synthetic fragrances	–	–	–	Out of the scope
nanoparticles	– (1-100nm)	– (1-100nm)	?	+
Chlorine product (incl cleaning)	–	–	–	+/-

+/- : under investigation

# Highlights

- **ECOCERT** and **COSMOS**: Very strict labels especially after the update of ECOCERT in 2012. Focus on organic products, good waste management, energy consumption, preserving ecological balance, biodegradable and limiting contaminants (heavy metals, pesticides, PCB, dioxins, mycotoxins, nitrosamines).
- **NATRUE**: Focus on natural (more than organic) and on the finished cosmetic product. More focus on green chemistry and packaging, than on the environment, but still close to Ecocert and Cosmos even if calculations for ingredients are different.
- **ISO 16128**: Totally different approach, aimed to calculate the various indexes. More flexible and less strict. Not a label. More useful for customers (than for consumers) to compare the naturalness of different ingredients.



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# Organic calculation

## General overview

	ECOCERT	COSMOS	NATRUE	ISO 16128
<b>Stated on the certificate</b>	X% of total ingredients are of natural origin Y% of total ingredients produced by organic agriculture	% PPAI % CPAI % PPAI organic % CPAI organic % synthetic ingredient	% natural (% organic within natural) % water % derived natural % nature-identical	Natural index * Natural origin index Organic index Organic origin index
<b>Plant</b>	1. Dried plant/extract > 5% 2. Fresh plant equivalent = dried plant x4	Fresh plant equivalent = dried plant x4.5	Dried plant taken into account	Fresh plant equivalent = dried plant x4.5
<b>Conditions</b>	<b>Min of 95% of total ingredients come from natural origin</b> (max 5% synthetic ingredients)	<b>At least 95% of physically processed agro-ingredients must be organic</b>	For organic cosmetics: <b>Min 95%</b> (70% if natural cosmetic with organic portion) <b>of total natural substances are organic</b>	<b>None</b> / calculation based on Molecular weight or renewable carbon
	<b>Min of 95% of all plant-based ingredients are from organic farming</b>	–	–	Unique ingredient: calculation of an <b>index</b> from 0 (not natural) to 1 (100% natural)
	<b>Min 10% of total ingredients are of organic origin</b>	<b>At least 20%</b> (10% for rinse off product) <b>of the total product must be organic</b>		Mixtures (finished product or active with several ingredients): calculation of <b>natural/natural origin content</b> (in %) = $\sum (\% \text{ ingredient} \times \text{natural/natural origin index})$

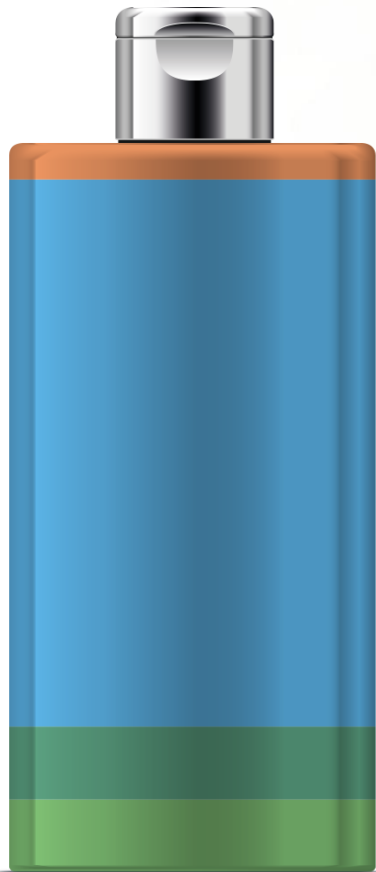
PPAI: Physically Processed Agro-Ingredient

CPAI : Chemically Processed Agro-Ingredient

\* : index for pure compound or content for mix

# ECOCERT, COSMOS, NATRUE

## Organic calculation



Min 95% of total natural substances are organic

Min. content of natural substances & max. content of derived natural substances, in the finished product, depending on type of cosmetic (emulsion, sunscreen, soap, etc)

Min 95% of PPAI (natural ingredients) are organic

Min 20% of total product is organic (10% for rinse-off products)

Max 5% of synthetic ingredients from positive list




Min 95% of total ingredients are of natural origin

Min 95% of total vegetal + marine ingredients are organic

Min 10% of total ingredients are organic

# Certification of ingredients: examples

ALPAFLOR® EDELWEISS B (5037123)

CERTIFICATION	CALCULATION	EXPLANATION
	100% of total ingredients are of natural origin 27.30% ORGANIC	– Plant extract + ethanol
	19.3% PPAI 70.56% CPAI 19.3% PPAI organic 7.68% CPAI organic	Plant extract Glycerin + Ethanol Plant extract Ethanol
	16% Natural (100% Organic) 22% Water 63% Naturally-derived 0% Nature-Identical	Plant extract + ethanol – (not natural) Glycerin
<b>ISO 16128</b>	100% Natural origin 37.3% Natural 27.3% Organic origin 27.3 % Organic	– Plant extract + water + ethanol Plant extract + ethanol Plant extract + ethanol

## Composition

**INCI Name**  
*Content*

**Leontopodium  
Alpinum Extract**  
5-10%

**Glycerin**  
>50%




**Aqua**  
10-25%

**Alcohol**  
5-10%



# Certification of ingredients: examples

## ALPAFLOR® ALP®-SEBUM (5037638)

CERTIFICATION	CALCULATION	EXPLANATION
	99.85% of total ingredients are of natural origin 24.2% ORGANIC	All without preservative Plant extract
	24.2% PPAI 65.47% CPAI 24.2% PPAI organic 0.15% synthetic	Plant extract Glycerin + citric acid Plant extract Preservative
	7% Natural (97% Organic) 27% Water 65% Naturally-derived 0.15% Nature-Identical	Plant extract + citric acid – (not natural) Glycerin Preservative
<b>ISO 16128</b>	99.85% Natural origin 34.7% Natural 24.2% Organic origin 24.2% Organic	All without preservative Plant extract + citric acid + water Plant extract Plant extract

### Composition

**INCI Name**  
*Content*

**Epiobium  
Fleischeri Extract**  
5-10%

**Glycerin**  
>50%

**Aqua**  
25-50%

**Citric Acid**  
0.1-1%

**Potassium  
Sorbate**  
0.1-1%

# Certificates

DSM NUTRITIONAL PRODUCTS LTD



**CERTIFICATE**

**COSMOS**

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ECOCERT Greenlife SAS certifies that the products mentioned below, produced and/or sold on the market under the responsibility of the company:

**DSM NUTRITIONAL PRODUCTS LTD**  
case postale 2676  
4002 BASEL  
SWITZERLAND

Comply with the certification scheme of **COSMOS**  
(Version 1.1 – January 2011 or Version 2.0 – October 2013)

Certification level: **COSMOS RAW MATERIAL V2**

Commercial name	% PPAI	% ORG PPAI	% CPAI	% ORG CPAI	% SYNTH	% SYNTH MOIETIES	Restriction	Granting date
ALPAFLOR® ABI COMPLEX AO	20,43	20,43	68,49	0,00	0,45	0,00	/	13/12/2017
ALPAFLOR® ALP®-SEBUM	24,20	24,20	65,47	0,00	0,15	0,00	/	13/12/2017
ALPAFLOR® ARTEMISIA AO	19,60	19,60	69,21	0,00	0,45	0,00	/	13/12/2017
ALPAFLOR® BUDDLEJA AO	22,50	22,50	65,32	0,00	0,45	0,00	/	13/12/2017
ALPAFLOR® EDELWEISS B.	19,30	19,30	70,56	7,68	0,00	0,00	/	13/12/2017
ALPAFLOR® EDELWEISS EP	27,85	27,85	62,07	0,00	0,45	0,00	/	13/12/2017
ALPAFLOR® GIGAWHITE	10,65	10,65	52,83	9,60	0,00	0,00	/	13/12/2017
ALPAFLOR® IMPERATORIA AO	19,37	19,37	69,41	0,00	0,45	0,00	/	13/12/2017
ALPAFLOR® LINUM AO	22,50	22,50	65,35	0,00	0,15	0,00	/	13/12/2017
ALPAFLOR® MALVA AO	20,33	20,33	68,59	0,00	0,45	0,00	/	13/12/2017
ALPAFLOR® MARRUBIUM AO	19,45	19,45	69,34	0,00	0,45	0,00	/	13/12/2017
ALPAFLOR® NECTAPURE PF	24,80	24,80	65,04	0,00	0,00	0,00	/	13/12/2017

End of validity: **31/12/2018**

COSMOS Certification Manager,  
Pauline RAFFAITIN




Issued in **L'ISLE JOURDAIN**

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ECOCERT Greenlife S.A.S. - Capital 50 000 C - BP 47 - 32600 L'ISLE JOURDAIN - FRANCE  
TVA Intracommunautaire n° FR 55 509 534 095  
Phone: +33 5 62 07 51 09 - Fax: +33 5 62 07 74 96 - Mail: cosmetiques@ecocert.com

DSM NUTRITIONAL PRODUCTS LTD



**CERTIFICATE**

**COSMETICS ECOCERT**


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Certification level: **ECOCERT COSMETIC RAW MATERIAL**

Commercial name	% N.O.	% ORG PLANT	% ORG ANIMAL	% PLANT	% SYNTH	Granting date
ALPAFLOR® SAMBUCUS AO	99,55 %	20,56 %	0,00 %	20,56 %	0,45 %	13/12/2017
ALPAFLOR® SCUTELLARIA AO	99,55 %	24,15 %	0,00 %	24,15 %	0,45 %	13/12/2017
ARGAN OIL	100,00 %	100,00 %	0,00 %	100,00 %	0,00 %	13/12/2017

ECOCERT & COSMOS certificates valid 1 year

# Certificates



Document Number: BVH-329562015-01  
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**DSM Nutritional Products Ltd.**  
**Bldg 241/ 1020**  
**4002 Basel**

bi-Nr. 32956

The following raw materials are certified:

ALPAFLOR® ABI Complex AO	5% natural (92% organic) 26% Water 68% Derived natural 0.5% Nature-identical
ALPAFLOR® ALP®-SEBUM	7% natural (97% organic) 27% Water 65% Derived natural 0.15% Nature-identical
ALPAFLOR® ARTEMISIA AO	5% natural (92% organic) 25% Water 69% Derived natural 0.45% Nature-identical
ALPAFLOR® BUDDLEJA AO	5% natural (92% organic) 29% Water 65% Derived natural 0.45% Nature-identical
ALPAFLOR® EDELWEISS EP	8% natural (95% organic) 30% Water 62% Derived natural 0.45% Nature-identical
ALPAFLOR® EDELWEISS B	16% natural (100% organic) 22% Water 63% Derived natural 0% Nature-identical

This Page is only valid together with the first page of this document no. BVH-329562015-01

**bio.inspecta AG**  
Ackerstrasse • CH-3070 Frick • Telefon +41 (0)62 8656300 • [www.bio-inspecta.ch](http://www.bio-inspecta.ch)

Certificate

NATRUE certificates valid 2 years



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# Natural calculation

## General overview

- If the starting materials (plants, animals) are not organic, but natural or of natural origin
  - And if the manufacturing of the ingredient follow the same rules on processes and solvents as those described in previous chapters
- ☞ the ingredient may comply with ECOCERT/COSMOS/NATRUE requirements for natural ingredients

### For finished products:

**NATRUE:**

Table showing the minimum content of natural substances and maximum content of derived natural substances, depending on the type of cosmetic (emulsion, sunscreen, soap, etc).

**ECOCERT, COSMOS:**

The ingredients have to follow the same rules in terms of processes, solvents, sustainability than the organic certified ones.

**ISO16128:**

No specific requirement to use organic ingredients, just calculate the natural origin percentage (based on weight).

### Stated on certificates for ingredients:

**ECOCERT:**

natural origin %, vegetable %

**COSMOS:**

PPAI %, CPAI %, synthetic %

**NATRUE:**

exactly the same wording as for organic

**ISO 16128:**

natural origin %, natural %



# Natural origin: example

## PENTAVITIN® (5033152)

### ECOCERT: Ecocert approved

100% Natural Origin, 0% vegetable



PENTAVITIN®

100% Natural origin  
0% Plant ingredient  
0% Synthetic ingredient

Conform to the ECOCERT Natural and Organic Cosmetics Standard available at <http://cosmetics.ecocert.com>

### COSMOS: Cosmos approved



PENTAVITIN®

100% Natural origin  
67.1% CPAI

Conform to the COSMOS Standard available at <http://cosmos.ecocert.com>

### NATRUE:



PENTAVITIN®

2% Natural (0% Organic)  
48% Water  
50% Derived natural  
0% Nature-identical

Complies with the NATRUE Criteria.

### Composition

**INCI Name**  
**Content**

**Saccharide**  
**Isomerate**  
**>50%**

**Aqua**  
**25-50%**

**Citric Acid**  
**0.1-1%**

**Sodium Citrate**  
**0.1-1%**

# PC verified Natural Ingredients

PRODUCT	ECOCERT*	COSMOS*	NATRUE*
<b>ERYTHRULOSE</b> (5038282)	100% Nat	<i>Not assessed</i>	<i>Not assessed</i>
<b>HYALURONIC ACID BT</b> (5033462)	100% Nat	<i>Not assessed</i>	<i>Not assessed</i>
<b>PENTAVITIN®</b> (5033152)	100% Nat	67.1% CPAI	2% Natural (0% organic) 48% Water 50% Derived natural
<b>REGU®-SCENCE</b> (5038306)	<i>Not assessed</i>	27.7% PPAI 50.2% CPAI 0.5% NNI	<i>Not assessed</i>
<b>STIMU-TEX® AS</b> (5033365)	100% Nat 67% Veg	<i>Not assessed</i>	99.95% Natural (20% organic) 0% Water 0.05% Derived natural 0% Nature-identical
<b>VALVANCE™ Look 100</b> (5015114)	<i>Not assessed</i>	0%**	100% Natural (0% organic) 0% Water 0% Derived natural 0% Natural-identical
<b>VALVANCE™ Touch 210</b> (5015112)	100% Nat	0%**	100% Natural (0% organic) 0% Water 0% Derived natural 0% Natural-identical

\* approved to be used in natural & organic formulations.

\*\* ingredients from mineral origin, therefore neither PPAI nor CPAI

ECOCERT: **Nat**: Natural or from natural origin; **Veg**: Physically Processed vegetal ingredients; **Synth**: Synthetic (petrochemical)

COSMOS: **PPAI**: Physically Processed Agro-Ingredient; **CPAI**: Chemically Processed Agro-Ingredient, **NNI**: Non Natural Ingredients

# New ISO 16128

## A complex landscape

Quality and Sustainability are priorities for DSM Personal Care. In that context, the new standard ISO 16128, which focuses on technical definitions and criteria for natural and organic ingredients, is relevant for our business. However this standard, launched in September 2017, still allows for multiple interpretations. To overcome that, a working group, of which DSM Personal Care is a part, led by the European organization FEBEA, is working in 2018 on a technical report. This report should finally be discussed and approved by the ISO committee. We therefore don't expect to have a complete clarity before 2020.

In the meantime, according to our best knowledge and understanding of the standard, please find on the next slide our rating for our Personal Care products. Detailed rating available on request.



# Natural origin: Recognized by ISO 16128

Many PC products have a natural origin content or natural origin index (excl. ALPAFLOR®)

100% NATURAL ORIGIN		98-99.9% NATURAL ORIGIN		90-97.9% NATURAL ORIGIN
ARGAN OIL	PENTAVITIN®	REGU®-SCENCE	PEPHA®-PROTECT	CEPHALIN NP <sub>2</sub>
ERYTHRULOSE	BEAUACTIVE®	PEPHA®-TIGHT	REGU®-AGE PF	DISMUTIN® PF
HYALURONIC ACID-BT	<i>lifesGLA</i> ™10'n-6-oil	PHYTALURONATE® PF	PEPHA®-CTIVE	LACTOMIDE
STIMU-TEX® AS	<i>lifesGLA</i> ™25'n-6-oil	HYASOL PF	PENTACARE-HP PF	LIPOGARD
VALVANCE® Look 100	Mixed TOCOPHEROLS 95	SERICIN	COLHIBIN PF	REGU®-SEB
VALVANCE® Touch 210		SETAKOL® PF	ELHIBIN® PF	
		REVITALIN® PF	PARSOL® TX	
		PREREGEN® PF	OXY 229 PF	

According to ISO 16128, a natural origin index and a natural index can be provided, as soon as the **natural part** of the ingredient/molecule is **higher than 50%**.  
Above table lists DSM's best-in-class personal care ingredients.

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# Guidelines for the use of logos (1/2)

**ECOCERT:** logo with indication of percentages and standard ECOCERT wording

### Case 1: organic (certified) products:

The ECOCERT logo can only be used for a certified (organic) product



ALPAFLOR® ALP®-SEBUM  
98.85% Natural Origin  
24.20% Organic Origin

Certified by ECOCERT Greenlife according to the ECOCERT Standard for Natural and Organic Cosmetics available at <http://cosmetics.ecocert.com>

### Case 2: natural (approved) products:

A different ECOCERT logo must be used for an approved raw material!



COSMETICS

PENTAVITIN®  
100% Natural origin  
0% Plant ingredient  
0% Synthetic ingredient

Conform to the ECOCERT Natural and Organic Cosmetics Standard available at <http://cosmetics.ecocert.com>

**COSMOS:** same rules regarding wording and percentages, 2 types of logo

### Organic certified ingredients



COSMOS CERTIFIED

ALPAFLOR® EDELWEISS EP    ALPAFLOR® EDELWEISS B  
27.85% Organic origin    26.98% Organic origin

Certified to COSMOS Standard available at <http://cosmos.ecocert.com>

### Natural approved ingredients



COSMOS APPROVED

PENTAVITIN®  
100% Natural origin  
67.1% CPAI

Conform to the COSMOS Standard available at <http://cosmos.ecocert.com>

# Guidelines for the use of logos (2/2)

## NATRUE

- Logo and certificates are the same for organic certified products and natural (non-organic) products.
- The logo should be used in line with specific rules:
  - linked to a certified (organic or natural) product
  - indicating the percentages
  - with the standard NATRUE wording



### ARGAN OIL

100% Natural (100% Organic)  
0% Water  
0% Derived natural  
0% Nature-identical

Complies with the NATRUE Criteria



### PENTAVITIN®

2% Natural (0% Organic)  
48% Water  
50% Derived natural  
0% Nature-identical

Complies with the NATRUE Criteria

**Cosmetic finished products:** a logo from ECOCERT/COSMOS/NATRUE can only be used when the full formula is certified.

**ISO 16128:** NO LOGO



# Natural & Organic Certifications

## Short Summary

### ECOCERT / COSMOS / NATRUE

Very strict certification guidelines, but the calculation methods sometimes provide different percentages from one certification to another.

### ISO 16128

Very new. Much broader, but with the advantage of a recognized international standard. FEBEA technical report has still to be written and finally approved by the ISO committee.

**With this broad range of certifications, including Fair Trade for the ALPAFLOR® Portfolio, DSM :**

- Provides a recognized guarantee of the natural/organic properties of its ingredients;
- Supports its customers globally with their own certifications and sustainability targets;
- Offers peace of mind about its ingredients.

# Back Up



# Goals

- **ECOCERT:** is a limited company. As an inspection and certification body, it was a pioneer for sustainable development, and created a standard for natural and organic cosmetics in 2002. ECOCERT is present in 80 countries  
**Goal:** to promote **natural and organic substances, respect for the environment and high ethical values**  
**Linking cosmetics products to organic raw materials and high ethical values**
- **COSMOS:** Non-profit international association. Founded in 2002 by the 5 main European bodies for organic and natural standards (BDIH- Germany, Cosmebio and Ecocert Greenlife-France, ICEA-Italy, Soil association- UK). Standard approved in 2010  
**Goal:** to manage and develop the Cosmos-standard as an international **standard for organic and natural cosmetics**. Its guiding principles are to:
  - Promote the use of products from organic agriculture, and respect biodiversity;
  - Use natural resources responsibly and respect the environment;
  - Use clean manufacturing processes that respect human health and the environment;
  - Integrate and develop the concept of “Green Chemistry”.
- **NATRUE:** Non-profit association. **Founded in 2007 by European manufacturers of natural and organic cosmetics.** First certification in 2009.  
**Goal:** to safeguard and promote **pure and authentic natural skin care**
- **ISO 16128:** International standard released in September 2017. Voluntary basis  
**Goal:** Providing guidelines on **technical definitions** and **criteria for natural and organic cosmetics ingredients**



# Organic calculations: examples

PRODUCT	ECOCERT	COSMOS	NATRUE	ISO 161 28
<b>ALPAFLOR® EDELWEISS B</b>	100% Of total Ingredients are of natural origin <b>27.30%</b> ORGANIC	19.3% PPAI 70.56% CPAI <b>19.3%</b> PPAI organic <b>7.68%</b> CPAI organic	<b>16%</b> Natural (100% organic) 22% Water 63% Naturally-derived 0% Nature-identical	37.1% Natural index 100% Natural origin index <b>27.3%</b> Organic index 27.3% Organic origin index
<b>ALPAFLOR® EDELWEISS EP</b>	99.55% Of total Ingredients are of natural origin <b>27.85%</b> ORGANIC	27.85% PPAI 62.07% CPAI <b>27.85%</b> PPAI organic 0.45% Synthetic	<b>8%</b> Natural (95% organic) 30% Water 62% Naturally-derived 0.45% Nature-identical	37.85% Natural index 99.55% Natural origin index <b>27.85%</b> Organic index 27.85% Organic origin index
<b>ALPAFLOR® GIGAWHITE</b>	99.90% Of total Ingredients are of natural origin <b>29.37%</b> ORGANIC	10.65% PPAI 52.83% CPAI <b>10.65%</b> PPAI organic <b>9.6%</b> CPAI organic	<b>12%</b> Natural (100% organic) 44% Water 43% Naturally-derived 0.1% Nature-identical	56.7% Natural index 99.9% Natural origin index <b>20.6%</b> Organic index 20.6% Organic origin index
<b>ALPAFLOR® ALP-SEBUM</b>	99.85% Of total Ingredients are of natural origin <b>24.20%</b> ORGANIC	24.2% PPAI 65.47% CPAI <b>24.2%</b> PPAI organic 0.15% Synthetic	<b>7%</b> Natural (97% organic) 27% Water 65% Naturally-derived 0.15% Nature-identical	34.7% Natural index 99.85% Organic origin index <b>24.2%</b> Organic index 24.2% Organic origin index

**Glycerin:** CPAI or naturally-derived  
**Ethanol:** CPAI organic or natural + organic  
**Citric acid:** natural for Natrue, CPAI for Cosmos  
**Plant:** organic (with reconstitution water except for Natrue)  
**Water:** not natural for Natrue





# Naturalness must be reflected in all of the brand's actions

Consumers are looking for **more ethical products and brands that respect the environment**. Brands that truly want to be natural must therefore **commit to a “fully natural” approach** and place **sustainability at the centre of everything** they do, from A to Z.

As well as formulating natural, organic products with sustainably-sourced natural, organic ingredients and packaging using sustainable production methods, it is essential for brands to take a **stand for People & the Planet** and to incorporate this in their brand identity & communication.

## People & Social Empowerment



- Support charities
- Fair trade
- Help develop local communities
- Respect & improve women's rights

## Planet & Environmental Preservation



- Reduce carbon footprint
- Reduce water consumption and recycle water
- Use renewable energy sources

# ALPAFLOR® fairly traded sustainable crops

## CITES\*

Plants not listed

**NAGOYA & CBD\*\*** compliancy

## Organic crops

According to Bio Suisse standards. Protection of soils & groundwater.

Protection of **Alpine biodiversity**. Renewable source.

Direct payment from Helvetic Confederation to farmers who **maintain the natural Alpine landscape**.

## Profitable economic activity

for mountain farmers, avoiding flight to the cities from the countryside.

**DSM** assumes all risks involved in the cultivation not the farmers or the cooperative.

**Farmers' wages** paid based on the area cultivated not the yield of dried plant.

DSM's cultivated land does not take up space which could be used to grow food.

\*CITES: Convention on International Trade in Endangered Species

\*\* CBD: Convention on Biological Diversity

# ALPAFLOR®

## Fair Trade dried alpine supply chain

The same rules are applied for North-North certifications as for North-South ones (developed countries- developing countries)

- Long term contract with farmer/cooperative
- Small-scale producers
- Short and local supply chain /product carbon footprint
- Minimum price guarantee /fair wages
- Protecting biodiversity/organic farming
- Good working conditions
- Technical support
- Development fund



Fair trade certified  
according to the Fair  
For Life standard

For North-based developed countries, there is a major emphasis on environmental impact, in addition to the social improvement components.

Source: [www.fairforlife.org](http://www.fairforlife.org)

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