

# IBD CERTIFICAÇÕES

## IBD Cosmetics Guidelines

For cosmetics and personal care products.  
8th Edition - May2022



Q I M A I B D



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## 1. INTRODUCTION AND JUSTIFICATION

These guidelines were prepared by IBD Certifications and establish the criteria that cosmetics, personal care products and raw materials must meet to obtain the IBD Natural Ingredients and/or NATRUE and IBD Organic Cosmetics (EXPORT) certification. NATRUE is an international non-profit association based in Brussels, committed to promoting and protecting natural and organic cosmetics around the world. IBD maintains standards equivalence cooperation with NATRUE. The IBD and NATRUE standards are equivalent.

Additional information listed below related to IBD Organic Cosmetic (EXPORT) and IBD Natural Ingredients certification can be accessed at the IBD Library – Guidelines (available at: <https://www.ibd.com.br/guidelines-legislation/>)

**Annex 1** - Step by step IBD Organic Cosmetic Certification (EXPORT) (EXPORT and Natural Ingredients (10\_4\_7), available at: [https://www.ibd.com.br/wp-content/uploads/2019/09/10\\_4\\_7\\_Passo-a-passo-Certifica%C3%A7%C3%A3o-IngredientesNaturais\\_Pt\\_08062018\\_V.pdf](https://www.ibd.com.br/wp-content/uploads/2019/09/10_4_7_Passo-a-passo-Certifica%C3%A7%C3%A3o-IngredientesNaturais_Pt_08062018_V.pdf)

**Annex 2** - Step by step NATRUE Certification (10\_4\_6), available at: [https://www.ibd.com.br/wp-content/uploads/2019/09/10\\_4\\_6\\_Passo-a-passo-Certifica%C3%A7%C3%A3o-NATRUE\\_Pt\\_08062018\\_V.pdf](https://www.ibd.com.br/wp-content/uploads/2019/09/10_4_6_Passo-a-passo-Certifica%C3%A7%C3%A3o-NATRUE_Pt_08062018_V.pdf)

**Annex 3** - Certification Flow - IBD Organic Cosmetic (EXPORT) (EXPORT and Natural Ingredients (10\_4\_7\_1), available at: [https://www.ibd.com.br/wp-content/uploads/2019/09/fluxo\\_cosmeticos.pdf](https://www.ibd.com.br/wp-content/uploads/2019/09/fluxo_cosmeticos.pdf)

Labeling Guide (Guide for the preparation and verification of labels for IBD certified cosmetic products, available at: <https://www.ibd.com.br/wp-content/uploads/2019/07/2.pdf>)

The legal instruments or other standards referenced in these guidelines are:

- Lei 10.831/2003
- Lei 11.105/2005
- Lei 13.123/2015
- Portaria 52/2021
- IN 18/2009
- IN19/2009
- EC 648/2004
- EC 848/2018
- EC 2001/18
- ISO 9235:2013
- ISO 11.733
- ISO 14.593
- ISO 11.734
- ISO 17065
- RDC 26/2015- MAPA
- RDC 48/2013
- RDC 7/2015
- ABNT NBR ISO 16128

Additional information related to NATRUE certification is available on the NATRUE website under Manufacturer Information (click on the hyperlink or go to: <https://www.natrue.org/our-standard/natrue-criteria-2/>).

The list of inputs and products certified by IBD can be accessed on the IBD website at Clients>Products and IBD Clients (available at <https://www.ibd.com.br/customers/?certificados=&produto=&cliente=&country=&state=>). A list of NATRUE certified products can be accessed on the NATRUE website at NATRUE's certified products database (available at <https://www.natrue.org/our-standard/natrue-certified-world/>).

It's 8th. Edition was developed to update and harmonize concepts and criteria of the IBD Organic Cosmetic (EXPORT), IBD Natural Ingredients and NATRUE seals.

IBD Certifications applies these guidelines to inspection and certification according to the requirements of ISO 17065.

## **JUSTIFICATIONS**

Technological advances, the search for improvements in health and care for the environment, especially in the food sector, have increased the relevance of the use of natural products by consumers. Consumers have changed their habits and are also aware of the natural aspects when purchasing cosmetics and hygiene products.

However, the comparison of what is natural in food and cosmetics is different. The most relevant aspects regarding the natural theme in food include its occurrence in nature, forms of cultivation and production traceability. These aspects are reflected in the different organic and natural seals. Natural cosmetics, on the other hand, are usually complex compositions, mainly of natural raw materials, but processed. Therefore, they must be evaluated differently.

One of the biggest challenges in the development of natural cosmetic products, in addition to the proper selection of raw materials, is to offer safe, effective, efficient products with adequate sensory qualities to consumers. However, in general, products of this type cannot be manufactured exclusively with pure natural ingredients. Aspects of sustainable development must be taken into account throughout the entire production chain, respecting biodiversity.

For natural cosmetics, questions arise regarding which natural ingredients can be used without modification, what physicochemical modifications are required within a defined framework, and how substances that are identical to natural compounds are evaluated. The criteria defined for these assessments must ensure that they are clear and understandable to the consumer, and that he is sufficiently informed.

As there are still no established and globally recognized norms, laws or national or international regulations governing organic certification for beauty and personal care products, these guidelines should be seen as a document that will be constantly improved and adapted to national and internationally, in a transparent and accessible way to all interested parties.

With the entry into force in Brazil of Law 10,831 and Decree 6,323 and Normative Instructions related to this law, these norms were adapted to meet the criteria of minimum concentration of organic ingredients in the "ORGANIC" and "MADE WITH ORGANIC INGREDIENTS" classifications when working with the specific Law 10.831.

For the exclusive cosmetics export market, from now on, IBD's policy is to promote the certification of ORGANIC and NATURAL cosmetics, offering to the market the seals:

- IBD ORGANIC COSMETICS (EXPORT) for organic cosmetics that do not comply with the Brazilian legislation on organic food products and,
- "IBD NATURAL INGREDIENTS" for products that do not qualify as "IBD ORGANIC COSMETIC (EXPORT)", or seal:
- "NATRUE" natural cosmetics for cosmetics to be sold in international markets, in addition to using the "NATURAL INGREDIENTS IBD" seal.
- "NATRUE" organic cosmetics for cosmetics to be sold in international markets, in addition to using the "IBD ORGANIC COSMETIC (EXPORT)" seal.

The definitions and concepts of the IBD ORGANIC COSMETICS (EXPORT), IBD NATURAL INGREDIENTS and NATRUE guidelines were established in order to provide transparency and clarity for manufacturers and consumers of cosmetic and personal care products. Only natural, natural-derived and some natural-identical raw materials can be used to meet the requirements listed below.

## **1.2 Scope**

These guidelines cover the certification of organic, natural and extractive ingredients, as well as the standards for the certification of cosmetic and personal hygiene products intended for the final consumer.

This standard is compatible with any international standard for body care and beauty products. If the certification is for raw material or final product for a specific international market, it is recommended to consult the IBD for verification and adequacy of the product to the market in question.

## **1.3 Regulation**

### **1.3.1 National Legislation**

Regardless of the formulation, all products and manufacturers must comply with current national legislation for cosmetics and personal care products, especially with regard to their composition, safety, efficacy and labeling requirements. When the certificate is intended for cosmetics for the final consumer, IBD will only certify companies legally constituted and authorized by the National Health Surveillance Agency ANVISA, state and municipal powers, in this case for products to be marketed in Brazil. In the case of ingredients, IBD will only certify legally constituted companies that have valid licenses issued by regulatory bodies for the extraction and/or production of the respective ingredients.

### **1.3.2 Testing on animals and raw materials of animal origin**

Animal experimentation is fundamentally against the values and ethical principles of IBD. Therefore, the use of animal testing is prohibited, both for the raw materials used in the formulation and for the final product to be offered to the consumer.

The use of ingredients from vertebrate animals that have to be sacrificed to obtain such material is not allowed. The use of ingredients of animal origin is only allowed when collected from living beings, such as honey and its derivatives, milk and its derivatives, lanolin, etc. and provided that the producing animals are preferably raised in the organic production system.

### **1.3.3 Organic production and organic certification of raw materials**

Organic raw materials used in natural and/or organic cosmetics formulations must be certified organic in accordance with official regulation(s), which may be European Union Eco Regulation (EC) 848/2018, USDA National Organic Program (NOP), BR 10.831 or an IFOAM Family standard and/or an organic accredited standard. See in the items below that for certification as IBD Natural Ingredients or Natrue natural cosmetics only, no percentage of organic ingredients is required in the formulation.

### **1.3.4 Prohibition of the use of Genetically Modified Organisms (GMO)**

In terms of GMOs, the criterion refers to the Joint Normative Instruction no. 18/2009, which prohibits the use of genetically modified organisms (including enzymes and microorganisms) or products (including raw materials and finished products) in the process of obtaining those organisms (IN 18, article 11). These materials must also comply with the criteria established by Regulation (EC) 848/2018. The definition of GMO is given by Brazilian Law 11.105/2005 (Article 3, items V and VI) and by EC directive 2001/18/EC. This requirement also applies to substances not covered by the Regulation (such as certified non-organic ingredients, non-food or food substances). As a reference, you can find a sample standardized form for non-GMO compliance in Annex 4 of this guideline. The electronic file can be requested from IBD.

### **1.3.5 Natural aromatic raw materials: ISO 9235**

In natural cosmetics, natural fragrances that correspond to ISO 9235:2013 (such as essential oils) can be used. Compounds isolated from essential oils and also essential oils reconstituted from them are included. Synthetic fragrances identical to natural compounds cannot be used in certified cosmetics. The natural fragrance must also comply with the other requirements of the IBD Guidelines. The Fragrance Guide is available in Annex 5 of this guideline and the ISO 9235 Declaration Model is available in Annex 6. The electronic file in Annex 6 can be requested from IBD.

### 1.3.6 Surfactants detergents

Used detergent surface-active substances must be completely biodegradable according to European Regulation EC 648/2004:

- Primary aerobic biodegradability: at least 80% (OECD method or ISO 11733 equivalent)
- Final aerobic biodegradability (mineralization): at least 60% in 28 days (ISO 14593 method)
- Biodegradabilidade anaeróbia: no mínimo 60% de biodegradabilidade final (método OCDE 311, ISO 11734 ou equivalente)
- Anaerobic biodegradability: at least 60% final biodegradability (OECD method 311, ISO 11734 or equivalent)

The DID (Detergent Ingredients Database) list provides information on the biodegradability of several substances commonly used in rinse-off cosmetic products.

As a reference, it is possible to find a model of a standardized form for the compliance of detergent surface-active substances with the European Regulation EC 648/2004 in Annex 7 of this guideline. The electronic file can be requested from IBD.

### 1.3.7 Ionizing Radiation and Nanotechnology

The use of ionizing radiation, microwave emission is prohibited.

For nanotechnology it is prohibited at any stage of the production process, including the manufacture and conservation of raw materials. This criterion is referenced by the Joint Normative Instruction n. 18/2009 for Organic and Natural products with Organic Portion.

For products classified as Natural, only the use of TiO<sub>2</sub> and ZnO in the form of nanotechnology is allowed.

### 1.3.8 Processing and Manufacturing

As indicated in item 1.3.1, all manufacturers must comply with current national legislation for cosmetic and personal care products. In addition to these requirements, other processing requirements, such as good production practices, traceability records, segregation of the processing of certified and non-certified items, pest control, cleaning of equipment and facilities can be verified in the Joint Normative Instruction n. 2009/18.

### 1.3.9 Sustainability

**1.3.9.1** The certificate issued by the nature preservation authority is required for natural raw materials (Item 2.1), when a starting material originates from animal and plant species that are under the restriction of the Convention on International Trade in Species of Flora and Fauna Endangered Savages (CITES) (Appendix I, <https://cites.org/eng/app/appendices.php>).



**1.3.9.2** Natural raw materials must comply with the requirements of Law 13,123/2015, which deals with access to genetic heritage, protection and access to associated traditional knowledge and benefit-sharing for the conservation and sustainable use of biodiversity.

**1.3.9.3** Whenever possible and available, natural raw material and derived from natural palm and palm kernel oil must be of RSPO (Round Table of Sustainable Palm Oil) certified origin at least as a Mass Balance, preferably as segregated or Identity Preserved. When not available, other sustainable certifications may also be accepted. If these are also not available, there will be a derogation from this criterion for a period to be defined. When available in certified organic form, there will be no requirement for sustainable certification.

**1.3.9.4** Metas de Desenvolvimento Sustentável da ONU (Organização das Nações Unidas)

Através de suas normas e procedimentos, o IBD procura estar alinhado com as metas de Desenvolvimento Sustentável da ONU, principalmente com relação às seguintes:

**1.3.9.4** UN Sustainable Development Goals (United Nations)

Through its rules and procedures, IBD seeks to be aligned with the UN's Sustainable Development goals, mainly in relation to the following:

- 3- Health and Wellness;
- 9- Industry, Innovation and Infrastructure;
- 12- Responsible Consumption and Production;
- 13- Action Against Global Climate Change;
- 14- Life in Water;
- 15- Terrestrial Life.

Other targets are incorporated in other programs such as Fair Trade IBD (available at: [https://www.ibd.com.br/wp-content/uploads/2019/10/8\\_1\\_3\\_IBD\\_FairTrade\\_Guidelines\\_16th\\_Ed\\_19102018\\_V.pdf](https://www.ibd.com.br/wp-content/uploads/2019/10/8_1_3_IBD_FairTrade_Guidelines_16th_Ed_19102018_V.pdf))

## **1.4 IBD Principles**

In order to facilitate the categorization and evaluation of the raw material, it is recommended to use Annex 8 - Guide for Classification of Material of this guideline and the NATRUE criterion (CRITERIA ANNEXES - Annexes Version 3.9, available at: <https://www.natrue.org/our-standard/natrue-criteria-2/>)

In order to evaluate the raw materials, it is necessary to send documentation (technical data, declarations, certificates, etc.) provided by the raw material manufacturer that proves the adequacy to the requirements of this guideline.

The requirements to be met by manufacturers and cosmetics certified by this guideline include:

- a) List of substances derived from natural and identical to natural substances approved for use in cosmetics;

b) Descriptions of permitted manufacturing processes for natural cosmetics as well as natural-derived and natural-identical raw materials;

c) Criteria for packaging and certain transport materials

In addition, to obtain IBD certification, cosmetics must have the following characteristics:

- a) a) Be formulated, as much as possible, with organic and natural ingredients;
- b) b) Preserve, as much as possible, the original qualities of the ingredients, avoiding modifying their natural state;
- c) c) Cause the least possible impact on the environment, both in production and in use and disposal;
- d) d) Achieve high quality and have clear labeling to guide consumers.

## **2. DEFINITION OF RAW MATERIALS AND PERMITTED PROCESSES**

In addition to water, which is the base and generally the most used raw material in cosmetic products, unmodified natural raw materials (natural substances such as oils and hydroalcoholic hydroalcoholic plant extracts) predominate in so-called natural cosmetic products. For reference, check the Guide for Classification of Raw Material in Annex 8 of this Guideline.

Exclusive NATRUE

Since January 2020, NATRUE has implemented a scheme to allow raw material approval and certification. All raw materials currently used in NATRUE certified products will have a transition period until February 1, 2024 to reformulate their products using exclusively NATRUE approved or certified raw material

For details on approval and certification processes, see Appendix 3.2 (Annex 3.2 - Raw Material Scheme: decision tree)

Document available:

- <https://www.natrue.org/our-standard/certification-process-step-step/>
- <https://www.natrue.org/uploads/2020/11/Annex-3.2-Decision-Tree-Chart-new-with-examples.pdf>

### **2.1 Natural Raw Materials**

Natural raw materials are substances of vegetable, inorganic-mineral (and non-organic-mineral such as mineral oil) or animal origin (except vertebrates) and their mixtures.

Only physical processes, including extractions with solvents and purifying agents, and compounds for pH adjustments and ion exchange listed in Annex 1 of the NATRUE standards are permitted. The annex (CRITERIA ANNEXES - Annexes Version 3.9) is available at: <https://www.natrue.org/our-standard/natrue-criteria-2/>

Enzymatic and microbiological reactions are permitted only to the extent that the microorganisms and/or enzymes used are found in nature and that the products obtained are also identical to those used in nature.

Details on natural fragrances (such as essential oils) are indicated in item 1.3.5 with reference to the ISO 9235:2013 standard.

As indicated in item 1.3.7, raw materials of plant or animal origin, as well as finished products, cannot be subjected to ionizing radiation. The use of chlorine (sodium hypochlorite) for bleaching or bleaching natural raw materials is not allowed.

## 2.2 Identical to Natural Raw Materials

Natural identical raw materials can only be used when natural substances cannot be recovered from nature using reasonable technical effort. These raw materials are referenced in two positive lists in the annexes of the NATRUE standard and only the listed ingredients can be used:

- CRITERIA ANNEXES - Annexes Version 3.9 Annex 2: Inorganic pigments and minerals identical to natural ones
- CRITERIA ANNEXES - Annexes Version 3.9 Annex 4: reservatives identical to natural ones

The annexes (CRITERIA ANNEXES - Annexes Version 3.9) are available at: <https://www.natrue.org/our-standard/natrue-criteria-2/>

## 2.3 Raw Materials Derived from Natural

The use of natural-derived raw materials can only be justified if their function cannot be achieved using natural raw materials. Raw materials derived from nature should preferably come from organic inputs.

Raw materials derived from natural are always sourced from natural inputs, as defined in item 2.1 (for example: fats, oils, waxes, polysaccharides, proteins and lipoproteins). Furthermore, they can only be used in the manufacture of natural cosmetic products if they are produced by chemical reactions, including biotechnological processes. Naturally derived raw materials can only be manufactured using processes modeled on physiological mechanisms (eg formation of glycerides by fat digestion) and the number of chemical conversion steps must be kept to a minimum.

Only the reactions indicated below are allowed:

- Acylation
- Amidation
- Condensation (with water elimination)
- Dehydrogenation
- Dimming
- Esterification
- Phosphorylation
- Glycosidation
- Hydrogenation
- Hydrogenolysis

- Hydrolysis (including saponification)
- Neutralization
- Oxidation (with oxygen, ozone and peroxides)
- Pyrolysis
- sulfation
- Transesterification

All auxiliary materials and catalysts, including enzymes and microorganisms, not explicitly defined herein may be used in the context of:

- Improve sustainability in order to obtain greater energy efficiency;
- Due to current or alternative technical issues.

Raw materials are classified as natural derivatives in all cases where:

- The catalyst used in the reaction must be non-enzymatic/non-microbiological
- The enzymatic/microbiological reaction produces final inputs that are not identical to those that occur in nature
- Reactions are performed using enzyme(s) isolated from recombinant microorganisms

In all cases, auxiliary materials and catalysts must be completely removed after use, or at least considered a technically unavoidable and inefficient trace in the final product.

The environmental compatibility of raw materials derived from natural, used as personal hygiene products (surfactants), must be evaluated separately to ensure that they can be used without causing problems to the environment and must comply with the biodegradability requirements referenced in item 1.3.5.

Naturally derived raw materials also include other inputs that occur in nature but cannot be recovered in sufficient quantities from their natural environment using current technologies.

The NATRUE standard contains an open list of approved natural-derived substances (indicated by the INCI name), which can meet the above mentioned requirements, provided they present supporting documentation from the manufacturer. This list may be updated regularly. The annex (CRITERIA ANNEXES - Annexes Version 3.9) is available at: <https://www.natrue.org/our-standard/natrue-criteria-2/>

## 2.4 Preservatives

For the conservation of natural cosmetics, only those listed “NATRUE CRITERIA - ANNEX 4” can be used. For classification purposes, in Annex 4a the preservatives identical to natural ones are listed and in Annex 4b, those derived from natural ones. These lists may be updated regularly. The annex (CRITERIA ANNEXES - Annexes Version 3.9) is available at: <https://www.natrue.org/our-standard/natrue-criteria-2/>

## 2.5 Prohibited raw materials

It occurs when ingredients are obtained from non-natural inputs or from unauthorized reactions of a natural substance, disqualifying their use in organic or natural cosmetic products.

Exemplos de matérias-primas proibidas são: corantes sintéticos, fragrâncias sintéticas, polietilenoglicóis (PEGs), quaternário de amônio, silicones, conservantes sintéticos, dietanolamidas, derivados de petróleo, etc.

## 2.6 Manufacturing, processing and packaging

During the entire manufacturing, processing and filling process, it must be ensured that inputs and unwanted substances derived from these processes, packaging and storage do not migrate to the finished product.

In addition, the following should also be observed:

- Manufacturers of organic and/or natural cosmetic products must be legalized by the National Health Surveillance Agency (ANVISA) and comply with current legislation for cosmetics.
- Certified producers must ensure that there is no mixing of organic or natural cosmetic ingredients and products with conventional ones in their storage, transport and production.
- Cleaning and sanitary measures must be described and documented, taking care that cleaning products do not contaminate equipment prior to organic or natural processing.
- Pest control measures must comply with current legislation so that they do not contaminate organic and/or natural products.

## 3. PRODUCT CLASSIFICATION

Both for raw materials to be approved or certified and for the final product to be certified.

### 3.1 Natural Cosmetics with IBD Natural Ingredients seal

For the IBD Natural Ingredients seal, there is no minimum content of organic ingredients. Natural cosmetics are those that meet the requirements of the IBD guideline, preferably, but not necessarily, presenting some percentage of organic raw materials in their composition.

They must meet the minimum requirements for levels of natural substances, maximum levels of naturally derived substances as provided in this guideline. For NATRUE you must meet the Cosmetic Products Regulation in the EU: In the European Union (EU), cosmetic products are subject to a legal framework that is established by Regulation (EC) No. 1.223/2009, of the European Parliament and the Council of the EU, of November 30, 2009, in force since July 11, 2013

Regulation (EC) No. 1.223/2009, of the European Parliament and of the Council of the EU, of 30 November 2009, in force since 11 July 2013.

Table 1 shows the requirements by product category to be met for certification.

### 3.2 Organic Cosmetics by Brazilian Law 10.831/2003

In addition to the requirements described in item 3.1, the cosmetic to be classified as organic must contain at least 95% organic raw materials (or even 70% organic raw materials - and labeled as Made with Organic Ingredients) certified in accordance with the Brazilian Organic Conformity Assessment System (Brazilian Regulation Law 10,831) and Joint Normative Instruction n. 2009/18 and 2009/19

O selo usado para esta classificação é o selo SISORG (Sistema Brasileiro de Avaliação da Conformidade Orgânica da Lei 10.831/2003). O IBD é credenciado no MAPA para esta atividade.

### 3.3 Organic Cosmetics by the IBD Cosmetics guideline.

In addition to the requirements described in item 3.1, the cosmetic to be classified as IBD ORGANIC COSMETIC (EXPORT) must meet the following two requirements:

1. At least 95% of the raw materials considered natural, these only being physically transformed, must be certified organic
2. The minimum concentration (%) of certified organic raw materials of the total formulation must be in accordance with the product classification described in Table 1 - Requirements by product category to be met for certification.

Table 1 shows the requirements by product category to be met for certification by the NATRUE and ORGANICO IBD standard.

### 3.4 Natural and/or Organic Cosmetics NATRUE

The NATRUE Standard is applicable to raw materials and finished products intended for cosmetic use.

The complete information is in Table 1 below, which demonstrates the requirements for both Natural and organic, by product category to be met for certification.

NATRUE Categories

Certification	Approval
Finished product (B2C)	Formula (B2B)
Raw material (B2B)	Raw material (B2B)

*Note: After January 31, 2024 all raw materials used must be of origin approved by NATRUE or certified by NATRUE*

Greater requirements for the evaluation of raw materials and criteria, available at: <https://www.natrue.org/our-standard/natrue-criteria-2/>

### 3.5 Vegan Ingredient

The certification for this seal must be verified by the IBD – VEGAN guideline and can be applied to both cosmetics and food.

Available in [https://www.ibd.com.br/wp-content/uploads/2021/04/8\\_1\\_10\\_V\\_Diretrizes\\_Vegano\\_IBD\\_06042021.pdf](https://www.ibd.com.br/wp-content/uploads/2021/04/8_1_10_V_Diretrizes_Vegano_IBD_06042021.pdf)

### 3.5.1 Raw material

Raw materials or ingredients can only be classified and certified as “organic raw material” if they meet the criteria of the standards described in item 3.4.

#### **Table 1 - Requirements by product category to be met for certification**

Minimum concentration of natural substances (%) (in green) and maximum concentration of substances derived from natural substances (in orange).

Please note the additional requirements outlined below.

Table 1 - Requirements by product category to be met for certification

	1 ***	2	3	4	5	6	7	8	9	10	11 ***	12 #	13	
Raw material content in relation to the finished product (%)	Oils/water-free cleaning and skin care products	Parfums, Eaux de Parfum, Eaux de Toilette, Eaux de Cologne	Skin care emulsions (W/O) and Oleogels	Decorative cosmetics containing water	Deodorants and antiperspirants	Skin care emulsions (O/W) and gels	Sunscreens	Hair treatment products	Cleansing products containing surfactants	Oral care	Decorative cosmetics, water-free	Soaps and solid cleaning and hair care products	Waters	
<b>NATRUE</b>														
Natural Cosmetics (Level 1) NATRUE E IBD	Minimum concentration of natural substances	80	60	30	10	10	10	10	3	3	2	1	1	0,1
	Maximum derivative	20	10	30	30	30	25	55	40	85	70	50	99	10
Organic Cosmetics (Level 2) NATRUE	Minimum concentration of natural substances	90 *	60 *	30 *	15 *	15 *	15 *	15 *	15 *	15 *	15 *	15 *	1 *	15 *
	Maximum concentration of substances derived from natural	10 **	10 **	20 **	15 **	15 **	20 **	30 **	15 **	25 **	15 **	15 **	99 **	5 **



ORGANIC IBD															
Cosmetics and Organics IBD	Minimum concentration of organic natural substances	90 *	60 *	30 *	15 *	15 *	15 *	15 *	15 *	15 *	15 *	15 *	15 *	1 *	15 *
		Not applicable													

\* No specific requirement or limitation on percentage content of nature-identical substances or water except where indicated.

\* Content of substances from controlled organic farming (item 3.3)

\*\* Production of derived natural substances made of organic starting material

\*\*\* Water-free product contains up to 5% added water.

# For Category 12 products in Section 4.2, the minimum organic requirement (respectively  $\geq 95\%$  content as in \* and \*\*) refers both to the natural and derived natural portions to be added.

**Important:** As of 01.01.2021, new IBD or NATRUE certified finished cosmetic products will be certified either as “natural” or “organic”. Products already certified under the phased-out certification level “natural with organic portion” can still be identified as such in the market and in NATRUE’s database until the product’s certificate expires. Upon recertification, a product meeting the requirements of level “natural with organic portion” will be recertified either as “natural” or “organic”, subject to its compliance with the set requirements for each category.

## 4. LABELING

The labeling of natural or organic cosmetics must comply, above all, with the rules of labeling and classification of cosmetic products established by current national legislation.

Products can have specific labeling words emphasizing their classification as natural or organic (in this case, next to the ingredients list and on the label according to product classification) and specify natural and organic ingredients on both the secondary and primary labels.

For further clarification on seal colors, sizes, position and other graphic information, consult the IBD Labeling Guide (Guide for the preparation and verification of labels for IBD certified cosmetic products, available at: <https://www.ibd.com.br/wp-content/uploads/2019/07/2.pdf>)

or the NATRUE Labeling Guide (NATRUE LABEL GUIDE, available at: <https://www.natrue.org/our-standard/certify-finished-products/>)

### 4.1 Natural Cosmetics

Natural cosmetics must highlight on their label which ingredients are natural and/or organic and/or certified extractivism. The label may indicate that the product contains natural and/or organic ingredients. In the case of using the word organic, it can only be used on the back of the product label, next to the list of components. In this case, the IBD Natural Ingredients seal is used.







### 4.2 Organic Cosmetics equivalent to the NATRUE standard

Organic cosmetics must highlight which organic ingredients are used and can use the specific IBD Organic or NATRUE seal. They must, obligatorily, present the seal in accordance with the criteria presented in the Labeling Guide or by the NATRUE labeling instructions. This labeling will only be intended for export products or products on the domestic market if specific protocols for labeling organic cosmetics are authorized.

The seals used for this classification are:



**NATRUE Label**

<b>Finished Products</b>	
	 <hr/> <b>CERTIFIED NATURAL COSMETIC</b> <hr/>
	 <hr/> <b>CERTIFIED ORGANIC COSMETIC</b> <hr/>
<b>Approved Raw Material</b>	 <b>NATRUE Approved</b>

**4.3 Cosmetics by the IBD guideline for export**

Given the requirements mentioned for this category, the approved cosmetic product may use the term ORGANIC on the front panel of the label with the IBD ORGANIC seal on products exclusively for export.



**4.4 Vegan ingredient seal**

Given the criteria and requirements of the IBD – VEGAN guideline, the seal to be used will be:



#### 4.5 Organic Cosmetics or “Made with Organic Ingredients”, by Brazilian Law

Organic products must meet the requirements of Law 10831 and relevant standards and on the labeling, highlight which organic ingredients are used and can use the “Organic IBD” seal. They must present the seal of the Brazilian Organic Conformity Assessment System (SISOrg) according to the criteria presented in the IBD Labeling Guide.

(Natural category with NATRUE Organic Portion deleted.)

### 5. REQUIREMENTS FOR PACKAGING AND PACKAGING MATERIALS

- Packaging material must be produced using methods that preserve the environment;
- As far as possible, packaging should be kept to a minimum;
- If possible, products should be designed for multiple uses;
- If technically feasible and available, packaging materials must be recyclable (eg glass, aluminum, paper/cardboard or recyclable plastics such as PET (polyethylene terephthalate), PP (polypropylene) and if possible of renewable materials
- Halogenated plastics are prohibited (such as polyvinyl chloride – PVC);
- Gas packs pressurized with only air, nitrogen, oxygen, carbon dioxide and/or argon (but no VOC – volatile organic compounds). Gases are not considered for the purpose of calculating percentage of natural or organic ingredients.

### 6. SCRIPT FOR CERTIFICATION

The Certification Flow and Step-by-Step with all the information about the Natural Ingredients certification process is available in Annexes 1 to 3 of this Guideline, as follows:

- **Annex 1:** Step by step Natural Ingredients Certification (10\_4\_7), available at: [https://www.ibd.com.br/wp-content/uploads/2019/09/10\\_4\\_7\\_Passo-a-passo-Certificação-IngredientesNaturais\\_Pt\\_08062018\\_V.pdf](https://www.ibd.com.br/wp-content/uploads/2019/09/10_4_7_Passo-a-passo-Certificação-IngredientesNaturais_Pt_08062018_V.pdf)
- **Annex 2** - Step by step NATRUE Certification (10\_4\_6), available at: [https://www.ibd.com.br/wp-content/uploads/2019/09/10\\_4\\_6\\_Passo-a-passo-Certificação-NATRUE\\_Pt\\_08062018\\_V.pdf](https://www.ibd.com.br/wp-content/uploads/2019/09/10_4_6_Passo-a-passo-Certificação-NATRUE_Pt_08062018_V.pdf)
- **Annex 3** - Certification Flow - Natural Ingredients (10\_4\_7\_1), available at: [https://www.ibd.com.br/wp-content/uploads/2019/09/fluxo\\_cosmeticos.pdf](https://www.ibd.com.br/wp-content/uploads/2019/09/fluxo_cosmeticos.pdf)

## 7. LIST OF ATTACHMENTS

Annex 1: Step by step Certification Natural Ingredients

Annex 2: Step by step NATRUE Certification

Annex 3: Certification Flow - Natural Ingredients

Annex 4: Non-GMO Declaration

Annex 5: Fragrance Guide

Annex 6: ISO 9235 Declaration of Conformity

Annex 7: Biodegradability Declaration - Surfactant Substances

Annex 8: Guide for Classification of Raw Material

Table 1 - Requirements by product category to be met for certification

Annex 9: Glossary

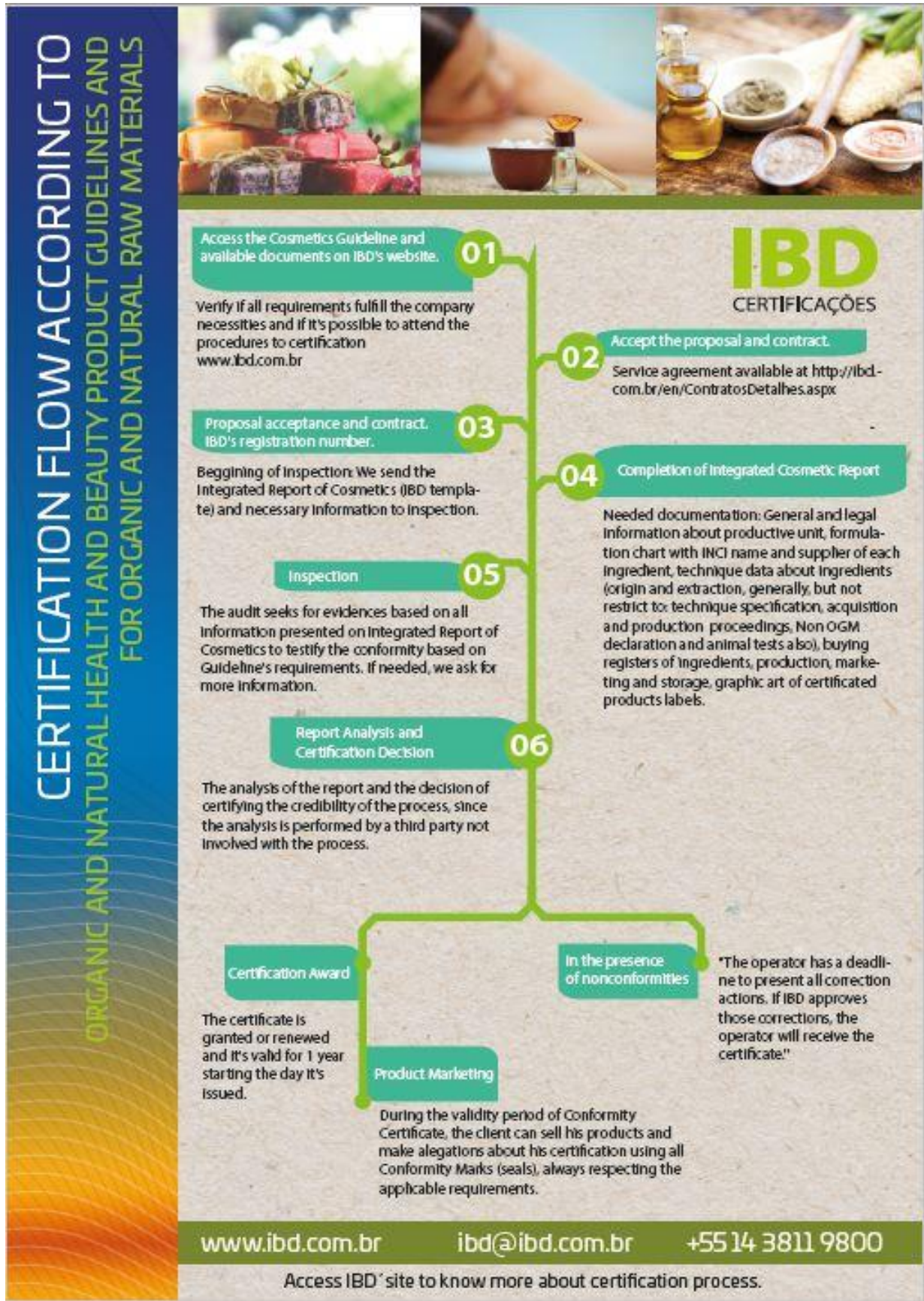
### **Anexo 1: Step by step certification Natural Ingredients**

Available in: <https://www.ibd.com.br/selo-ingredientes-naturais/>

### **Anexo 2: Step by step NATRUE certification**

Available in: <https://www.ibd.com.br/selo-nature-cosmetics/>

Attachment 3: Certification Flow– Natural Ingredients



**Attachment 4 – Non-GMO Declaration**



NATRUE  
**Non-GMO declaration**

**Non-GMO declaration for organic and non-organic cosmetic ingredients**

According to the NATRUE Label Criteria requirements on the prohibition on the use of Genetically Modified Organisms (GMOs) (Section 1.2.3) the compliance criterion refers to manufacture neither "from" nor "by" GMOs as laid down in the Regulation (EC) No. 834/2007 (Article 9). The definition of a GMO is that given in Directive 2001/18/EC. The prohibition criterion also applies to substances which are not covered by this Regulation (e.g. non-organic certified ingredients, non-food or –feed substances).

**VENDOR DECLARATION**

Name, address of vendor: .....

Product name: .....

INCI(s): .....

.....

.....

.....

I declare that this product was manufactured neither "from" nor "by" GMOs as those terms are used in Articles 2 and 9 of the Council Regulation (EC) No. 834/2007. I do not have any information which could suggest that this statement is inaccurate.

I undertake to inform the NATRUE approved certifier immediately if this declaration is withdrawn or modified, or if any information comes to light which would undermine its accuracy.

The undersigned takes responsibility for the accuracy of this declaration

Country, place, date and signature of vendor<sup>1</sup>

Company stamp of vendor  
*(if appropriate)*

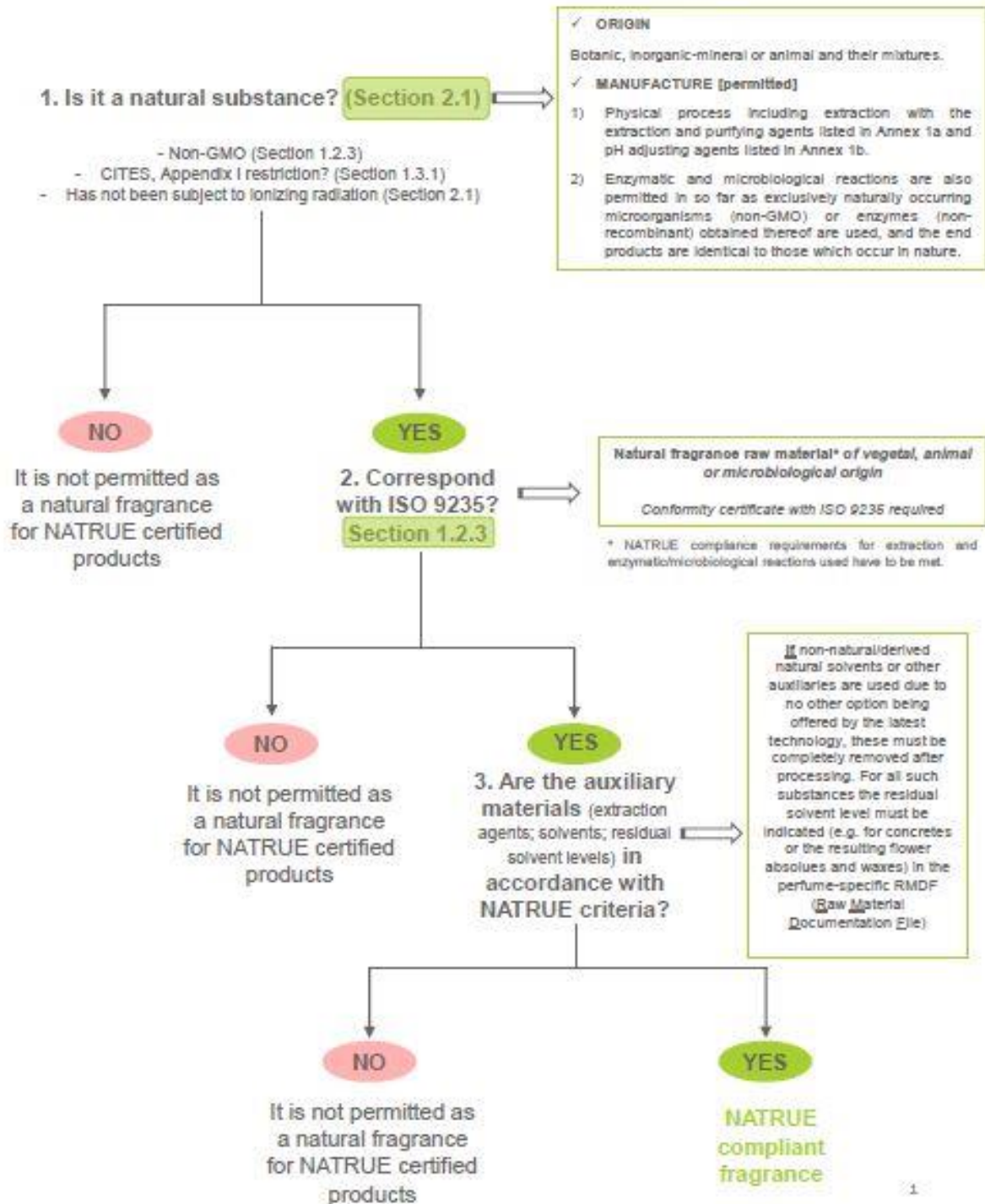
<sup>1</sup> This document will not be accepted if this information is missing

5 Attachment – Fragrance Guide



NATRUE technical guidelines:  
Fragrances – Aromatic natural raw materials (1/3)

Step 1: Does the substance meet NATRUE requirements?







## Step 2: How to fill the RMDF in the case of a fragrance for compliant use?

RMDF = Raw Material Documentation File

Although perfumes are a special category within the cosmetic products, information must be provided in order to assess their conformity with the NATRUE criteria.

The details below summarise the fundamental requirements. Please refer to the perfume-specific RMDF for further details, found [here](#).

### Part 1: Identity of the substance

- INCI name:** "parfum" or "aroma" for aromatic raw material (ISO 9235 conform) components  
% portion of the aromatic raw material and all other components (natural, nature-identical or derived natural) of the fragrance raw material including all kinds of additives, e. g. solvents, carriers, excipients, preservatives, antioxidants etc. **must** be declared
- Trade name, Producer, Supplier:** filled accordingly
- Solvent Residues:** The residues (if any) **must** be listed (and evidential support/proof of the levels provided)
- Non-GMO compliance:** **Must** declare in the RMDF **and** enclose certificate for compliance verification
- No Ionizing radiation:** **Must** declare in the RMDF
- Labelling notification:** **If** it contains any of the 26 ingredients according to Article 19(1)(g) of Regulation (EC) No 1223/2009 these **must** be listed.
- Manufacturer's/Supplier's stamp, date and signature:** **Must** be filled in.

### Part 2A: Natural substance (aromatic and non-aromatic raw materials)

- INCI name:** Aromatic natural raw materials in natural fragrances corresponding NATRUE natural substances and to ISO standard 9235 may be used; **if** the formula is not disclosed these fall under the declaration 'parfum' or 'aroma'.

All other non-aromatic raw material components of the fragrance that are also permitted natural substances must be declared (e.g. solvents, carriers, excipients etc.)

- Certified organic production:** **If** organic **must** enclose original organic certificate
- Fragrance/essential oils:** **Must** conform to ISO 9235 and enclose certificate (example template [here](#))
- Certificate of origin (CITES):** **Must** complete declaration requirement for starting material in RMDF
- MANUFACTURING STEPS:**

NATRUE acknowledges that some fragrance formulas and/or manufacture for perfume raw materials may be subject to confidentiality. **Only** in such cases, as part of their conformity assessment with the NATRUE criteria, may it be acceptable to provide a separate signed and dated self-declaration covering:

- Compliance of all aromatic fragrance raw materials corresponding to only natural substances (physical extraction or biotechnologically produced), according to the latest version of the NATRUE criteria (available [here](#)).
- Please note that information for assessment on all other components in the fragrance are not covered by this self-declaration and **must** be provided. This includes, for example, where no other option offered by the latest technology to recover natural substances and non-natural solvents are used, then these solvents must be removed, and the solvent name and residual level must be declared.

2



## Step 2: How to fill the RMDF in the case of a fragrance for compliant use?

RMDF = Raw Material Documentation File

Although perfumes are a special category within the cosmetic products, information must be provided in order to assess their conformity with the NATRUE criteria.

The details below summarise the fundamental requirements. Please refer to the perfume-specific RMDF for further details, found [here](#).

### Part 2B: Nature-identical substance

Only to be completed as applicable and for nature-identical substances (References: Annex 2\* and 4a\*)

### Part 2C: Derived natural substance

Only to be completed as applicable and for those substances in the fragrance that are not themselves aromatic raw materials. (Please note that only natural substances, according to their compliant origin and manufacture and which correspond to ISO 9235 norm, are permitted as aromatic raw materials).

All other components of the fragrance raw material including all kinds of additives, e. g. solvents, carriers, excipients, antioxidants etc. that are also derived natural substances (References: Annex 3\* and 4b\*) must be declared (origin and manufacture); no self-declaration is permitted.

\* New INCI names not listed on Annex 2, 3 or 4 may be included by based upon confirmation of compliance by the NATRUE Scientific Committee as expressed in the Flow Chart here: [EN](#); [DE](#); [FR](#).

Attachment 6 – Declaration of Conformity with ISO 9235



True Friends of  
Natural and Organic  
Cosmetics

NATRUE  
ISO 9235 declaration

**ISO 9235 conformity declaration**

In natural cosmetics, natural fragrances that comply to the requirements of the NATRUE-label criteria as natural substances (NATRUE standard: Section 2.1), and which correspond to ISO standard 9235 (NATRUE standard: Section 1.2.4) may be used.

---

**VENDOR DECLARATION**

---

Name, address of vendor: .....

Product trade name: .....

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I declare that ingredients in this (fragrance) raw material correspond with ISO 9235:2013 - Aromatic natural raw materials – Vocabulary.

The undersigned takes responsibility for the accuracy of this declaration.

Country, place, date and signature of vendor<sup>1</sup>

Company stamp of vendor  
(if appropriate)

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<sup>1</sup> This document will not be accepted if this information is missing

## Attachment 7 – Declaration of Biodegradability - Tensioactive Substances



### Biodegradability Declarations – Surfactant Substances Conformity Declaration European Bylaws CE 648/2004

In natural cosmetics, surfactant detergents substances that fulfill the requirements of IBD Natural Ingredients Guideline (item 1.3.6 Surfactant Detergents), that correspond to European Bylaws Norm CE 648/2004, can be utilized.

#### Producer Declaration

Manufacturer's name and address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Product's name: \_\_\_\_\_

I declare that this raw material is completely biodegradable according to European Bylaws CE 648/2004:

- Primary aerobic biodegradability: minimal of 80% (OCDE method or ISO 11733 equivalent)
- Final aerobic biodegradability (mineralization): minimal of 60% in 28 days (ISO 14593 method)
- Anaerobic biodegradability: minimal of 60% final biodegradability (OCDE 311 method, ISO 11734 or equivalent).

The declaring signer assumes the responsibility for this declaration accuracy.

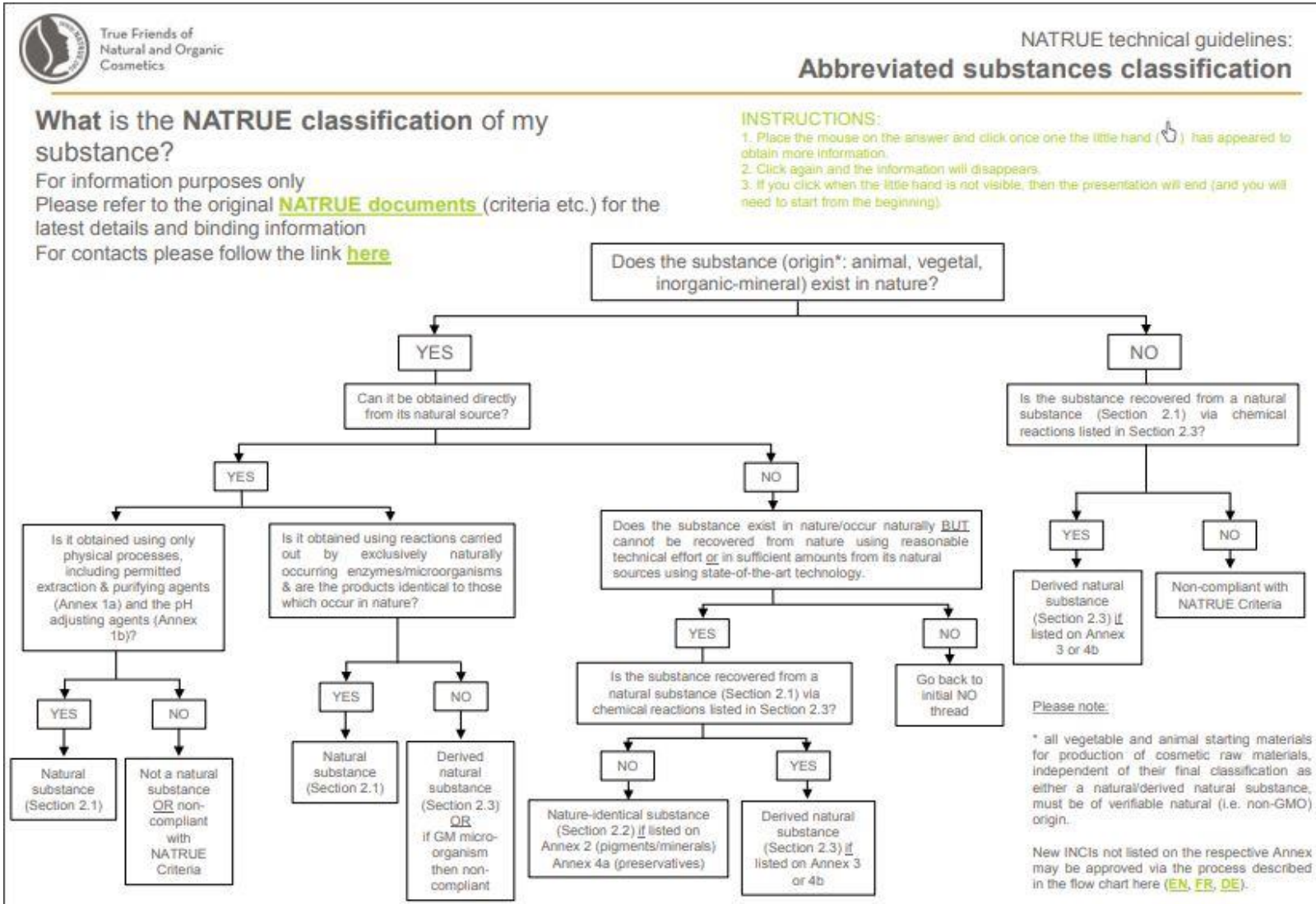
Supplier's<sup>1</sup> country, local, date and signature:

\_\_\_\_\_

Supplier's company stamp (if appropriated)

<sup>1</sup> The document won't be acceptable if this information is missing.

Attachment 8 - Guide for Classification of raw-materials



**Attachment 10: Glossary**

*Organic Farming*: An agricultural management system that seeks to conserve and balance the soil and other natural resources, maintaining the harmony of all the constituent elements of the system (water, soil, plants, animals, insects ...), including humans. Organic farming complies with strict certification standards that require, not only the elimination of pesticides, but also the conservation and preservation of natural resources, as well as adequate working conditions.

*Certification*: is a process wherein a certification agency guarantees product quality, in writing, through inspections that verify ingredient origins, facilities and production processes, product composition, storage and transportation processes, environmental conservation practices and working conditions. Certification aims to identify the product's origin, tracking the product from production to point of sale, and then to the final consumer, ensuring a differentiated product. Its main objective is to verify that the product offered to the consumer complies with the certifying agency regulatory standards for organic and natural products.

*IBD*: certification agency, which inspects and certifies ingredients, agriculture and livestock, and end products.

*International Federation of Organic Agriculture Movements (IFOAM)*: International Federation that operates within the organic sector, stipulating policies and standards, and contributing to the dissemination of organics through various partnerships, including: international fairs and events. IFOAM accredits and audits certifying agencies of organic and natural products through its IFOAM ACCREDITATION program, run by the US-based International Organic Accreditation Service (IOAS).

*INCI*: is the abbreviation for INTERNATIONAL NOMENCLATURE OF COSMETIC INGREDIENTS. It is an international coding system, recognized and adopted worldwide, used to identify the ingredients used in cosmetic products. There are specific rules governing the definition of the substance "name", as well as an international committee made up of representatives from the Food and Drug Administration (FDA), the European Commission, the Canadian and Japanese Ministries of Health responsible for assigning nomenclatures.

*NATRUE*: is a Brussels-based international non-profit association committed to promoting and protecting natural and organic cosmetics worldwide.

# Q I M A I B D

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