



## NATRUE organizes a conference on sustainability at SANA 2019

*The event, which will take place on 7 September at 11 am, is dedicated to exploring the opportunities linked to the environmental sustainability of the natural and organic cosmetics sector and the benefits of moving towards a circular economy, with a focus on standards, certifications and regulatory aspects.*

Bruxelles, July 2019 – NATRUE brings environmental sustainability and the protection of authentic natural and organic cosmetics to the fore in the 31st edition of Sana. NATRUE, the non-profit International Natural and Organic Cosmetics Association, founded in 2007 to protect and promote true natural and organic cosmetics, will await visitors and guests in its exhibition space at Hall 26 Stand C / 23.

With the aim to highlight the environmental role of green cosmetics, NATRUE will host a conference entitled "From linear to circular: how the natural cosmetic sector contributes to a more sustainable and circular economy", to be held on Saturday 7 September from 11am to 13pm in the Sala Allegretto of BolognaFiere.

During the conference topics such as the sustainable sourcing of raw materials, sustainability standards and certifications and plastics and packaging in cosmetic products will be discussed in detail, all with a focus on proposals and initiatives in the context of the circular Bioeconomy Strategy of the EU and the contribution of the natural cosmetics sector to a more circular economy.

Through innovative approaches, the speakers will analyze the possible solutions to the main challenges related to sustainability by presenting strategies and opportunities to achieve the common goals of the European cosmetics industry.

**Dr. Hana Mušinić, Regulatory and Scientific Manager of NATRUE**, will open the conference with a presentation pivoting around the question "Plastics and natural cosmetics: reuse or refuse?" to provide an analysis on the use of plastic and packaging in cosmetic products, focusing on an innovative research project for new sustainable solutions from renewable resources in which NATRUE participates.

The director of CCPB, Fabrizio Piva, will talk about the certification of organic cosmetics as a sustainable opportunity, while Francesca Morgante, Market Development Manager Europe of RSPO, will explore the theme of sustainable palm oil, a resource for the cosmetics industry, and will explain the set of environmental and social criteria developed by RSPO to produce palm oil minimizing the impact of crops on the environment.



The presentation of Domenico Scordari, CEO & President of N&B Natural, will portray the commitments of a company that ever since its foundation has made sustainability and environmental responsibility a fundamental part of their work, as it is represented in N&B Natural's motto "People & Planet First". Silvia Fontana, GALA Cosmetics Marketing Manager, will talk about the initiatives of Gala Academy and will analyze the role of natural cosmetics and sustainability as an influencing factor in the purchase of consumers as well as the influence of consumers in the production processes in order to produce more sustainable and greener products which better meet their expectations.

"The DNA at the heart of the natural cosmetic sector reflects a respect for, and interaction between, people and the environment. Ahead of their time NATRUE's own trailblazing founders have seen their practices now translate into today's conscious consumerism megatrend. To meet our future demands for natural, organic, ethical and sustainable products we must all think how we protect the world we live in. Increasingly to achieve the real progress through positive, regenerative impact we must each focus on holistic design principles meaning what we take impacts what we make, and effects what becomes of it", **said Dr. Mark Smith, Director General of NATRUE.**

#### **NATRUE**

*Based in Brussels, NATRUE ([www.natrue.org](http://www.natrue.org)) is the The International Natural and Organic Cosmetics Association. Since 2007 it has been promoting and protecting authentic natural and organic cosmetics. Currently NATRUE has over 60 member companies in more than 30 different countries. The NATRUE logo makes it easier for consumers to immediately recognize products that contain a high percentage of natural ingredients. The NATRUE Standard defines 13 product categories, differentiating for example creams, oils, shampoos and products for oral hygiene so as to obtain the maximum level of naturalness taking into account the functionality and different characteristics of cosmetic products. NATRUE's strict criteria and independent certification process guarantee the highest quality level of natural and organic cosmetics for the benefit of consumers. About 270 brands and over 6200 products have adopted the NATRUE brand worldwide.*

Contatti: Pragmatika s.r.l.

Silvia Voltan

[silvia.voltan@pragmatika.it](mailto:silvia.voltan@pragmatika.it)