



NATULIQUE®

PROFESSIONAL HAIR CARE & COLOURS

All NATULIQUE CERTIFIED ORGANIC PRODUCTS are certified by ECOCERT!

ECOCERT was established in 1991. It is a certifying agency which has successfully established a standard for formulating, manufacturing and marketing natural and organic personal care products. The standards imparted by ECOCERT require that products be manufactured using substantial quantities of natural and organic ingredients procured using environmentally friendly processes.

Furthermore, ECOCERT prohibits processes that are regarded as unsustainable, such as ethoxylation and genetic engineering. ECOCERT requires that each ingredient used in a product be traceable back to its source and that the farming methods, extraction methods and packaging are acceptable to the agency.



**ORGANIC
COSMETIC**

How does ECOCERT compare to USDA?

USDA is the United States Department of Agriculture, the agency of government under which organic standards are enforced. CCOF and QAI are just two of over 50 certification agencies that certify material according to the NOP (National Organic Program) for the USDA. These agencies certify food products only and while many food products can be used in skin, body and hair care (for example: honey, sea salt, lavender), there are many natural and organic ingredients that are not recognized by the USDA because they are not considered food. Likewise, there are several safe and natural methods used to obtain raw materials used in skincare that are permitted by ECOCERT and not applicable to the USDA. ECOCERT is a worldwide certifier of organic farmed products, and is accredited to certify organic ingredients according to the NOP standards under the USDA. It has become a leader in organic certification standards. ECOCERT is a non-government agency that has extended beyond agriculture to include the other industries. Recognizing the need for standards in the development of natural personal care products, ECOCERT defined a requirement level for manufacturers who make products with respect to the natural substances and the environment. ECOCERT currently certifies in more than 80 countries providing two certifications: ECOCERT Natural and ECOCERT Natural and Organic. **Generally speaking ECOCERT is much more demanding and much less lenient when it comes to certification requirements.**

Why did NATULIQUE choose to become an ECOCERT manufacturer?

We trust the ECOCERT logo represents purity and excellence. When ECOCERT began certifying personal care products in addition to agricultural products, the entire industry took note. ECOCERT's global influence has positively affected the growing and processing methods of raw material suppliers. The ECOCERT guidelines have a scientific basis and allow practical application. Now, ECOCERT have joined forces with other international certification standards under the umbrella, COSMOS (COSmetics Organic and natural Standard.) This will cover certification in around 110 countries or more. A truly international standard.



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Requirements set forth by ECOCERT.

100% of ingredients comply with their standards. At least 95% of total ingredients are natural or of natural origin. No more than 5% of total ingredients can come from synthetic molecules, which are considered indispensable to the formulation. They must comply with a list of acceptable ingredients and the method used to obtain these ingredients must be the same used to obtain the natural ingredients.

The following synthetics are prohibited by ECOCERT and therefore strictly absent in **NATULIQUE CERTIFIED ORGANIC PRODUCTS**: Synthetic Colorants, Perfumes, Dyes, Anti-Oxidants, Emollients, Oils and Fats, Silicones, Petrochemicals, any ingredient which cannot be naturally produced.

ECOCERT primarily certifies food and food products, but also certifies cosmetics, detergents, perfumes, and textiles.

NATULIQUE ONLY USES THE HIGHEST, MOST DEMANDING, NATURAL AND ORGANIC, CERTIFICATION RATING AWARDED BY ECOCERT, ONE OF THE WORLD'S LARGEST ORGANIC CERTIFYING ORGANIZATIONS WHICH CONDUCTS INSPECTIONS IN OVER 80 COUNTRIES.