



PURENESS

SUSTAINABLE QUALITY IN BEAUTY, WELLNESS AND HEALTH

At the Bio-beurs, Pureness offers space to exhibitors who operate in the areas of Beauty, Wellness and Health who use natural raw materials produced by organic farmers. Transparent and unambiguous quality requirements are of great value to stand holders and visitors.

Natural cosmetics

There is an ever greater demand on the market for natural and organic cosmetics as there is for clear quality labels because of it. Consumers are becoming more and more aware of 'greenwashing': to create the impression through marketing that a brand or product is green and sustainable while this is not, in fact, the case. This awareness offers truly sustainable brands the best opportunity to distinguish themselves transparently through organic ingredients and clear quality labels. Producers and organisations will present themselves during Pureness with natural cosmetics that at least meet one of the following quality labels and therefore have the highest sustainable quality:

Natrue



Natrue has been an international quality label since 2007 for natural and organic cosmetics and, for example, offers the following guarantees:

- 100% natural ingredients.
- Free from synthetic fragrances and dyes or preservatives.
- Free from genetically modified ingredients.
- The full brand has a heart for natural cosmetics: a brand can only be certified if at least 75% of the range is Natrue-proof.
- A label with stars or text specifies a classification on 3 certification levels:
 - Natural cosmetics: 100% natural ingredients
 - Natural cosmetics with an organic share: 100% natural ingredients and at least 70% organic ingredients
 - Organic cosmetics: 100% natural ingredients and at least 95% organic ingredients

If you want to find out more, visit the [Natrue website](http://www.natrue.org).

Soil Association



Soil Association is a British quality label that has been promoting healthy and sustainable agriculture since 1946. Since 2002, this organisation has not only been certifying organic food, but has also introduced a standard for cosmetics. The quality label offers, for example, the following guarantees:

- Free from genetically modified ingredients.
- Free from synthetic fragrances and dyes.
- Synthetic ingredients are only allowed when there is no natural alternative.
- Distinction between 2 certification levels:
 - Cosmos Organic: 100% natural ingredients and at least 95% organic ingredients
 - Cosmos Natural: 100% natural ingredients

If you want to find out more, visit the [Soil Association website](#).

COSMEBIO



COSMEBIO is a French quality label that was set up in 2002. There are two different COSMEBIO labels: blue and green. It applies to both labels that parabens, nanoparticles and gentech are excluded.

- ✓ The green logo stands for Cosmebio-Bio and guarantees that at least 95% of the vegetable ingredients is organic and at least 10% of the total ingredients.
- ✓ The blue logo stands for Cosmebio-Eco and guarantees that at least 50% of the vegetable ingredients is organic and at least 5% of the total ingredients.

If you want to find out more, visit the [COSMEBIO website](#).

Ecocert



- The Ecocert quality label guarantees that no GMOs, parabens and nanoparticles have been used. The Ecocert quality label also consists of two variants: the Ecocert Organic Cosmetics and the Ecocert Natural Cosmetics quality label.
- Ecocert Natural guarantees that at least 50% of the vegetable ingredients is organic and at least 5% of the total ingredients.
- Ecocert Organic guarantees that at least 95% of the vegetable ingredients is organic and at least 10% of the total ingredients.

If you want to find out more, visit the [Ecocert website](#).

BDIH



The BDIH quality label was established in Germany in 2002 and is used for personal care products and cosmetics. BDIH certified products must meet the following standards:

- Where possible, the vegetable raw materials must come from organic cultivations or controlled wild harvesting.
- Only products from living animals may be used (animals that are kept under organic standards).
- Synthetic fragrances and dyes (such as perfume), silicones, paraffin and other petroleum derived products may not be used.
- There is a list with raw materials (such as tensides or surfactants and emulsifiers) that may only be used in a restricted capacity.
- Radiation and genetically modifying raw materials and end products are not allowed.
- For the purpose of microbiological safety, the following specific nature-identical preservatives may be used if required in addition to natural ones.

New: Cosmos

BDIH, Cosmebio, Ecocert, ICEA (Italian Environmental and Ethical Certification Institute) and Soil Association have been working together since 2002 because the demand for recognisable certified natural cosmetics is increasing more and more. The result is that COSMOS has been introduced as an umbrella European quality label since 2017.



COSMOS stands for Cosmetic Organic Standard and what is unique with regard to the quality label is that the percentages of organic ingredients are clearly specified on the product.

Provisionally, the existing BDIH, Cosmebio, Ecocert, ICEA and Soil Association logos will be supplemented with the 'Cosmos Organic' or 'Cosmos Natural' statement. Slowly, the old logos will disappear.



As is the case with the other quality labels, products with the Cosmos label and their constituents may not be tested on animals. Synthetic fragrances, dyes and preservatives, genetically modified organisms (GMOs) and elements that come from the petrochemical industry (such as, for example, paraffin and silicones) or ingredients that have been subjected to ionising treatment may not be used.



The elements that are allowed must also meet specific conditions. For example, elements that have been processed physically may not originate from an animal if it needs to be slaughtered for this. Other animal products are permitted such as, for example, eggs, milk, honey and beeswax. Elements that have been processed chemically, must meet specific requirements. They must, for example, be biodegradable in water and may not be toxic to life in that water.



The COSMOS quality label consists of two variants: Cosmos Organic and Cosmos Natural. Cosmos Organic contains organic ingredients and the percentage of organic ingredients is specified per product. Cosmos Natural meets the other standards, but does not contain a minimum of organic ingredients. Only products with the Cosmos Organic quality label will be presented during Pureness.



If you want to find out more, visit www.cosmos-standard.org.

Clothing

Consumers are demanding more and more often sustainable and fair products with regard to clothing. Existing brands are adjusting their range, new sustainable clothing brands are being created and consumer awareness of sustainable pioneers is becoming greater.

Clothing will be presented during Pureness that is at least made of organic cotton. In addition, producers and organisations will stand out individually due to their additional sustainable added value, fair working conditions or sustainable water use.



GOTS stands for Global Organic Textile Standard and is the leading quality label with regard to organic textile. If textile carries the GOTS quality label, this means that at least 70% of the used fibres (both vegetable and animal) comes from organic farming (be this crops or cattle). The other 30% may consist of conventionally grown but gentech free natural fibres such as, for example, linen and hemp. Cotton and angora wool are kept outside this 30% scheme: they must always be produced organically. The product's label specifies the percentage of organic fibres of the specific product.

GOTS not only guarantees the mainly organic origin of the fibres, but also that the products are produced fairly. That is, the conditions in the factories or workshops are appropriate, that employees receive a decent pay for their work and that child labour is not involved. To conclude, a clothing factory must have a sustainability plan with regard to energy, waste and water.

There are two versions of the GOTS quality label:

- Organic: Without the aforementioned percentage, >95% in organic substances.
- Made with organic: Between 70-95% of organic substances. The percentage must be specified.

If you want to find out more, visit www.global-standard.org.

Superfood and Raw Food

Based on the awareness of the impact that food has on our health, what is commonly referred to as Superfood has been popular for a few years now amongst a specific group of consumers who has even integrated this food into their lifestyle. Superfood is a collective term for natural food with a specially large quantity of vitamins, minerals, enzymes and other important nutrients. This food always meets the 'Raw Food' criterion, which means that the products have not or only slightly been manipulated and have never been heated above 45 degrees Celsius.



Innovative Superfood and Raw Food products will be presented during Pureness that carry the organic quality label.