

*ECOGEA Institute for quality and
innovation of natural and organic products*

ECOGEA NATURE INSPIRED STANDARD FOR COSMETICS AND RELATED PRODUCTS

Version 1.1 – July 2026



Certification scheme

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Our team

The ECOGEA team consists of professionals from the ECOGEA Institute, industry experts, and academic consultants. The professional team focuses on the certification process and works with applicants and certified members, while the academic team monitors new developments, expert articles, legislation updates, and conducts individual research projects within the Institute. All team members meet several times a year for scientific meetings to discuss ideas and adopt updates to the standards.

Access to certification and public scheme terms

The ECOGEA Nature inspired certification scheme is open under transparent, fair and non-discriminatory terms to all traders willing and able to comply with the applicable ECOGEA requirements, irrespective of company size, country of establishment or commercial relationship with ECOGEA.

The current ECOGEA Nature inspired Standard, certification scope, application procedure, certification agreement or Terms and Conditions, applicable fees or standardised fee methodology, independent verification procedure, complaints and appeals procedure, current label-use rules and certificate-status verification method shall be publicly available or made available upon request where publication is not technically possible.

Applications may be refused only on objectively justified grounds, including lack of legal compliance, inability to verify compliance reliably, unmanaged conflict of interest, material misrepresentation, repeated serious non-compliance, non-payment of due certification fees, or risks to persons involved in certification activities.



1. INTRODUCTION

1.1 PREFACE

This Standard defines the ECOGEA Nature inspired certification scheme for cosmetics and related products. It is intended for products that contain a significant and verified portion of ingredients of natural origin, but which do not necessarily meet the stricter ECOGEA Natural, ECOGEA Natural-Organic or ECOGEA Organic criteria.

Nature inspired products are hybrid products positioned between conventional products and strict natural/organic products. They may contain natural-origin ingredients together with selected conventional, synthetic or non-natural ingredients, provided that all ingredients are legally permitted, safe for the intended use, properly documented and communicated without misleading consumers.

ECOGEA Nature inspired certification verifies the natural-origin content of the finished product, controls the related claims and confirms compliance with the requirements of this Standard. It does not certify that a product is fully natural or organic.

The criteria of the standard are additionally reviewed and updated by experts from academia outside the industry. All of this is done with respect for the environment, consumer safety, and a focus on the quality and sustainability of raw materials.

1.2 MAIN OBJECTIVES

- To provide a clear and accessible certification route for products with verified natural-origin content.
- To support transparent product communication using a defined natural-origin calculation method based on the approach of ISO 16128.
- To prevent misleading natural, organic, environmental and sustainability claims.
- To ensure that products using the ECOGEA Nature inspired label comply with applicable safety, labelling, manufacturing and claims requirements.
- To create a scheme that can be implemented by small, micro and start-up companies as well as larger companies.
- To maintain a clear distinction between ECOGEA Nature inspired and the stricter ECOGEA Natural, Natural-Organic and Organic certification levels.

Note: ISO 16128 is used as a technical reference for definitions and natural-origin index calculation. Certification is performed only under the ECOGEA Nature inspired certification scheme.



Compared with many stricter organic certification schemes, ECOGEA Nature inspired may allow a significant part of the assessment to be completed through documentation review and off-site verification where the product, manufacturer, documentation quality and claim risk are assessed as low. An on-site audit may still be required where necessary, including for higher-risk products, incomplete documentation, complex supply chains, previous non-conformities or claim-related concerns.

1.3 POSITION OF ECOGEA NATURE INSPIRED WITHIN ECOGEA CERTIFICATION

ECOGEA certification	General positioning	Typical meaning
ECOGEA Nature inspired	Lite / entry-level certification	Minimum 50% natural-origin content verified under this Standard. Organic content is not required. Mineral oils, paraffins and silicones may be used but count as non-natural.
ECOGEA Natural	Strict natural certification	Higher natural-origin requirement and stricter ingredient limitations under the ECOGEA Natural and Organic Standard.
ECOGEA Natural-Organic	Strict natural certification with organic portion	Natural product with mandatory organic agricultural-origin content depending on product category.
ECOGEA Organic	Stricest ECOGEA certification	Highest natural-origin and organic-origin thresholds with very strict ingredient limitations.

Mandatory distinction

A product certified under this Standard may be called "ECOGEA Nature inspired certified". It may not be described as "ECOGEA Natural", "ECOGEA Natural-Organic" or "ECOGEA Organic" unless it is separately certified under the ECOGEA Natural and Organic Standard.

1.4 SCHEME GOVERNANCE AND STANDARD DEVELOPMENT

ECOGEA Institute is the owner of the ECOGEA Nature inspired certification scheme and this Standard. The requirements are developed, reviewed and revised through documented consultation with relevant experts and stakeholders, which may include specialists in cosmetics, detergents, fragrances, natural-origin ingredients, conformity assessment, consumer protection, environmental matters, manufacturing, retail, distribution and academic fields.

ECOGEA keeps records of material consultations, review decisions and revisions of this Standard. The Standard shall be reviewed periodically and whenever significant legal, scientific, technical or market developments make revision necessary.



1.5 NO MISLEADING CLAIMS AND STATEMENTS

ECOGEA verifies claims and statements used to promote certified products. Misleading, untrue, deceptive, exaggerated, insufficiently substantiated or prohibited claims are not allowed. Nature inspired certification supports truthful communication of verified natural-origin content; it does not automatically substantiate broad environmental, health, safety, therapeutic or sustainability claims.

The use of a natural-origin percentage must be accurate, documented and linked to the certified product. Claims must comply with applicable cosmetics, detergents, chemicals, advertising, consumer-protection and unfair-commercial-practices legislation in the relevant market.

1.6 ANTI-GREENWASHING RULE

ECOGEA Nature inspired certification applies only to products explicitly listed on a valid ECOGEA Nature inspired certificate. Certification of one or more products does not certify the entire brand, company, product range, manufacturing site or unlisted products.

All ECOGEA Nature inspired labels and related communications must clearly refer only to the certified product. Brand-wide or company-wide claims are prohibited unless all products reasonably understood by consumers to fall within the scope of that claim are validly certified and the wording has received prior written approval from ECOGEA.

Nature inspired products must not be promoted in a way that gives consumers the impression that they meet the stricter ECOGEA Natural, Natural-Organic or Organic standards when they do not.

1.7 REGULATIONS AND STANDARDS

The following references are relevant to the interpretation and operation of this Standard. Where legal references change, the current legally applicable requirements prevail.

- Regulation (EC) No 1223/2009 on cosmetic products and its amendments.
- Commission Regulation (EU) 2023/1545 amending Regulation (EC) No 1223/2009 regarding fragrance-allergen labelling.
- Commission Regulation (EU) No 655/2013 laying down common criteria for cosmetic claims.
- Technical document on cosmetic claims, agreed by the Sub-Working Group on Claims, version of 3 July 2017.
- Regulation (EC) No 1907/2006 (REACH) and applicable amendments.
- Regulation (EC) No 1272/2008 (CLP) and applicable amendments.
- Regulation (EC) No 648/2004 on detergents and Regulation (EU) 2026/405, as applicable according to its implementation dates.



- ISO 16128-1:2016 - Guidelines on technical definitions and criteria for natural and organic cosmetic ingredients and products - Part 1: Definitions for ingredients.
- ISO 16128-2:2017 - Cosmetics - Guidelines on technical definitions and criteria for natural and organic cosmetic ingredients - Part 2: Criteria for ingredients and products.
- ISO 22716:2007 - Cosmetics - Good Manufacturing Practices.
- ISO 17516:2014 - Cosmetics - Microbiology - Microbiological limits.
- ISO 11930:2019 - Cosmetics - Microbiology - Evaluation of antimicrobial protection of a cosmetic product.
- ISO 9235:2021 - Aromatic natural raw materials - Vocabulary.
- Commission Regulation (EU) 2023/2055 amending Annex XVII to Regulation (EC) No 1907/2006 as regards synthetic polymer microparticles, where applicable
- Directive (EU) 2024/825 Empowering Consumers for a Green Transition and related amendments to consumer-protection law.
- ISO/IEC 17065:2012 and ISO/IEC 17067:2013 as reference principles for product certification schemes.

1.8 SCOPE

This Standard applies to products marketed or communicated as ECOGEA Nature inspired in the categories of cosmetics, and related products, such as fragrances. It may also be applied to ingredients or raw materials where ECOGEA specifically accepts such applications.

- Origin and natural-origin index of ingredients.
- Composition of the total finished product.
- Manufacturing, storage, packaging and traceability controls.
- Claims, labelling and communication.
- Certification, independent verification, surveillance and control.

1.9 COPYRIGHT

This Standard is the property of the ECOGEA Institute. It is publicly available for viewing/downloading, but may not be modified or republished without permission.

1.10 REVISION

This Standard develops together with the natural, natural-origin and organic products industry. It is an ongoing process and is therefore subject to periodic review and amendment.

Current version: 1.1 Date 26.7.2026



2. DEFINITIONS AND GENERAL PRINCIPLES

Term	Definition
Nature inspired product	A product certified under this Standard that contains at least 50% natural-origin content in the finished product, calculated according to the ECOGEA Nature inspired natural-origin index method.
Natural ingredient	An ingredient obtained from plant, animal, microbiological or mineral origin and processed only by physical processes or other processes accepted by ECOGEA for the relevant ingredient type.
Natural-origin ingredient	An ingredient that is wholly or partly derived from natural sources and has a natural-origin index greater than 0.00.
Derived natural ingredient	An ingredient obtained from natural starting materials through chemical, enzymatic, microbiological or other processing where a defined portion of the final ingredient remains of natural origin.
Organic ingredient	An ingredient from agricultural origin certified as organic by an appropriate certification body. Organic ingredients count as natural-origin ingredients for the purposes of Nature inspired certification.
Mineral ingredient	A raw material obtained from naturally occurring substances formed by geological processes. Petrochemical-derived substances are not counted as natural mineral ingredients.
Water	Water that meets the purity and hygiene requirements of this Standard. Water may count as natural-origin content but never as organic content.
Synthetic / non-natural ingredient	An ingredient that is petrochemical, synthetic, nature-identical without natural-source documentation, or otherwise not documented as natural-origin under this Standard.
Mineral oil / paraffin	A petroleum-derived hydrocarbon ingredient, including hard and soft paraffins and related mineral oil fractions. These may be used in Nature inspired products if lawful and safe, but always have natural-origin index 0.00.
Silicone	A silicone or organosilicon ingredient such as dimethicone, cyclopentasiloxane, amodimethicone or silicone elastomer. These may be used in Nature inspired products if lawful and safe, but always have natural-origin index 0.00.
Natural-origin index (NOI)	A value between 0.00 and 1.00 assigned to an ingredient or component to indicate its natural-origin contribution for the calculation of the natural-origin content of a finished product.
Certified product scope	The exact product, formula, pack format, product name and certification category listed on a valid ECOGEA certificate.

General principles

- The product must meet the minimum natural-origin content required by this Standard.
- The natural-origin percentage must be calculated from documented ingredient data.
- If the origin, composition or natural-origin index of an ingredient or part of a blend cannot be documented, the undocumented portion is calculated as non-natural with index 0.00.
- Mineral oils, paraffins and silicones may be used but do not contribute to natural-origin content.
- Certification does not replace mandatory legal safety assessment, product notification, labelling, SDS, IFRA, detergent or chemicals obligations.
- ECOGEA may reject any ingredient, claim or product presentation that creates a misleading impression.



3. PRODUCT CATEGORIES AND CERTIFICATION SCOPE

3.1 Cosmetic products

Cosmetic products are substances or mixtures intended to be placed in contact with the external parts of the human body, teeth or mucous membranes of the oral cavity for purposes such as cleaning, perfuming, changing appearance, protecting, keeping in good condition or correcting body odours. Products must comply with applicable cosmetics legislation in the relevant market.

3.2 Cleansing products

Cleansing products include detergents, surface cleaners, laundry products, dishwashing products and similar products intended to remove dirt or maintain cleanliness. Environmental and human-health aspects, including biodegradability, ecotoxicity and hazard classification, are considered during certification where relevant.

3.3 Fragrances, perfumes and ambient fragrance products

Fragrances, perfumes and ambient fragrance products may be certified where their composition, safety, IFRA compliance, allergen information and natural-origin calculation are adequately documented.

3.4 Essential oils and single-component products

Essential oils, hydrolates, vegetable oils, butters, clays, salts and other single-component or near-single-component products may be certified where they meet the relevant requirements and are accurately represented.

3.5 Ingredients / raw materials

ECOGEA may accept ingredient or raw-material certification under this Standard. Such certification does not automatically certify finished products containing the ingredient.

3.6 Exclusions from scope

Medicinal products, medical devices, foods, food supplements and biocidal products fall outside the scope unless ECOGEA explicitly accepts a limited claim-verification or ingredient-origin assessment. Any borderline product must be assessed case by case.



4. INGREDIENT CLASSIFICATION

4.1 Ingredient categories used in this Standard

Category	Description
1. Water	Water meeting the purity criteria of this Standard.
2. Minerals and ingredients of mineral origin	Natural mineral ingredients and mineral-derived substances that are not petrochemical-derived.
3. Natural and natural-origin agricultural ingredients	Plant, animal or microbial ingredients and derived ingredients with documented natural-origin contribution.
4. Organic ingredients	Certified organic agricultural-origin ingredients; counted as natural-origin for Nature inspired purposes.
5. Synthetic / non-natural ingredients	Ingredients with index 0.00 or without sufficient documentation of natural origin.
6. Mineral oils, paraffins and silicones	Allowed only in Nature inspired where legally permitted and safe; always index 0.00.
7. Fragrances and essential oils	Natural, synthetic or mixed aromatic materials, calculated according to Section 6 and controlled under Section 8.
8. Additional functional ingredients	Preservatives, pH adjusters, chelators, colourants, denaturants, polymers and similar ingredients.

4.2 Water

Water is one of the most common ingredients in cosmetics and cleansing products. Water may count as natural-origin content where it meets appropriate purity and hygiene standards. It cannot be counted as organic content. Examples include purified water, distilled water, demineralised water, spring water, osmosis water and seawater where suitable for the product and controlled for quality.

4.3 Minerals and ingredients of mineral origin

Minerals and mineral-origin ingredients may count as natural-origin content where they are naturally occurring or obtained from mineral sources and are not petrochemical-derived. They must comply with applicable purity, contaminant and safety requirements.

4.4 Natural and natural-origin agricultural ingredients

Natural and natural-origin agricultural ingredients include plant oils, butters, waxes, extracts, hydrolates, essential oils, ferment-derived materials, plant-derived glycerine, plant-derived propanediol and similar materials where origin and processing are documented.



4.5 Organic ingredients

Organic ingredients are not required for Nature inspired certification. Where used and documented, they may be mentioned as certified organic ingredients, and they count as natural-origin ingredients for the natural-origin calculation.

4.6 Synthetic and non-natural ingredients

Synthetic and non-natural ingredients may be used where lawful, safe and suitable for the product. They do not contribute to the natural-origin content unless a documented natural-origin index greater than 0.00 is accepted by ECOGEA.

4.7 Mineral oils, paraffins and silicones

Mineral oils, paraffins and silicones may be used in ECOGEA Nature inspired products where legally permitted, safe for the intended use and properly declared where required. They are always calculated as non-natural ingredients with natural-origin index 0.00. Their presence prevents any claim that the product is fully natural, purely natural, silicone-free, mineral-oil-free or equivalent.

4.8 Fragrances and essential oils

Natural essential oils may count as natural-origin ingredients. Synthetic fragrance compounds count as non-natural ingredients unless a supplier provides documented natural-origin index data accepted by ECOGEA. Mixed fragrances are calculated component by component where composition is disclosed; undisclosed fragrance portions are calculated as 0.00.

4.9 Additional functional ingredients

Additional functional ingredients include preservatives, pH adjusters, chelating agents, denaturants, colourants, UV filters, polymers and other additives. They may be natural, natural-origin or non-natural depending on their documented origin and composition.



5. ECOGEA NATURE INSPIRED COMPOSITION CRITERIA

5.1 Minimum natural-origin content

A finished product must contain at least 50% natural-origin content by weight to be certified as ECOGEA Nature inspired. The value is calculated using the rules in Section 6 and must be supported by sufficient documentation.

5.2 No minimum organic content

There is no minimum organic content requirement for ECOGEA Nature inspired certification. Organic content may be present and may be communicated only through factual and documented statements approved by ECOGEA.

5.3 Maximum non-natural portion

The maximum non-natural portion of an ECOGEA Nature inspired product is 50% by weight of the finished product. Non-natural ingredients include ingredients with natural-origin index 0.00, including mineral oils, paraffins, silicones, synthetic fragrances and undisclosed portions of blends.

5.4 Nature inspired certification level

This Standard has one certification level: ECOGEA Nature inspired. No sub-levels such as bronze, silver or gold are used, in order to keep the scheme clear and simple for consumers, retailers and certificate holders.

5.5 Difference from ECOGEA Natural certification

ECOGEA Nature inspired is less strict than ECOGEA Natural certification. A Nature inspired product may contain ingredients that are not permitted in the stricter ECOGEA Natural and Organic Standard, including mineral oils, paraffins and silicones. For this reason, the wording "Nature inspired" must always be used and must not be shortened to "Natural".



5.6 Products eligible for upgrade

Products that meet the stricter criteria of the ECOGEA Natural and Organic Standard may apply for ECOGEA Natural, Natural-Organic or Organic certification. Such upgrade requires separate assessment and certification decision.

Criterion	ECOGEA Nature inspired requirement
Natural-origin content	Minimum 50% of the total finished product.
Organic content	No minimum required.
Non-natural portion	Maximum 50% of the total finished product.
Mineral oils / paraffins	Allowed if lawful and safe; natural-origin index 0.00.
Silicones	Allowed if lawful and safe; natural-origin index 0.00.
Mandatory communication	ECOGEA Nature inspired certified; [X]% ingredients of natural origin.
Prohibited implication	Must not imply ECOGEA Natural, Natural-Organic or Organic certification.



6. NATURAL-ORIGIN INDEX CALCULATION RULES

6.1 General calculation principle

The natural-origin content of the finished product is calculated from the mass of each ingredient in the formula and the natural-origin index assigned to that ingredient.

Formula

Natural-origin content (%) = [sum of (ingredient weight in formula x natural-origin index of that ingredient) / total weight of finished product] x 100

The natural-origin index is a value from 0.00 to 1.00. A value of 1.00 means the ingredient is counted as 100% natural-origin for this calculation. A value of 0.00 means it contributes nothing to natural-origin content. Intermediate values may be used for derived natural ingredients, partly natural-origin substances, surfactants, emulsifiers, polymers, blends or mixtures where the natural-origin portion is documented.

6.2 Ingredient natural-origin index values

Ingredient type	Default natural-origin index	Conditions / notes
Water meeting purity criteria	1.00	Counts as natural-origin; never organic.
Natural mineral ingredient	1.00	Must be natural mineral origin and not petrochemical-derived.
Physically processed natural agricultural ingredient	1.00	Examples: vegetable oil, butter, wax, dried plant powder, hydrolate, essential oil.
Certified organic natural ingredient	1.00	Counts as natural-origin; organic content may be stated separately only if documented.
Derived natural ingredient	0.01-1.00	Use documented supplier ISO 16128 natural-origin index or ECOGEA calculation method.
Synthetic / non-natural ingredient	0.00	Includes petrochemical and undocumented ingredients.
Mineral oil / paraffin	0.00	Allowed in Nature inspired, but never counted as natural-origin.
Silicone	0.00	Allowed in Nature inspired, but never counted as natural-origin.
Synthetic fragrance	0.00	Unless component-level natural-origin documentation is accepted.
Natural essential oil / natural aromatic isolate	1.00	Only where natural source and authenticity are documented.
Commercial blend / mixture	Calculated	Weighted average of component indexes; undisclosed portion is 0.00.



6.3 Evidence hierarchy for assigning natural-origin index

1. First choice: supplier declaration or technical documentation providing an ISO 16128 natural-origin index for the ingredient.
2. Second choice: full component composition of the ingredient or blend, allowing ECOGEA to calculate a weighted natural-origin index.
3. Third choice: manufacturing process information and feedstock-origin data allowing ECOGEA to calculate a defensible natural-source contribution.
4. If sufficient information is not available, the ingredient or undisclosed portion is assigned natural-origin index 0.00.

6.4 Calculation of water

Water used as an ingredient has natural-origin index 1.00 if it meets appropriate purity and hygiene requirements. This includes purified water, distilled water, demineralised water, osmosis water and suitable spring or seawater. Water present as part of a supplied extract, hydrolate, juice or commercial blend is calculated as part of that supplied ingredient where the composition is known.

6.5 Calculation of minerals

Natural mineral ingredients have natural-origin index 1.00 where their origin, purity and suitability are documented. Mineral-origin ingredients produced through significant chemical transformation or petrochemical routes are assessed case by case and may receive a lower index or 0.00.

6.6 Calculation of plant oils, butters, waxes, powders and essential oils

Unmodified plant oils, vegetable butters, vegetable waxes, plant powders, hydrolates and essential oils normally have natural-origin index 1.00 where obtained from natural sources and documented. Additives, preservatives, solvents or denaturants included in the commercial material must be calculated separately where present.

6.7 Calculation of plant extracts

Plant extracts are calculated using the natural-origin indexes of the plant material, solvents, carriers, preservatives and any other components present in the supplied ingredient.

- If the extract is supplied with full composition data, each component is calculated separately and the ingredient natural-origin index is the weighted average.



- If the extract contains only natural plant material and natural-origin solvent/carrier such as water, plant glycerine, plant propanediol, plant oil or plant ethanol, the extract may normally be assigned index 1.00.
- If the extract contains a synthetic preservative, solubiliser, carrier or residual solvent, that portion is assigned index 0.00 unless documented otherwise.
- If a petrochemical extraction solvent is used and fully removed, the solvent is not counted in the final ingredient mass. Any residual solvent present in the supplied ingredient is assigned index 0.00.
- If the supplier does not disclose sufficient composition data, ECOGEA may require an ISO 16128 index statement or assign the undisclosed portion as 0.00.

6.8 Calculation of chemically processed natural-origin ingredients

Derived natural ingredients may have a natural-origin index between 0.00 and 1.00. The index must reflect the natural-origin contribution to the final ingredient. Supplier-declared ISO 16128 natural-origin index values may be accepted where they are credible, current and linked to the exact ingredient grade.

Where no supplier index is available, ECOGEA may calculate a provisional natural-origin index using one of the following approaches:

- Component mass approach for mixtures or multi-component ingredients: natural-origin index = sum (component mass fraction x component natural-origin index).
- Molecular or moiety contribution approach for single derived substances: natural-origin index = documented natural-origin part of the final molecule divided by total final molecule, using mass contribution or another technically justified calculation basis.
- Feedstock contribution approach where appropriate: natural-origin index = natural-origin feedstock contribution incorporated into the final ingredient divided by total incorporated feedstock contribution.

Conservative rule

Catalysts, processing aids or solvents that are removed from the final ingredient are not counted as ingredient mass. Reagents or moieties that remain in the final ingredient are counted according to their own natural-origin index. If ECOGEA cannot verify a contribution, that contribution is treated as 0.00.

6.9 Calculation of soaps and neutralised ingredients

Soaps and neutralised ingredients are assessed according to their final ingredient composition. Where fatty acids or oils are natural-origin but sodium, potassium, ammonium or other neutralising ions are not natural-origin, the final ingredient may receive an intermediate natural-origin index reflecting the natural-origin part of the molecule. Supplier ISO 16128 index statements are preferred.



6.10 Calculation of surfactants, emulsifiers and polymers

Surfactants, emulsifiers and polymers may be natural-origin, partly natural-origin or non-natural. ECOGEA accepts supplier natural-origin index declarations where they are linked to the exact grade and supported by technical documentation. Without evidence, the ingredient is assigned index 0.00.

6.11 Calculation of commercial blends and mixtures

Commercial blends must be calculated from the composition of their individual components. If exact percentages are confidential, the supplier may provide a signed natural-origin index declaration for the blend. Where neither composition data nor index declaration is available, the undisclosed portion of the blend is assigned index 0.00.

6.12 Calculation of fragrances

- Natural essential oils and natural aromatic isolates with documented natural origin: index 1.00.
- Synthetic fragrance components: index 0.00.
- Mixed fragrances: weighted average of the disclosed natural-origin and non-natural components.
- Undisclosed fragrance composition: index 0.00 unless the supplier provides an accepted natural-origin index declaration for the exact fragrance grade.
- A product containing synthetic fragrance may not claim "natural fragrance", "100% natural scent" or equivalent wording.

6.13 Calculation of preservatives, pH adjusters, chelators and functional additives

Preservatives, pH adjusters, chelating agents, denaturants, colourants, UV filters and other functional additives are assigned natural-origin index according to their documented origin and composition. Nature-identical or synthetic materials are assigned index 0.00 unless supplier documentation supports a higher natural-origin index accepted by ECOGEA.

6.14 Calculation of mineral oils, paraffins and silicones

Mineral oils, paraffins and silicones are always assigned natural-origin index 0.00. They may be used under ECOGEA Nature inspired only where legally permitted, safe and suitable for the product. Their presence must be considered in claims review to prevent misleading natural, pure, botanical, silicone-free or mineral-oil-free impressions.



6.15 Rounding rules

- The internal calculation may be performed to at least one decimal place.
- The declared natural-origin percentage must be rounded down to the nearest whole number, unless ECOGEA approves another conservative declaration.
- The declared value may never be rounded upward.
- Example: 56.8% may be declared as 56%, not 57%.

6.16 Documentation required for calculation

- Complete formulation with ingredient percentages totalling 100%.
- INCI or relevant ingredient names and trade names.
- Supplier specifications and Safety Data Sheets where applicable.
- Natural-origin index statements or sufficient composition data for derived ingredients and blends.
- Organic certificates where organic content is claimed.
- Fragrance IFRA certificates and allergen declarations where applicable.
- Justification for any confidential composition, including supplier-level index confirmation if available.

6.17 Calculation examples

Example	Calculation summary
Example 1 - cream with silicone and mineral oil	Water 50% x 1.00 = 50.0; glycerine plant origin 5% x 1.00 = 5.0; vegetable oil 5% x 1.00 = 5.0; emulsifier 4% x 0.75 = 3.0; dimethicone 15% x 0.00 = 0.0; mineral oil 10% x 0.00 = 0.0; acrylate polymer 4% x 0.00 = 0.0; preservative 1% x 0.00 = 0.0; fragrance 2% x 0.00 = 0.0; other documented natural-origin ingredients 4% x 1.00 = 4.0. Total natural-origin content = 67%. Product qualifies as Nature inspired but not as ECOGEA Natural.
Example 2 - shampoo with partly natural-origin surfactants	Water 62% x 1.00 = 62.0; surfactant A 12% x 0.75 = 9.0; surfactant B 8% x 0.60 = 4.8; glycerine 3% x 1.00 = 3.0; silicone conditioning agent 2% x 0.00 = 0.0; preservative 1% x 0.00 = 0.0; fragrance 1% x 0.00 = 0.0; other ingredients 11% x 0.00 = 0.0. Total natural-origin content = 78.8%, declared as 78%. Product qualifies if all other requirements are met.
Example 3 - fragrance product with plant ethanol	Plant ethanol 70% x 1.00 = 70.0; water 10% x 1.00 = 10.0; synthetic fragrance 20% x 0.00 = 0.0. Total natural-origin content = 80%, but product may not claim natural fragrance because the fragrance portion is synthetic.
Example 4 - product that fails minimum requirement	Water 30% x 1.00 = 30.0; natural extract 5% x 1.00 = 5.0; glycerine 3% x 1.00 = 3.0; silicone 20% x 0.00 = 0.0; mineral oil 20% x 0.00 = 0.0; synthetic polymer, fragrance, preservative and colourants 22% x 0.00 = 0.0. Total natural-origin content = 38%. Product does not qualify for ECOGEA Nature inspired.



7. INGREDIENT REQUIREMENTS AND RESTRICTIONS

7.1 General legal compliance

All ingredients must be legally permitted for the product type and intended market. Certification does not permit the use of substances prohibited by applicable cosmetics, detergents, chemicals or consumer-protection legislation.

7.2 Safety documentation

Applicants must provide appropriate safety documentation, including specifications, SDS where applicable, toxicological information, impurity data and other documents necessary for product assessment.

7.3 Supplier documentation

Suppliers must provide documentation sufficient to verify identity, composition, origin, natural-origin index, organic status where claimed, contaminants, allergens and restrictions relevant to the ingredient.

7.4 Contaminants and impurities

ECOGEA may require testing or supplier declarations for contaminants such as heavy metals, microbiological contamination, pesticide residues, PAHs, dioxins, mycotoxins or other relevant impurities depending on ingredient risk.

7.5 GMOs

Genetically modified organisms in final products are not allowed unless ECOGEA explicitly determines that the relevant legal and technical conditions are satisfied. Any unavoidable trace presence must be technically justified and assessed case by case.



7.6 Nanomaterials

Nanomaterials may be used only where legally permitted, properly declared and supported by safety evidence. ECOGEA may refuse nanomaterials where safety or consumer communication is not sufficiently documented.

7.7 Animal-derived ingredients

Animal-derived ingredients may be used only where legally permitted, ethically acceptable to ECOGEA, traceable and properly documented. Ingredients requiring the killing of animals specifically for cosmetic raw material extraction may be rejected.

7.8 Animal testing

Animal testing of final products for the purpose of ECOGEA certification is not allowed. The applicant must comply with applicable animal-testing restrictions in the relevant market.

7.9 Palm oil and palm derivatives

Palm oil, palm kernel oil and relevant derivatives should preferably be from certified sustainable sources. ECOGEA may request evidence depending on ingredient type, sourcing risk and claim context.

7.10 High-risk substances

ECOGEA may prohibit or restrict ingredients that present unacceptable health, environmental, consumer-perception or greenwashing risk, even if they are legally permitted. The precautionary approach may be applied case by case.

Intentionally added synthetic polymer microparticles, microplastic ingredients and polymeric materials subject to REACH restrictions must be assessed against the applicable legal restrictions and transition periods.



8. FRAGRANCES, ESSENTIAL OILS AND AROMATIC INGREDIENTS

8.1 Natural essential oils

Natural essential oils and natural aromatic isolates may contribute to natural-origin content when natural source, authenticity and compliance with relevant safety restrictions are documented.

8.2 Natural fragrance mixtures

A natural fragrance mixture may be claimed as natural only where all aromatic components and relevant carriers/solvents meet the applicable natural-origin criteria and the claim has been approved by ECOGEA.

8.3 Synthetic fragrances

Synthetic fragrances are permitted in ECOGEA Nature inspired products where legally allowed, IFRA-compliant and properly documented. They are assigned natural-origin index 0.00 unless accepted documentation demonstrates otherwise.

8.4 IFRA compliance

Fragrances must comply with applicable IFRA restrictions and intended product category limits. IFRA certificates, allergen declarations and SDS or equivalent safety documentation may be required.

8.5 Allergen declaration

Fragrance allergens must be labelled according to applicable law. ECOGEA certification does not replace statutory allergen labelling requirements.



8.6 Claims relating to fragrance origin

Claims such as "natural fragrance", "with natural essential oils", "100% natural scent" or similar may be used only where they are accurate, substantiated and approved. A product containing synthetic fragrance must not create the impression that the fragrance portion is fully natural.

9. MANUFACTURING, GMP AND QUALITY CONTROL

9.1 Good Manufacturing Practice

Products must be manufactured under conditions appropriate to the product type, including procedures consistent with good manufacturing practice. Cosmetic products should be manufactured in accordance with principles of ISO 22716 or equivalent GMP practices.

9.2 Ingredient and supplier control

The applicant must maintain approved supplier lists, ingredient specifications and documentation showing that ingredients used in certified products correspond to the certified formulation.

9.3 Storage

Ingredients, packaging and finished products must be stored under conditions that prevent contamination, deterioration, mix-up or unauthorised substitution.

9.4 Manufacturing and subcontractors

Subcontracted manufacturing must be controlled. The certificate holder remains responsible for ensuring that subcontractors provide documentation, traceability and compliance evidence required by ECOGEA.



9.5 Traceability

The applicant must maintain traceability from incoming ingredients to finished product batches. Traceability records must allow ECOGEA to verify that certified products are produced using the approved formulation and approved raw materials.

9.6 Batch documentation

Batch records must show product name, batch number, manufacturing date, raw materials used, quantities, deviations, QC checks and release decision.

9.7 Hygiene

Manufacturing and filling operations must follow hygiene controls suitable for the product risk, including cleaning, prevention of cross-contamination and microbiological control where relevant.

9.8 Packaging review

Packaging must be suitable for the product and must not create misleading claims. ECOGEA may review packaging material, recyclability statements, environmental claims and label artwork.

9.9 Waste and environmental management

Applicants should maintain reasonable waste-management practices and avoid misleading environmental claims. ECOGEA Nature inspired certification does not itself certify lifecycle environmental performance.



10. CLAIMS AND LABELLING RULES

10.1 Correct label name

The correct certification wording is: ECOGEA Nature inspired certified.

The wording must not be shortened to ECOGEA Natural, Natural Certified, Natural Organic, Organic, Bio or similar expressions that could mislead consumers regarding the certification level.

10.2 Mandatory percentage statement

Certified products must state the verified natural-origin content using the following wording or an approved translation:

Mandatory statement

[X]% ingredients of natural origin.

The value must be the approved value calculated under Section 6 and rounded down according to Section 6.15.

10.3 Optional explanatory statement

The following explanatory statement may be used where space allows:

Optional statement

Calculated according to the ECOGEA Nature inspired Standard using an ISO 16128-based natural-origin index method.

10.4 Prohibited wording and implications

- ECOGEA Natural, ECOGEA Natural-Organic or ECOGEA Organic unless separately certified.
- Organic product, Bio product, 100% natural, purely natural or made only with natural ingredients unless separately substantiated and approved.
- Eco-friendly, environmentally friendly, sustainable product, climate neutral, zero impact, green product or similar broad environmental claims unless separately substantiated and approved.
- Chemical-free, toxin-free, non-toxic, safe for everyone or equivalent absolute safety claims.
- Silicone-free, mineral-oil-free or similar where the formula contains such ingredients.



10.5 Organic ingredient claims

Organic ingredient claims may be used only where specific organic ingredients are documented by valid organic certificates. Examples of acceptable factual claims, subject to approval, include:

- Contains certified organic aloe vera.
- [Y]% ingredients from certified organic agricultural source.
- With certified organic plant oil.

Such claims must not imply that the finished product is certified as ECOGEA Organic or Bio unless it has separate certification under the ECOGEA Natural and Organic Standard.

10.6 Mineral oil and silicone transparency

The presence of mineral oils, paraffins or silicones must be considered during claims review. ECOGEA does not require a front-label disclosure solely because these ingredients are present, unless required by law or necessary to prevent a misleading impression. However, any claim inconsistent with their presence is prohibited.

10.7 Free-from claims

Free-from claims require separate review. They must be truthful, useful to consumers, substantiated and not denigrate legally permitted ingredients or present compliance with legal requirements as a special advantage.

10.8 Online product pages and retailer listings

Retailer and e-commerce pages may use the ECOGEA Nature inspired label only for the exact certified product. Product pages should include the natural-origin percentage, certification wording, certificate number or status-verification method where available, and must not imply broader brand or range certification.

10.9 Product-specific label use

The label may be used on packaging, product pages, catalogues, POS materials and advertisements only in relation to products explicitly listed on a valid certificate.



10.10 Misuse of ECOGEA labels

Use of another ECOGEA label, modification of the Nature inspired label, use after expiry, use for unlisted products or use with misleading claims may result in corrective action, suspension or withdrawal.



11. ECOGEA NATURE INSPIRED LOGO RULES

11.1 Official logo

Only official ECOGEA Nature inspired logo artwork supplied or approved by ECOGEA may be used.



Quick view of logo and sizes (see next chapters for details):

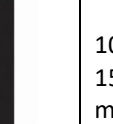
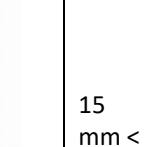
Preferred sizes		Smaller sizes – not recommended	
 15 mm Width 15 mm and more (Normal size)	 10 Width 10 - 14 mm (Small size)	 7,5 Width 7,5 - 9 mm (Extra small size)	 5 Width 5 - 7 mm (Extra extra small size)

Follow these basic guidelines:

- Regardless of the shape of the logo on the packaging, the basic requirement is that the logo is readable and well visible.
- In accordance with the size of the packaging, its color and the quality of the print, use the optimal logo, considering the basic rules of graphic design, aesthetics, and color compliance rules.
- Do not scale logos below the minimum size. In the case of extremely small packaging, please contact ECOGEA Institute and you will be provided with logo suitable for your packaging.
- If there are several quality logos on the packaging, the Ecogea standard logo must be at least equivalent in size.
- If possible, use the primary logo in green.
- Do not modify the logos formally, do not decorate, distort or alter them, and do not interfere with their field of inviolability.
- Use only claims as described in the current ECOGEA Standard.

11.2 Permitted logo versions

Permitted versions are the official primary, black and white/negative versions supplied by ECOGEA. Any non-standard single-colour version requires prior written approval.

CMYK	Black	CMYK	Black	CMYK	Black	Size
						10 < 15 mm
						15 mm ≤
PRIMARY BASIC		SECONDARY TRANSPARENT		NEGATIVE		

11.3 Minimum size

The logo must be clearly legible. ECOGEA may define minimum sizes in the official artwork package or Style Guide. Use below the approved minimum size is not permitted without written approval.

11.4 Safe area and space of inviolability

The prescribed clear space around the logo must be respected. Text, graphics, borders or other certification marks must not interfere with the logo safe area. Space of inviolability is safe area where other graphic elements from the packing are not allowed to interfere. Background color is exception in this case.

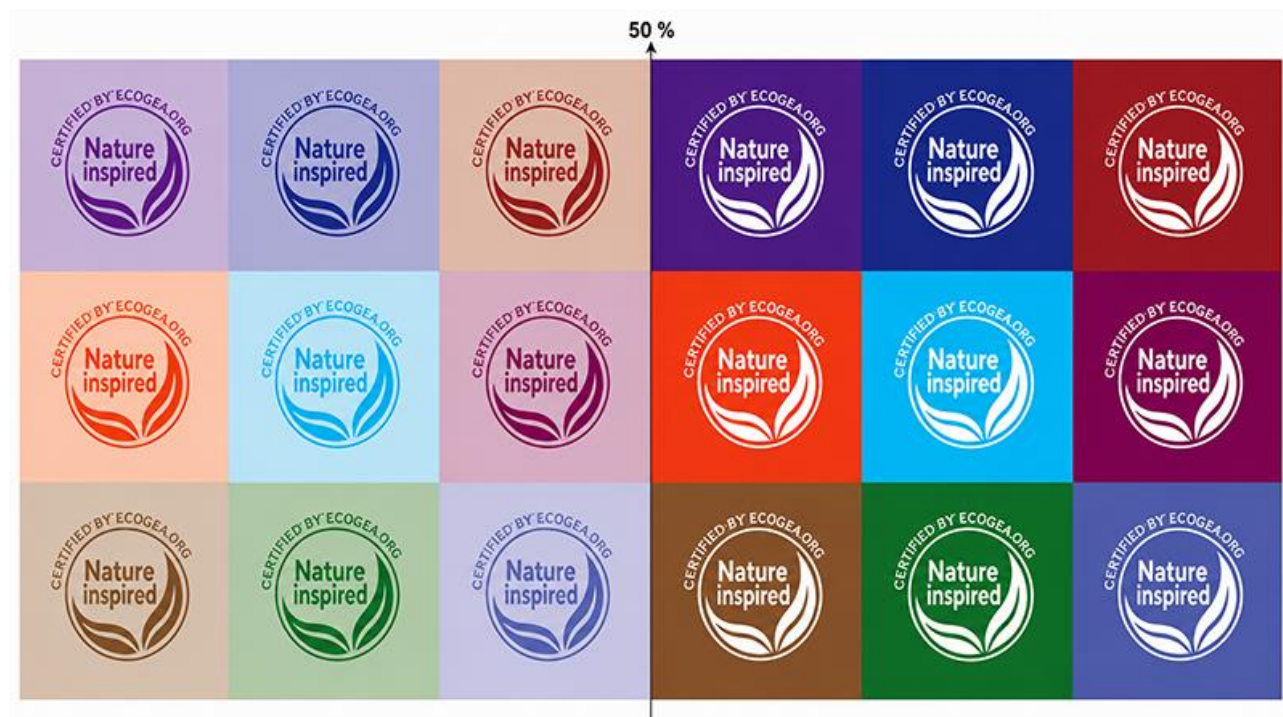
Space of inviolability (safe area)	Space of inviolability (safe area)
	
Logos from 10 to 14,99 mm are in category 10 mm $10 \text{ mm} < 15 \text{ mm}$	Logos from 15 mm and up are in category 15 mm $15 \text{ mm} \leq$

Smallest recommended size is 10 mm. There are also options for smaller logos on extra small packages. Please contact Ecogea Institute for different solutions.



11.5 Appearance on colour and backgrounds

The logo must have sufficient contrast and visibility. The white/negative version should be used on dark or saturated backgrounds where appropriate. Recoloring is not permitted unless ECOGEA has approved the specific artwork. If basic green color is not suitable/compatible with your graphic it is possible to change it into any other color with color saturation more than 50 %. White logo (negative) is recommended for all backgrounds with color saturation more than 50%.



Positive



Primary basic



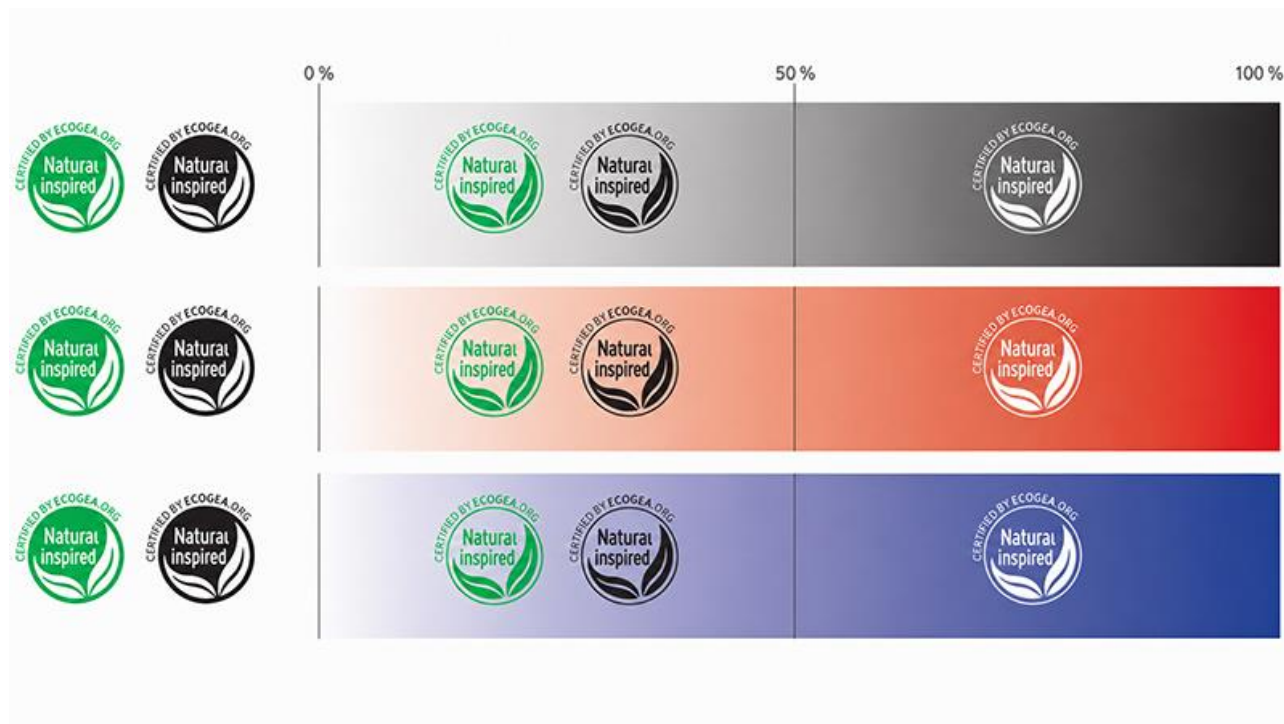
Secondary transparent

Negative





Background color saturation benchmark: White logo in negative is recommended for all labels/packings with background color saturation more than 50 %.



11.6 Prohibited modifications

Stretching, cropping, rotating, distortion, multicolouring, gradients, shadows, effects, added slogans, changed typography or other modifications are prohibited.



Distortion



Transformation



Multicoloring



11.7 Use on packaging

The label may be used on primary and/or secondary packaging of the certified product according to ECOGEA approval. Product-specific scope must remain clear.

Where the label can be used

- Product packaging.
- Product page.
- Retailer online shop.
- Catalogue.
- POS materials.
- Only in relation to the certified product.

11.8 Use online

Online use must be linked to the exact certified product and must not be used as a generic brand badge or category filter for uncertified products.

11.9 Use in catalogues, advertising and POS materials

Use in catalogues, advertising and point-of-sale materials must identify the certified product and must not imply range-wide certification unless all products covered by the claim are certified and the wording is approved.



12. CERTIFICATION PROCESS

12.1 Application

The applicant submits the certification application, product information, formula, label artwork and relevant documentation.

12.2 Pre-screening

ECOGEA or the appointed verifier/certifier performs a preliminary review to identify obvious non-compliance, missing documentation or claim risks.

12.3 Certification agreement

Certification proceeds after agreement on scope, fees, responsibilities, confidentiality and applicable certification terms.

12.4 Documentation verification

The applicant provides complete documentation for ingredients, formula, calculation, claims, manufacturing and safety. Missing information must be resolved before certification decision.

12.5 Formula calculation review

The natural-origin calculation is checked against Section 6. ECOGEA may request supplier index declarations or component data where needed.

12.6 Label and claims review

Packaging artwork, product pages and related claims are reviewed to ensure accurate Nature inspired communication and no misleading natural, organic or environmental claims.



12.7 Risk-based audit or off-site verification

An on-site audit may be required based on risk, product type, complexity, prior certification history or documentation quality. Where risk is low and documentation is complete, off-site verification may be sufficient.

12.8 Certification decision

The certification decision is made by the appointed independent verifier/certifier according to ECOGEA procedures.

12.9 Issuing of certificate

Following a positive certification decision, ECOGEA may administratively issue the certificate and authorise label use for the certified product scope.

12.10 Additional products and variations

Additional products, formula changes, packaging changes or claim changes require review before they are added to certificate scope or used commercially.

12.11 Renewal

Certification is renewed only after review and a positive renewal decision. Certificates are not automatically renewed without verification.



13. INDEPENDENT VERIFICATION, IMPARTIALITY AND CERTIFICATION DECISIONS

13.1 Role of ECOGEA Institute

ECOGEA Institute is the scheme and standard owner. It maintains the Standard, label-use rules, public scheme information and administrative certification system.

13.2 Role of independent verifier/certifier

Documentation review, audits, surveillance and certification decisions are carried out by externally appointed competent and independent verifier(s)/certifier(s) according to documented ECOGEA procedures.

13.3 Impartiality and conflict-of-interest control

Verifier(s)/certifier(s) must be legally and operationally independent from ECOGEA Institute as scheme owner, from the applicant/certificate holder, and from any party with a direct commercial interest in the certification outcome. Conflicts of interest must be identified, documented and managed. A verifier/certifier must not conduct assessment or make a certification decision where impartiality is compromised.

13.4 Certification decision

The independent verifier/certifier makes the certification decision. ECOGEA may issue, amend, suspend or withdraw a certificate only following the documented decision or instruction of the verifier/certifier, except for urgent administrative stop-use actions required to prevent misuse.

13.5 Certificate issue, amendment, suspension and withdrawal

Certificate actions must be documented and traceable. The certificate holder is informed of scope, validity, conditions, non-conformities and any restrictions on label use.



14. CERTIFICATION CONTROL AND SURVEILLANCE

14.1 Surveillance during certificate validity

ECOGEA may perform periodic or risk-based surveillance during certificate validity. Surveillance may include documentation checks, website review, label review, product sampling or audit.

14.2 Market surveillance

ECOGEA may review retail listings, online shops, catalogues and public advertising for correct use of the Nature inspired label and claims.

14.3 Documentation checks

The certificate holder must provide requested documentation within the deadline set by ECOGEA. Failure to provide documentation may lead to non-conformity or suspension.

14.4 Product testing where required

ECOGEA may request laboratory testing where ingredient identity, contaminants, microbiology, natural-origin claim, fragrance authenticity or safety is in question.

14.5 Retailer and online claim checks

Certificate holders must ensure that retailers and distributors use correct ECOGEA Nature inspired information and remove or correct outdated or misleading claims.



15. NON-CONFORMITIES AND CORRECTION PLANS

15.1 Minor non-conformities

Minor non-conformities are deviations that do not immediately compromise the certification basis or create a serious consumer-misleading risk. Examples may include incomplete documentation, minor artwork errors or correctable claim wording.

15.2 Major non-conformities

Major non-conformities are deviations that compromise certification, product scope, calculation accuracy, legal compliance, consumer communication or verifier confidence. Examples include false natural-origin calculation, unauthorized label use, misleading natural/organic claims or failure to stop use after suspension.

15.3 Correction plan

The applicant or certificate holder must submit and implement a correction plan within the deadline set by ECOGEA or the verifier/certifier.

15.4 Deadline for correction

Deadlines depend on risk. Misleading consumer-facing claims, unauthorized label use or safety-related issues may require immediate correction.

15.5 Increased surveillance

Repeated, unresolved or serious non-conformities may lead to increased surveillance, additional audits, product testing, suspension, scope reduction or withdrawal.



16. CERTIFICATE VALIDITY, EXTENSION, EXPIRY, SUSPENSION AND WITHDRAWAL

16.1 Certificate validity

Certificate validity is stated on the certificate. Label use is permitted only during validity and only for the certified product scope.

16.2 Certification extension

A certificate may be extended to additional products, formulas, pack sizes or markets only after review and positive decision.

16.3 Formula changes

Any formula change that affects ingredient composition, natural-origin content, fragrance, preservative system, claims or product safety must be submitted before continued use of the certificate.

16.4 Packaging and claim changes

Packaging artwork and claims must be submitted for approval where they affect ECOGEA label use, natural-origin percentage, organic ingredient claims or other controlled statements.

16.5 Expiry

After certificate expiry, no new product, packaging, online listing, catalogue, advertisement or other communication may be created or published using the ECOGEA Nature inspired label unless renewal has been approved.

16.6 Suspension

During suspension, the certificate holder must stop use of the ECOGEA Nature inspired label and related claims for the affected product scope according to ECOGEA instructions.



16.7 Withdrawal

After withdrawal, the label-use right ends. The certificate holder must stop use and notify relevant retailers, distributors and agencies.

16.8 Sell-through of existing stock

Sell-through of existing stock may be allowed only by written ECOGEA authorisation where there is no serious consumer-misleading issue, no safety issue and no suspension or withdrawal requiring immediate stop-use.



17. COMPLAINTS, APPEALS AND MISUSE REPORTS

17.1 Complaints

Any person may submit a complaint concerning ECOGEA Nature inspired certification, label use or potentially misleading claims.

17.2 Appeals

Applicants and certificate holders may appeal certification decisions according to the applicable ECOGEA complaints and appeals procedure.

17.3 Reports of label misuse

Reports of unauthorised label use, outdated certificates, misleading retailer listings or incorrect natural-origin claims are reviewed and may trigger corrective action.

17.4 Corrective action

Corrective action may include correction of claims, removal of label use, additional evidence, product testing, increased surveillance, suspension, withdrawal or other appropriate measures.

17.5 Public certificate-status verification

ECOGEA shall provide a method for confirming certificate status and certified product scope, either through a public register or direct written verification.



APPENDICES

Appendix I: Calculation worksheet template

No.	Trade name	INCI/component	%	NOI	Contribution	Evidence
1	Ingredient trade name	INCI / component name	% w/w	NOI	% x NOI	Evidence / supplier document
2	[INSERT]	[INSERT]	[INSERT]	[INSERT]	[INSERT]	[INSERT]
3	[INSERT]	[INSERT]	[INSERT]	[INSERT]	[INSERT]	[INSERT]
4	[INSERT]	[INSERT]	[INSERT]	[INSERT]	[INSERT]	[INSERT]
Total			100.00		[SUM]	Natural-origin content = [SUM]% rounded down

Appendix II: Example natural-origin index calculations

Ingredient / material	Typical documentation	Typical ECOGEA index treatment
Purified water	Water quality specification	1.00
Helianthus Annuus Seed Oil	Supplier specification / origin statement	1.00
Organic Aloe Barbadensis Leaf Juice	Organic certificate + supplier specification	1.00 for natural-origin calculation; may count as organic if certificate valid.
Caprylic/Capric Triglyceride, plant-derived	Supplier ISO 16128 index or feedstock statement	Usually 1.00 if fully plant-derived and documented; otherwise supplier index.
Sodium Coco-Sulfate	Supplier ISO 16128 index preferred	Intermediate value based on supplier index or component calculation.
Dimethicone	SDS/specification	0.00
Paraffinum Liquidum / Mineral Oil	SDS/specification	0.00
Synthetic fragrance	IFRA/allergen docs	0.00
Natural essential oil	GC/MS or authenticity/origin documentation where needed	1.00
Undisclosed commercial blend	Supplier declaration absent	Undisclosed portion = 0.00

Appendix III: Required documentation checklist

- ☐ Application form and certification agreement.
- ☐ Full formula totalling 100% by weight.
- ☐ Ingredient specifications and SDS where applicable.
- ☐ Natural-origin index declarations or data for all derived ingredients and blends.
- ☐ Organic certificates for any organic ingredient claim.
- ☐ Fragrance IFRA certificate and allergen declaration.
- ☐ Packaging artwork and product page text.
- ☐ Safety assessment / product information file references where applicable.
- ☐ Manufacturing site and subcontractor information.
- ☐ Batch record and traceability procedure examples if requested.
- ☐ Claims substantiation for all non-standard claims.



Appendix IV: Indicative ingredient classification table

Ingredient group	May be used?	NOI approach	Claim caution
Water	Yes	1.00 if quality criteria met	Counts as natural-origin but not organic.
Natural minerals	Yes	1.00 if natural mineral origin	Check purity/heavy metals.
Vegetable oils/butters/waxes	Yes	1.00 if documented	Organic claim only if certified organic.
Plant extracts	Yes	Component calculation	Synthetic preservatives or carriers count 0.00.
Derived surfactants/emulsifiers	Yes	Supplier index or calculation	Do not assume natural origin without evidence.
Mineral oils/paraffins	Yes in Nature inspired	0.00	No natural/pure/mineral-oil-free implication.
Silicones	Yes in Nature inspired	0.00	No silicone-free or fully natural implication.
Synthetic fragrance	Yes if lawful and IFRA-compliant	0.00	No natural fragrance claim.
Synthetic colourants	Case by case	0.00 unless documented otherwise	Claims and legal restrictions apply.
Nanomaterials	Case by case	Depends on ingredient	Requires legal/safety review.

Appendix V: Prohibited and restricted claims

Claim type	Status under Nature inspired	Comment
ECOGEA Natural / Natural-Organic / Organic	Prohibited unless separately certified	Nature inspired must not be shortened.
100% natural / purely natural	Normally prohibited	Not compatible with non-natural ingredients.
Organic product / Bio product	Prohibited unless separately certified	Organic ingredient claims may be factual only.
Eco-friendly / environmentally friendly	Restricted	Requires separate substantiation and approval.
Sustainable product	Restricted	Requires separate substantiation and approval.
Climate neutral / zero impact	Restricted	Requires separate methodology and evidence.
Chemical-free / toxin-free	Prohibited or highly restricted	Misleading/absolute safety claim risk.
Silicone-free / mineral-oil-free	Only if true	Not allowed where such ingredients are present.
Natural fragrance	Only if true and approved	Synthetic fragrance presence prevents this claim.

Appendix VI: Nature inspired label-use examples

Allowed example: ECOGEA Nature inspired certified. 67% ingredients of natural origin. Calculated according to the ECOGEA Nature inspired Standard using an ISO 16128-based natural-origin index method.

Allowed factual organic ingredient example: ECOGEA Nature inspired certified. 72% ingredients of natural origin. Contains certified organic aloe vera.

Not allowed example: ECOGEA Natural certified cream - not allowed unless separately certified under the ECOGEA Natural and Organic Standard.

Not allowed example: 100% natural silicone serum - not allowed if silicones are present and the formula is not fully natural.

Not allowed example: Eco-friendly climate-neutral product - not authorised by Nature inspired certification alone.



Appendix VII: Certification application checklist

- ☐ Confirm that the product is intended for Nature inspired certification, not Natural/Organic certification.
- ☐ Prepare full formula and natural-origin calculation.
- ☐ Collect supplier documentation for all ingredients.
- ☐ Identify mineral oils, paraffins, silicones, synthetic fragrances and other 0.00-index ingredients.
- ☐ Check whether the product reaches at least 50% natural-origin content.
- ☐ Prepare label artwork using only Nature inspired wording.
- ☐ Remove or substantiate broad environmental, organic, free-from and natural claims.
- ☐ Submit documentation and await ECOGEA approval before commercial label use.

REFERENCES

- ECOGEA Natural and Organic Standard for Cosmetics, Cleansing Products and Fragrances, (latest version).
- ISO 16128-1:2016 - Guidelines on technical definitions and criteria for natural and organic cosmetic ingredients and products - Part 1: Definitions for ingredients.
- ISO 16128-2:2017 - Cosmetics - Guidelines on technical definitions and criteria for natural and organic cosmetic ingredients - Part 2: Criteria for ingredients and products.
- Regulation (EC) No 1223/2009 on cosmetic products and related amendments.
- Commission Regulation (EU) No 655/2013 on common criteria for cosmetic claims.
- Directive (EU) 2024/825 Empowering Consumers for a Green Transition.
- ISO/IEC 17065:2012 and ISO/IEC 17067:2013 as reference principles for certification schemes.