

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

Sustainability Label Style Guide and Claims Use Manual

Version 1.1 – June 2026



For ECOGEA Natural, ECOGEA Natural-
Organic and ECOGEA Organic labels

www.ecogea.org



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PURPOSE AND STATUS OF THIS MANUAL

This Manual is the operational document for the lawful, clear and consistent use of ECOGEA sustainability labels and associated consumer-facing claims. It applies to ECOGEA certificate holders, contract manufacturers, distributors, retailers, e-commerce operators, advertising agencies, printers and any other party using or presenting an ECOGEA label.

ECOGEA labels are private sustainability labels based on the ECOGEA certification scheme; they are not labels established by a public authority. The Manual supports the product-specific, independently verified ECOGEA certification system and must be read together with the ECOGEA Natural and Organic Standard.

Hierarchy of documents. The ECOGEA Natural and Organic Standard sets the certification, composition and control requirements. This Manual explains how certified status, logo artwork and related claims may be communicated. If a conflict arises, the Standard prevails. Where this Manual sets a stricter graphic or claims-control requirement, the stricter requirement applies, provided that it does not permit anything prohibited by the Standard or applicable law.

SCOPE, AUDIENCE AND DEFINITIONS

A) Scope. This Manual applies to all packaging, labels, product pages, retailer listings, catalogues, point-of-sale materials, brochures, paid advertising, social media, press materials and other commercial communications that display or refer to ECOGEA Natural, ECOGEA Natural-Organic or ECOGEA Organic certification.

B) Audience. It is binding on certificate holders and applies to all authorised third parties acting on their behalf, including manufacturers, distributors, retailers, media agencies, designers and printers.



C) Defined terms.

Term	Meaning
Certificate holder	The trader (customer) or brand owner named on a current ECOGEA certificate.
Certified product	The exact product, formula, pack format and certification category explicitly listed on a valid ECOGEA certificate.
Certification category	ECOGEA Natural, ECOGEA Natural-Organic or ECOGEA Organic.
ECOGEA label	The approved ECOGEA certification logo corresponding to the certified product's category.
Approved artwork	Artwork reviewed and approved in writing by ECOGEA for the exact certified product and use context.
Retailer	A distributor, e-commerce operator or sales channel presenting certified products to consumers.
Certificate-status verification	The ECOGEA method for confirming whether a certificate and its listed products are current, expired, suspended, withdrawn or otherwise amended.
Sell-through authorisation	A written authorisation issued by ECOGEA that permits specified existing printed stock to remain on sale after certificate expiry, subject to stated conditions.

CERTIFICATION STATUS AND AUTHORISED USERS

A) Authorisation is product-specific. An ECOGEA label may be used only by, or with the written authorisation of, the certificate holder and only for products explicitly listed on a valid certificate.

B) Retailers and distributors. Retailers may reproduce an ECOGEA label and approved ECOGEA claim only for a certified product supplied by the certificate holder and only while that product remains validly certified. Retailers must use the approved logo file and approved product information provided by the certificate holder or ECOGEA.

C) No transfer of rights. A certificate or label-use right may not be transferred to another product, formula, brand, company, manufacturing site, retailer private-label product or market without ECOGEA's prior written confirmation.

D) Intellectual-property notice. All ECOGEA labels, word marks, logo artwork and related materials remain the property of ECOGEA Institute. The certificate holder receives a limited, non-exclusive, revocable right to use them only in accordance with the current certificate, this Manual and the applicable certification agreement.



CERTIFICATION CATEGORIES AND LABELS

Only the label corresponding to the product's certified category may be used. A label may not be upgraded, substituted, recoloured outside approval rules, combined with another ECOGEA category or otherwise adapted to create a stronger impression of certification.

Certification category	Permitted label wording	Meaning for communication	Primary reference
ECOGEA Natural	Certified as NATURAL	Use only for a product certified as ECOGEA Natural.	Standard §3.1 and §3.3.1
ECOGEA Natural-Organic	Certified as NATURAL-ORGANIC	Use only for a product certified as ECOGEA Natural-Organic.	Standard §3.1 and §3.3.2
ECOGEA Organic	Certified as ORGANIC	Use only for a product certified as ECOGEA Organic.	Standard §3.1 and §3.3.3

These conditions have to be met for a product to be included in one of three categories: natural, natural-organic (natural with organic portion) and organic.

Finished product	NATURAL	NATURAL-ORGANIC	ORGANIC
% Organic ingredients This is part of ingredients of natural source (PNIAS*)	No minimum organic % content required	CAT 1: Min. total of 50% organic	CAT 1: Min. total of 95% organic
		CAT 2: Min. total of 20% organic	CAT 2: Min. total of 50% organic
		CAT 3: Min. total of 10% organic	CAT 3: Min. total of 30% organic
		CAT 4: Min. total of 5% organic	CAT 4: Min. total of 20% organic
		CAT 5: Min. total of 2,5% organic	CAT 5: Min. total of 10% organic
PNIAS organic : natural required ratio		1 : 10	1 : 5
% Natural ingredients Natural source* (PNIAS) and/or mineral** ingredients (MIMO)	Minimum 75%	Minimum 85%	Minimum 95%
% Synthetic*** (SNII+AAI)	Maximum allowed 25%	Maximum allowed 15%	Maximum allowed 5%
Additional rules for mineral oils (hard/soft paraffin) or silicones	These are not allowed as ingredients in products certified by this standard.		



* *PNIAS* - Processed natural ingredients from agricultural source (physically and/or chemically) in the total weight of the finished product.

** *MIMO* - Minerals and ingredients of mineral origin (reminder: water is considered in this category)

*** *SNII+AAI* – Nature-identical ingredients and other (non-natural) additional applicable ingredients.

Different restrictions apply depending on the level of certification.

Use of 'organic' or 'bio' in a sales (product) name. A stronger organic claim in the sales name or product designation, for example 'Organic Face Cream' or 'Bio Body Lotion', is allowed only where: (a) at least 95% by weight of the agricultural-origin ingredients are certified organic; and (b) the product meets the required minimum organic content for its product category. Where these conditions are not met, any reference to organic content must be limited to the approved product description, ECOGEA label and the exact organic share stated in accordance with the Standard.

Use of 'natural' in a sales name. Use of 'natural' as a broad stand-alone sales name or product designation requires prior written ECOGEA approval and any required legal substantiation. The preferred approved formulations are 'ECOGEA Natural certified' and a precise percentage statement such as '98% ingredients of natural origin by weight.'

Product categories 1-5 are defined in ECOGEA standard.

PRECONDITIONS FOR LABEL AND CLAIM USE

Before any ECOGEA label or ECOGEA-related claim is printed, published, listed or advertised, all of the following must be satisfied:

1. The product is explicitly listed on a valid ECOGEA certificate.
2. The formula, declared composition, product name, product category and relevant pack format correspond to the certified product.
3. The certificate has not expired, been suspended, reduced in scope or withdrawn.
4. The proposed wording, percentages and logo version have been checked against the certificate and approved artwork.
5. All non-ECOGEA legal obligations for the relevant product and market have been met, including product labelling, cosmetics, detergents, chemicals, advertising and consumer-protection requirements.
6. Any statement beyond the approved claims library has been separately substantiated and approved in writing by ECOGEA before use.

No pre-certification commercial use. Documentation acceptance, draft artwork review or provision of logo files does not constitute certification. Before a positive certification decision, the applicant may not print, publish, display, market, list with retailers, advertise or otherwise commercially use an ECOGEA label. Any pre-certification packaging preparation is



undertaken at the applicant's commercial risk and may not be placed on the market with an ECOGEA label.

PRODUCT-SPECIFIC USE AND ANTI-GREENWASHING RULES

A) The ECOGEA label certifies a product, not a company. ECOGEA certification does not certify a company or manufacturing site. All use must make clear that the certification relates to the particular certified product.

B) No range-wide or company-wide implication. A label, claim, website banner, filter, category page, social-media post or visual presentation must not cause consumers to believe that an entire brand, company or product range is certified where only certain products are certified.

C) Brand-wide or company-wide claims. Such claims are prohibited unless all products reasonably understood by consumers to fall within the statement's scope are validly certified and the exact wording has received prior written ECOGEA approval.

D) Product comparison and environmental benefit. ECOGEA certification must not be used to imply that a product has zero impact, a positive impact on the environment, or superior lifecycle environmental performance compared with other products unless this separate claim is lawfully substantiated and approved.

E) Visual context. Packaging and marketing imagery, colours, wording and placement must not create a broader environmental message than the product-specific ECOGEA certification actually supports. Green, blue, leaf, water or nature imagery may not be used in a misleading way or combined with wording that implies unverified environmental performance.



OFFICIAL ARTWORK, LOGO VARIANTS AND GRAPHIC RULES

All official artwork is provided to customers (brand owner) during/after successful certification. Retailers or other interested parties may get official artwork directly from brand owners or request it through ECOGEA.

A) Master artwork only. Only official ECOGEA master artwork supplied or expressly approved by ECOGEA may be used. Permitted file formats are those supplied by ECOGEA, including AI, EPS, PDF and PNG. No party may redraw, trace, retype, recreate or extract a low-resolution logo from a website, PDF, screenshot or product image.

B) Permitted versions. Use the official primary-basic or secondary transparent/negative version supplied for the certified category and intended background. The appropriate version must be selected from the approved master-artwork pack.

C) Default colours and approved variants. The official ECOGEA green, black and white/negative versions supplied by ECOGEA are permitted. Any non-standard single-colour variant requires prior written ECOGEA approval and approved artwork (50% saturation exception apply as stated in standard). No other colour adaptation is permitted without this approval.

D) Prohibited modifications. It is prohibited to stretch, compress, crop, rotate, tilt, outline, emboss, add shadows, gradients, patterns, effects or animation, combine different logo elements, replace typography, alter wording, add slogans inside the logo, use multicolouring, or interfere with the prescribed safe area.

E) Minimum sizes. The normal preferred width is 15 mm or more. Widths of 10-14 mm are small-size uses. Widths of 7.5-9 mm are extra-small uses and are not recommended. Widths of 5-7 mm are permitted only for very small packaging and only with ECOGEA's written approval. Use below 5 mm is not permitted.

F) Safe area. No text, graphic device, border, image, other certification logo or packaging element may enter the logo's prescribed space of inviolability. The background itself is permitted within that area. Always use the safe area defined in the supplied official artwork; do not attempt to calculate it manually.

G) Placement. The ECOGEA label must be clear, readable and visible. Where used on packaging, it must be placed on primary and secondary packaging unless ECOGEA has granted a written small-pack or technical exception. If several quality labels appear on the same packaging, the ECOGEA label must be at least equivalent in size.

H) Dark or saturated backgrounds. Use the approved white/negative version where the official green or black version would not achieve clear visibility. The white/negative version must not be created by reversing a file manually; use the official supplied file.



LABELING RULES

When each label may be used:

- Only on products with a valid ECOGEA certificate.
- Only for the exact certified product/formula.
- Only for products explicitly listed on a valid ECOGEA certificate. The label must not be used to imply certification of a company, brand, product range, manufacturing site or unlisted product.

How the logo must appear

- Correct logo version.
- Minimum size.
- Clear space around the logo.
- Permitted colours/backgrounds.
- No stretching, recolouring, cropping, rotating, modifying, adding effects, etc.

Where the label can be used

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

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.
- Decide which logo best suits you.
- 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 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 pamper them, and do not interfere with their field of inviolability.
- Use only claims as described in the current ECOGEA Standard and this Manual (Style Guide).



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

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

LOGO TYPES – PRIMARY BASIC

CMYK	Black	CMYK	Black	CMYK	Black	Size
						10 < 15 mm
						15 mm ≤
Certified as NATURAL		Certified as NATURAL-ORGANIC		Certified as ORGANIC		

File names (available for certified customers under download):

ecogea_**_10mm_P-[****].*

ecogea_**_15mm_P-[****].*

All logos are available in graphic formats: AI, EPS, PDF and PNG



LOGO TYPES – SECONDARY TRANSPARENT AND NEGATIVE

CMYK	Black	CMYK	Black	CMYK	Black	Size
						10 < 15 mm
						15 mm ≤
White (neg.)		White (neg.)		White (neg.)		Size
						10 < 15 mm
						15 mm ≤
Certified as NATURAL		Certified as NATURAL-ORGANIC		Certified as ORGANIC		

File names (available for certified customers under download):

ecogea_**_10mm_S-[****].*

ecogea_**_15mm_S-[****].*

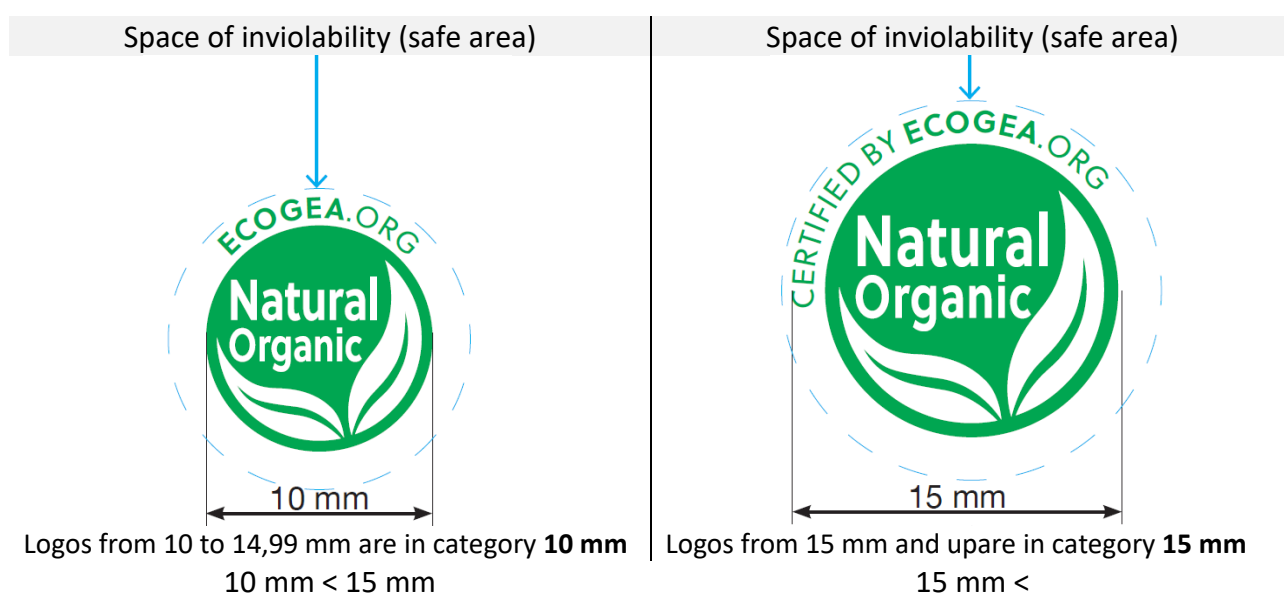
All logos are available in graphic formats: AI, EPS, PDF and PNG

Primary basic logo cannot be used in white color (negative) same as secondary transparent logo.

LABEL SIZE, POSITION AND SPACE OF INVIOABILITY

Ecogea logo can be used in various sizes. Normal size with width of 15 mm and more is preferred, but there are also smaller sizes. Ecogea label must be used on primary and secondary packing. All detailed guides and help about labeling is provided once again during certification with all logos in different graphic formats.

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.



Example of graphic file (available for certified customers under download):

ecogea_NO_10mm_P-CMYK.ai or ecogea_NO_15mm_P-CMYK.ai

NO = Natural organic

P = primary

10mm = size

CMYK = color space

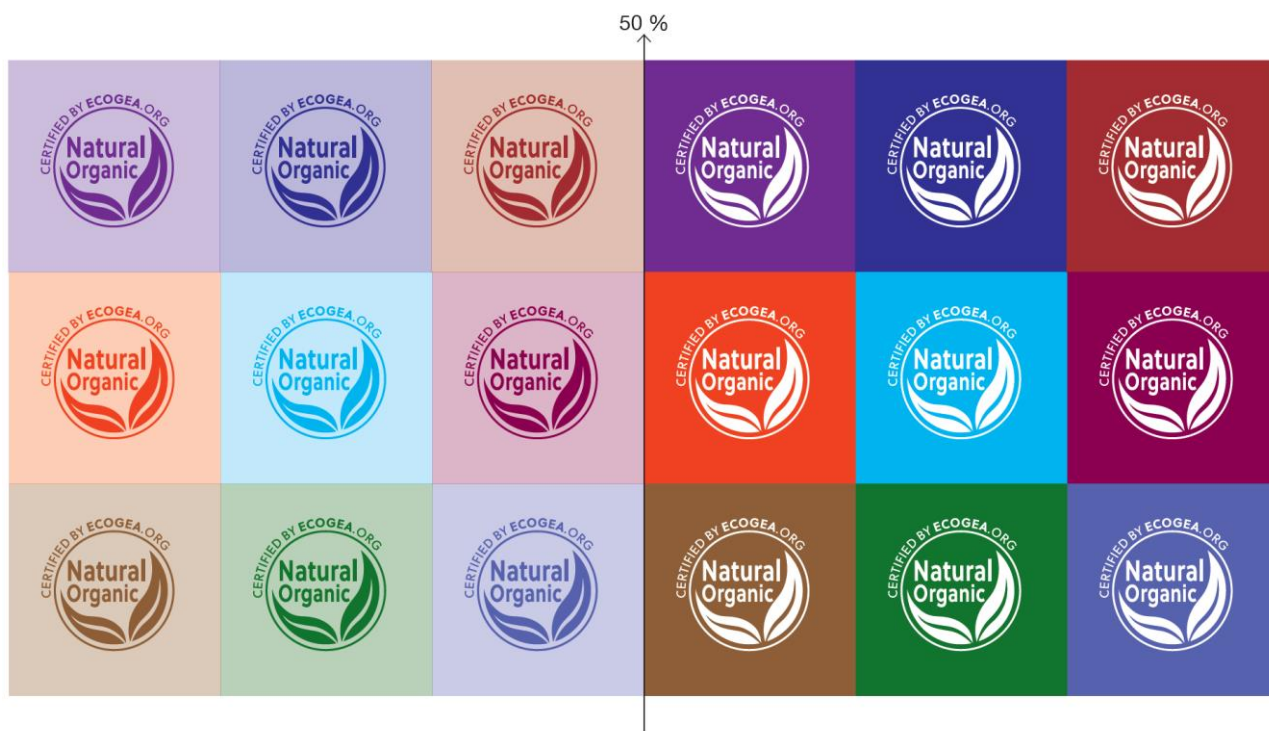
All logos are available in graphic formats: AI, EPS, PDF and PNG

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



APPEARANCE ON COLOR BACKGROUNDS AND IN POSITIVE OR NEGATIVE

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



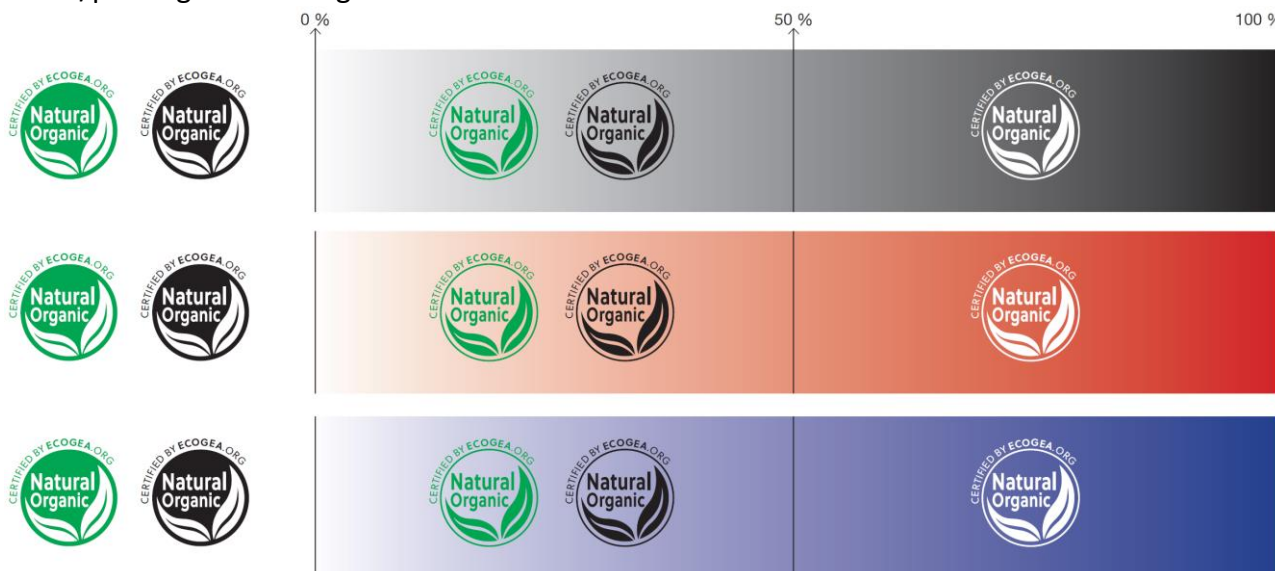
Secondary-transparent



Negative



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



EXAMPLES OF PROHIBITED USE



Distortion



transformation



Multicoloring*

*Certified by ECOGEA.ORG text can be only changed in black (K=100) color in case of colored logo, (e.g. primary-basic green).



MANDATORY ON-PACK AND PRODUCT-PAGE INFORMATION

A) Required ECOGEA composition information. Each certified product label must state the percentage of ingredients from natural origin and the percentage of ingredients from organic agricultural source, calculated by weight in accordance with the ECOGEA Standard. For a product certified only as ECOGEA Natural with no organic ingredients, the organic-agricultural-source statement may be omitted.

Required wording:

- * Ingredients from natural origin ([XX]%)
- ** Ingredients from organic agricultural source ([YY]%)

B) Asterisk system for fragrance allergens. Where the ECOGEA asterisk system is used, the product must use the appropriate explanatory statement:

- *** Components from natural essential oils - where only natural essential oils are added.
- *** Components from fragrance - where only fragrance(s) are added.
- *** Components from natural essential oils and fragrance - where natural essential oils and fragrance(s) are added together.

C) The ECOGEA * / ** / * system is an ECOGEA explanatory system.** It does not replace mandatory INCI, fragrance-allergen, detergent, chemicals or consumer-information requirements. Where applicable, fragrance-allergen labelling must comply with Regulation (EC) No 1223/2009, as amended, and other applicable law.

D) Language. The approved composition statements may be shown in English or translated into the relevant market language, provided that their meaning is unchanged. All translations must be approved before use where they relate to ECOGEA certification or claims.

E) Certificate verification reference. For product pages, retailer listings and other digital uses, trader/customer (brand owner) may include the current ECOGEA certificate number and/or the approved certificate-status verification link where provided by ECOGEA. A QR code may be added only where it links directly to current ECOGEA certificate-status information or other approved ECOGEA content.

F) Required proximity. The ECOGEA label and any related percentage or certification statement must be presented in a way that a consumer can reasonably understand their relationship to the certified product. Claims must not be hidden in fine print or separated in a manner that changes their meaning.



EXAMPLE OF AN INGREDIENTS DECLARATION ON A LABEL

Body lotion with jojoba and lavender

INGREDIENTS: AQUA*, ALOE BARBADENSIS LEAF JUICE*/**, MACADAMIA INTEGRIFOLIA SEED OIL*, GLYCERYL STEARATE CITRATE*, CETEARYL ALCOHOL*, SIMMONDSIA CHINENSIS (JOJOBA) SEED OIL*/**, BUTYROSPERMUM PARKII (SHEA) BUTTER*/**, XANTHAN GUM*, DEHYDROACETIC ACID, BENZYL ALCOHOL, LAVANDULA ANGUSTIFOLIA FLOWER OIL*, LINALOOL***, LIMONENE***, GERANIOL***, COUMARIN***

* Ingredients from natural origin (98%)

** Ingredients from organic agricultural source (20%)

*** Components from natural essential oils

APPROVED CLAIMS LIBRARY

Only the following wording may be used without additional ECOGEA claim review, provided it is accurate for the certified product and all statutory requirements are met.

Use	Approved English wording	Approved German wording	Conditions
Natural category	ECOGEA Natural certified.	ECOGEA Natural zertifiziert.	Only for a currently certified ECOGEA Natural product.
Natural-Organic category	ECOGEA Natural-Organic certified.	ECOGEA Natural-Organic zertifiziert.	Only for a currently certified ECOGEA Natural-Organic product.
Organic category	ECOGEA Organic certified.	ECOGEA Organic zertifiziert.	Only for a currently certified ECOGEA Organic product.
Certification explanation	Certified according to the ECOGEA Natural and Organic Standard.	Zertifiziert nach dem ECOGEA Natural and Organic Standard.	Use only with an exact certified product.
Natural-origin percentage	[XX]% ingredients of natural origin by weight.	[XX]% Inhaltsstoffe natürlichen Ursprungs nach Gewicht.	Use current certified calculation only.
Organic share percentage	[YY]% ingredients from organic agricultural source by weight.	[YY]% Inhaltsstoffe aus biologischer Landwirtschaft nach Gewicht.	Use current certified calculation only.
Organic sales name	[Product name] Organic / Bio	[Produktname] Bio / Organisch	Only if Standard Section 3.1 sales-name conditions are met and ECOGEA has approved the exact product designation.

Claim formatting rules. Claims may be combined only where they remain accurate, specific and non-misleading. Do not add language that exaggerates the certification, such



as 'the greenest', 'purest', 'zero-impact' or 'planet-safe.' Do not translate or shorten approved text in a way that changes scope or meaning.

RESTRICTED AND PROHIBITED CLAIMS

A) Broad environmental claims. The ECOGEA label does not automatically substantiate broad environmental claims. Do not use the following or similar claims unless they are separately substantiated, legally permitted and approved in writing by ECOGEA:

- 100% green
- Environmentally friendly
- Eco-friendly
- Sustainable product
- Climate neutral
- Zero impact
- Planet-safe
- Zero waste
- Non-toxic
- Clean product
- Any claim implying a positive, neutral or superior overall environmental impact.

B) Prohibited scope claims.

- Do not state or imply that ECOGEA certifies an entire company, brand, product range, manufacturing site or unlisted product.
- Do not place the label on a brand home page, brand banner, storefront, catalogue cover or category page unless the scope is exact, clear and approved.
- Do not use an ECOGEA label as a generic filter/category tag for products that are not currently certified.

C) 'Free from' claims. ECOGEA certification does not automatically authorise any 'free from' or 'without' claim. Every such claim requires legal substantiation and prior written ECOGEA approval. The claim must provide useful, factual information and must not denigrate lawful ingredients, imply that lawful ingredients are unsafe, or present compliance with a legal requirement as a special product advantage.

Claims that are generally not permitted without exceptional justification include: 'paraben-free', 'phenoxyethanol-free', 'free from formaldehyde', 'silicone-free', 'mineral-oil-free', 'sulfate-free', 'PEG-free', 'free from artificial colours' and similar formulations where they could denigrate lawful ingredients or mislead consumers.

Potentially useful claims that still require case-by-case approval include: 'fragrance-free', 'free from animal-derived ingredients' and 'acetone-free'. The product, wording, evidence and market must be assessed before approval.



D) 'Eco' and similar wording. Do not use 'eco', 'green', 'climate-friendly', 'environmentally friendly' or similar wording in a product name, brand presentation, retailer title or campaign headline merely because the product is ECOGEA certified. Any such wording requires separate legal analysis, evidence and written ECOGEA approval.

E) Health, therapeutic and safety claims. ECOGEA certification does not authorise medicinal, therapeutic, disease-prevention, absolute safety or superiority claims. Such claims fall outside the scope of this Manual and must comply with applicable sector-specific law.

RETAILER, E-COMMERCE AND CATALOGUE RULES

A) Product-data accuracy. A retailer must use only current, product-specific ECOGEA data supplied or approved by the certificate holder or ECOGEA. This includes product name, certification category, logo file, approved claim wording, natural-origin percentage, organic-agricultural-source percentage, certificate number (optional) and status information.

B) Required retailer controls. Retailers must meet all of the following requirements:

- Display an ECOGEA label only on the product detail page or listing of the exact certified product.
- Use an ECOGEA category/filter only for products that are currently certified in that category. Filter for brand might be added only in case when all products under a brand are certified.
- Do not use the ECOGEA label in a brand or range heading unless the scope of the claim is factually exact and approved.
- Do not modify the official logo file, shorten certification wording or replace approved percentages with rounded or estimated values. Modified official logos are only allowed when artwork is approved by ECOGEA.
- Remove or correct online labels, claims, filters and listings without undue delay after notice of expiry, suspension, withdrawal, formula change or other status change; for suspension or withdrawal, removal must be immediate and, in all cases, in any event, no later than one business day after notification.
- Keep internal records of the approved product data and last certificate-status check.

C) Catalogue and shelf communication. A printed or digital catalogue, shelf label or point-of-sale item must identify the specific certified product. A statement such as 'ECOGEA certified range' may be used only if every product reasonably understood to form part of that range is covered by a valid certificate and ECOGEA has given prior written approval.

D) Product comparison and ranking. Retailers must not rank ECOGEA-certified products as 'more sustainable', 'better for the planet' or similar unless the ranking is separately substantiated and legally permitted. ECOGEA category status alone does not establish a lifecycle comparison.



ARTWORK APPROVAL, TRANSLATIONS AND CHANGE CONTROL

A) Mandatory pre-approval. The following must receive ECOGEA approval before publication or printing:

- First packaging and label artwork for every certified product.
- Any non-standard logo colour or background use.
- Any product sales name using 'organic', 'bio', 'natural', or similar wording.
- Any claim beyond the approved claims library.
- Any 'free from' statement.
- Retailer category page, campaign, catalogue cover, brand page or other presentation that might imply a wider certification scope.
- Translations of ECOGEA-specific claims into additional languages.

B) Evidence submitted for approval. The certificate holder must submit final artwork in editable or high-resolution PDF form, product name, formula/version reference, pack size, intended markets/languages, exact claim wording, percentage statements, certification category and certificate number. ECOGEA may request further substantiation or legal review.

C) Material changes. The certificate holder must notify ECOGEA before use of changes to formulation, ingredient origin, percentages, product name, pack format, label claims, manufacturer, manufacturing site, retailer presentation, intended market or other information that could affect the accuracy or scope of certification.

D) Approval records. ECOGEA and the certificate holder should retain the approved artwork, approval date, product and formula reference, claims version and applicable certificate details for the full certification cycle and any legally required retention period.

EXPIRY, SUSPENSION, WITHDRAWAL AND SELL-THROUGH

A) Expiry. After certificate expiry, no new product, packaging, website claim, retailer listing, catalogue, advertising or other marketing material may be created, published or placed on the market using the ECOGEA label.



B) Existing stock. Existing printed stock may remain on sale only under a written ECOGEA sell-through authorisation, where the formula has not changed and there is no suspension or withdrawal. The certificate holder must report relevant existing stock where requested by ECOGEA.

C) Suspension or withdrawal. No sell-through authorisation is available for a suspended or withdrawn product. All online and retailer claims, listings and certifications must stop immediately. The certificate holder must promptly notify affected retailers, distributors and other users of the label.

D) Fraudulent or misleading use. ECOGEA may issue an immediate stop-use notice and require removal or correction within the stated deadline. Use after suspension, withdrawal or expiry without valid authorisation is unauthorised and may result in contractual, trademark or other enforcement action.

E) Responsibility. The certificate holder is responsible for ensuring that all agencies, retailers, distributors and other third parties using the label receive timely, accurate instructions and stop-use notices. This responsibility does not remove any retailer's own legal obligations.

MONITORING, COMPLAINTS AND MISUSE

13.1 Monitoring. ECOGEA may review packaging, product pages, retailer listings, catalogues, advertising, social media and other communications during the certification period to verify proper label and claim use.

13.2 Complaints and reports. Any person may report suspected misuse, misleading claims or inaccurate certificate status to ECOGEA using the published complaints and appeals procedure.

13.3 Corrective action. ECOGEA may require correction, removal, additional evidence, retraining, increased surveillance, suspension, reduction of scope or withdrawal in accordance with the ECOGEA Standard and applicable certification agreement.

13.4 Contact. For artwork approval, certificate-status verification, retailer questions, complaints or misuse reports, contact: info@ecogea.org or ECOGEA online [contact form](#).



MEMBERS DATABASE

All certified brands are listed in members database ([link](#)). All certified members should have their certificate available to their interested business partners (distributors, retailers, etc.).

Members database is updated regularly.



APPENDIX A. QUICK COMPLIANCE CHECKLIST

Before using the label

- ☐ The product is on a current ECOGEA certificate.
- ☐ The label category matches the certificate.
- ☐ The formula and named product match the certificate (the one provided during certification).
- ☐ The claimed percentages match the certified calculations.
- ☐ All statutory labelling requirements for the market are met.

Artwork

- ☐ Official master logo file is used.
- ☐ Minimum size and safe area are met.
- ☐ Only approved logo colour/background variant is used.
- ☐ No distortion, crop, shadow, gradient, multicolouring or unapproved modification is present.
- ☐ Modified artwork has written ECOGEA approval before publication/printing.

Claims

- ☐ Only approved ECOGEA wording is used.
- ☐ No broad environmental claim is made without separate evidence and approval.
- ☐ No brand-wide implication is created (unless all products from brand are certified).
- ☐ Any 'free from' statement has legal substantiation and written approval.
- ☐ Organic/Bio in the sales name is used only if Standard conditions are met.

Retailer/e-commerce

- ☐ The product page identifies the exact certified product.
- ☐ Certificate number and/or status link is included where supplied.
- ☐ No inaccurate product filter, range claim or brand banner is used.
- ☐ Retailer is prepared to remove claims immediately after a suspension/withdrawal notice.



APPENDIX B. ARTWORK APPROVAL SUBMISSION FORM

Certificate holder	[INSERT]
Certificate number	[INSERT]
Certified product name / SKU	[INSERT]
Certification category	☐ ECOGEA Natural ☐ ECOGEA Natural-Organic ☐ ECOGEA Organic
Formula/version reference	[INSERT]
Pack size / format	[INSERT]
Markets and languages	[INSERT]
Use type	☐ Primary pack ☐ Secondary pack ☐ Product page ☐ Retailer listing ☐ Catalogue ☐ POS ☐ Advertising
Logo version requested	☐ Primary-basic ☐ Black ☐ White/negative ☐ Approved alternative single-colour
Claim wording included	[INSERT EXACT TEXT]
Percentage statements	[INSERT NATURAL % / ORGANIC %]
Attachments	☐ Final artwork PDF ☐ Editable file ☐ Translation copy ☐ Evidence / claim substantiation where applicable

ECOGEA approval decision:

☐ Approved ☐ Approved with conditions ☐ Changes required ☐ Not approved

Approval reference / comments: [INSERT]