



PRESS RELEASE

Date March 11, 2010

Subject NaTrue gears up for the future with online community and quick response (QR) codes.

NaTrue is gearing up for the future with a new design and a fresh approach aimed to connect with all true friends of Natural and Organic Cosmetics. The non-profit organisation will revamp its website until May 2010 to celebrate all certified products on www.NaTrue.org – with information not only on their natural ingredients but also about the companies who produce them, their values, environmental standards and fair trade practices.

An exciting part of the relaunch is the introduction of ‘quick response’ (QR) codes, allowing you to access this information in the shops. By taking a photo of the code, your phone will automatically lead you to the product specific weblink. The mobile technology replaces NaTrue’s three star labelling system which only gave approximate information about the product. In future, you can consult any information about the product by consulting your mobile phone before the purchase.

“We are turning the point of sale into a ‘point of experience’”, says Moritz Aebersold, Weleda Director and President of NaTrue, who is developing NaTrue into a modern service brand together with other founding members such as Dr.Hauschka, Lavera, Logona and Primavera. “This is an exciting development for producers, retailers and consumers alike. People want authentic products and the QR tags are a great way to find out. In depth information is just a click away.”

The new website will also feature an online community where all true friends of Natural and Organic Cosmetics can connect. NaTrue is already in direct dialogue with friends and consumers of Natural Cosmetics on [Facebook](#) and [Twitter](#).

NaTrue is the International Natural and Organic Cosmetics Association based in Brussels and promotes authentic Natural and Organic Cosmetics worldwide since May 2008. The NaTrue label sets a high standard of quality and integrity so



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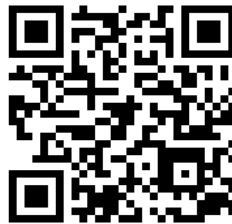
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people worldwide can enjoy Natural Cosmetics truly worthy of that name. Almost 400 products have already been certified under the NaTrue label, ranging from make-up to toothpaste. A complete list of certified products is available online at www.natrue-label.com/products

Further information is available at www.natrue.org

Here is the link as a QR tag:



[Click here for our video](#) to see how QR tags work and how they connect you with specific product info on your mobile phone.

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