

Not all organic certifications are created equal...

Would you expect synthetics in your Certified Organic Skin and Body Care Products?
Have beauty brands created their own 'Certifying Bodies'? Despite technology and expertise allowing many high quality and results driven brands to create truly organic and natural products, many companies are yet to adhere to such stringent certifications as currently exist in Australia.

**Look for the Certifier on your certified organic products.
How does your brand stand?**

ORGANIC CERTIFIERS	Independent, Government approved certification body	Free of Petrochemicals, Parabens, Dioxins and SLS	Must contain over 70% Certified Organic Ingredients	Ingredients must be 100% naturally derived	Water or minerals can NOT be counted as Certified Organic Ingredients
USDA Organic (USA)	✓	✓	✓	✓	✓
OFC (Australia)	✓	✓	✓	✓	✓
ECO-CERT (France)	✗	✗	✗	✗	✗
NSF (USA)	✗	✗	✓	✗	✓
OASIS (USA)	✗	✗	✗	✗	✓
NaTrue (EU)	✗	✗	✓	✗	✓
Cosmos (EU)	✓	✓	✗	✗	✗
BDIH (Germany)	✗	✓	✗	✗	✓
Soil Association (UK)	✗	✓	✓	✗	✓
COSMEBIO (France)	✗	✗	✗	✗	✗

WHAT DOES IT MEAN?

- **Independent, Government approved certification body**

Many certification organizations have been formed by corporations or groups of cosmetic companies. Some are independent; some are independent AND regulated by their countries' government.

- **Free of Petrochemicals, Parabens, Dioxins and SLS**

Some certifiers allow these unsafe ingredients in their formulations.

- **Must have over 70% Certified Organic Ingredients**

Certifiers generally have a minimum percentage of certified organic ingredients that a product must contain for the brand to carry the Certifier's logo. Some require as low as 10% Certified Organic content to bear a certification logo and label a brand as Certified Organic.

- **Ingredients must be 100% naturally derived**

Certified organic does not equal natural in many cases. Many certifiers do not monitor the non-certified organic content in a product. Therefore you may be purchasing a brand where the non-certified content could contain a large percentage of synthetic substances. OFC and USDA do not allow any ingredients, in the brands they certify, that are not of natural origin.

- **Water or minerals can NOT be counted as Certified Organic Ingredients**

Some certifiers count water separately. In some cases, water can count as part of the certified organic ingredients. This means that some products containing over 70% water could be certified as organic.

AUSTRALIAN CERTIFIED ORGANIC INDUSTRY

The Organic Food Chain (OFC) is one of eight independent Australian Government approved certification bodies which abide by the National Standard of Organic Personal Care; these regulated guidelines have been set in conjunction with AQIS (Government) and the certification bodies. The Australian Certified Organic Industry is leading the way and planning to become even more stringent. Information from the recent Organic Expo 2009 indicates that within 2 years the Australian government plans to take action via the ACCC against any company (Australian or International) that claims to be certified organic and does not meet the National Australian Standards.

PROTECT YOURSELF AND YOUR BUSINESS USE AN AUSTRALIAN CERTIFIED ORGANIC SKIN CARE RANGE