

WUTTKE GROUP

The Importance of Certification Standards – It is What it Says it Is?

By Mark Wuttke, Principal, Wuttke Group www.wuttkegroup.com

When the demand for natural and organic products was minimal, certification was unnecessary. Manufacturers sold their products directly to local consumers, who due to close proximity, had access to the manufacturer and held them accountable for what they produced.

As the demand for natural and organic products grew, so did the number of brands, manufacturers and suppliers, which led to an increasingly complex, less accountable marketplace. Today, ingredients are sourced from multiple manufacturers, in multiple countries with multiple standards, making a third party regulatory standard body essential. Third party certification standards level the playing field by ensuring products are what they say they are, and that the language communicating claims is clear, consistent, and correct.

Certification standards are a way to cut through the vague terminology open to marketing spin and equivocation. Without standards, it's easy to misrepresent the facts. Imagine purchasing a Toyota Prius, only to wonder if it's actually a hybrid. Imagine purchasing an expensive diamond and later discovering it's cubic zirconium. To ensure that doesn't happen, the GIA certifies diamonds' origins, and the certification allows consumers to buy with confidence by bringing expert oversight to the market.

It's clear how certification benefits consumers, but it's equally important to manufacturers and retailers. If consumers can't buy with confidence, they'll choose to shop elsewhere or align themselves with a different brand. Certification provides the transparency and trust the consumer needs to make the purchase. For example, Natrue Certification standard provides complete transparency by allowing consumers to search the individual products they have certified online. www.natrue-label.com.

Major Certification Organizations and their Standards

There are eight major international organizations with certification standards. It's important to understand where each one is located and what their standards represent, as they all have different standards with different requirements. A solid understanding of each one makes consumer choices easier.

USDA NOP

Certification Type: 100% Organic, Organic, and Made with Organic

USDA NOP is a food standard for organic and made with organic ingredients. "100% organic" must contain only organically produced ingredients. "Organic" must contain at least 95% organically produced ingredients. "Made with Organic Ingredients" must contain at least 70% organic ingredients. Limited amounts of synthetics are allowed in the "Organic" and "Made with Organic" standard. Excludes water and salt in calculation of organic content.

Country of Origin: USA

Business Type: Government

Web: www.ams.usda.gov

WUTTKE GROUP

NATRUE

Certification Type: Natural, Organic, and Natural with organic portion

NATRUE is a cosmetic standard that requires 100% certified pure natural & derived natural (natural origin) plus some limited nature-identical* as a baseline for entry as “Natural Cosmetics”. “Organic cosmetics” guarantees at least 95% of the natural ingredients stem from controlled organic production. “Natural with organic portion” guarantees at least 70% of the natural ingredients stem from organic production. Excludes water and salt in calculation of natural & organic content.

NATRUE has an equivalency agreement / recognition with NSF/ANSI 305.

Country of Origin: Brussels, International

Business Type: Non-Profit

Web: www.natrue.org

NSF/ANSI 305

Certification Type: Contains Organic

NSF ANSI 305 standard requires 70% organic ingredients to comply with the “contains organic” standard. Limited amounts of synthetics are allowed. Excludes water and salt in calculation of organic content.

Country of Origin: USA, International

Business Type: Non-Profit

Web: www.nsf.org, www.ansi.org, www.qai-inc.com

Soil Association

Certification Type: Organic, and made with Organic ingredients

Soil Association is a standard for organic and made with organic ingredients. “Organic” must contain at least 95% organically produced ingredients. “Made with Organic Ingredients” must contain at least 70% organic ingredients. Limited amounts of synthetic preservatives and ingredients are allowed. Excludes water in calculation of organic content.

Country of Origin: UK

Business Type: Non-Profit

Web: www.soilassociation.org

COSMOS

Certification Type: Organic and Natural

COSMOS is a cosmetic standard for organic and natural ingredients. “Organic” must contain at least 95% organically produced ingredients. “Natural” may contain natural/organic ingredients, but does not allow active marketing of organic content. Limited synthetics are allowed in the “Organic” and “Natural” standard for some product types. Excludes minerals in calculation of organic content.

Country of Origin: Brussels

Business Type: Non-Profit

Web: www.cosmos-standard.org

WUTTKE GROUP, LLC

1878 Connemara Drive Atlanta GA 30341 | +1 404.441.4962 p. | +1 770.234.4837 f. | wuttkegroup.com

WUTTKE GROUP

EcoCert

Certification Type: Natural and Natural / Organic

EcoCert requires a minimum of 95% natural origin as a baseline entry and a minimum of 5% organic content for the “Natural” standard and a minimum of 10% organic content for the “Natural / Organic” standard. Up to 5% of ingredients can be synthetic. Limited synthetic preservatives are allowed. Water can be included in its calculation of organic content.

Country of Origin: France

Business Type: Profit

Web: www.ecocert.com

BDIH

Certification Type: Natural

BDIH requires 100% natural origin / nature identical* to gain the “natural” standard. Does not have a standard for organic certification.

Country of Origin: Germany

Business Type: Profit. Membership required.

Web: www.bdi.org

NPA

Certification Type: Natural

NPA requires a minimum of 95% natural origin for the “Natural” standard. Limited amounts of synthetics are allowed. Does not have a standard for organic certification.

Country of Origin: USA

Business Type: Non-Profit. Membership required.

Web: www.npainfo.org

**Nature identical ingredients are those that are 100% identical in composition to their counterparts in nature, but are created in the laboratory to ensure stability, safety, and sustainability. Nature-identical substances may only be used when natural substances cannot be recovered from nature using reasonable technical effort.*

The Future of Certification Standards

Consumers are placing more pressure on companies to raise the bar. They’re demanding that natural and organic claims be supported by the brand’s willingness to exhibit the transparency and traceability that certification standards offer.

But certification is only a means to an end. The ultimate goal is a market where honesty, traceability, and transparency is expected of the producers of the products we put on our skin, our bodies, and of course into the environment as well.

Mark Wuttke heads the Wuttke Group, LLC, a world class business development team with a focus on sustainable luxury, spa, boutique retail, organic luxury and the emerging category of eco-chic. Mark is an editorial advisory board member of Organic Spa Magazine, and works closely with LOHAS, Green Spa Network, and Natural Beauty Summit in America & Europe.
www.wuttkegroup.com

WUTTKE GROUP, LLC

1878 Connemara Drive Atlanta GA 30341 | +1 404.441.4962 p. | +1 770.234.4837 f. | wuttkegroup.com