

*It isn't easy being green.
But now it's a lot easier to find.*



The Natural Products Association announces the first and only national standard for natural personal care products.

More and more consumers want natural personal care products but they're confused about which ones are truly natural. That's why the Natural Products Association created this definitive standard and official seal. It covers all natural personal care products across all classes for all consumers.

THREE REASONS WHY THE SEAL IS NEEDED NOW

A 2007 survey of women by Yankelovich revealed the confusion and concerns consumers have over the lack of any recognized standard certification or seal for personal care products:

—78% believe natural personal care is currently regulated and 97% think it should be

—86% want a symbol to help them recognize which products are natural

—73% think retailers could do a better job of educating consumers on natural personal care

WHAT IS THE NATURAL PRODUCTS ASSOCIATION?

The Natural Products Association is a 74 year old non-profit, non-governmental organization committed to the natural products industry and welfare of consumers. We've joined forces with the leaders in

natural personal care industry to develop the natural standard. We will certify products as natural and approve the use of the seal on all personal care products that meet our standard to allow consumers to make informed decisions at the point of purchase.

TO LEARN MORE, CONTACT:

*Daniel Fabricant, Ph.D.
VP Scientific & Regulatory Affairs
(202) 223-1010 x102
dfabricant@naturalproductsassoc.org*

VISIT:

www.TheNaturalSeal.org

