



Statement about certified natural cosmetics

(Calw, Germany, August 2014) The term “natural cosmetics” is not legally protected. Manufacturers of natural cosmetics therefore make use of seals such as BDIH, NaTrue, Ecocert etc., which confirm, in accordance with their guidelines, that products are free of petroleum derivatives, PEGs, silicones and parabens. This, of course, applies to the products of Börlind GmbH as well.

The seals also confirm that cosmetic products have been developed on the basis of natural ingredients, although there are some differences relating to the approved ingredients. These differences do not call into question their classification as “natural cosmetics”.

However, the most widely used seals certify products only. What is important to Börlind GmbH is an evaluation and certification of the company and its products as a whole. It is for this reason that Börlind GmbH has opted for certification from CSE (Certified Sustainable Economics). The guidelines clearly exceed the criteria of customary natural cosmetics certifications, because it is not only the products, but also the entire company and its fundamental socio-ecological attitude which are monitored and confirmed.

Manufacturing companies certified in line with the CSE standard produce at least 75 % of the bulk of their products in accordance with an existing sector-relevant product standard (NaTrue, COSMOS, BDIH, Ecocert, Soil Association, Cosmébio, ICADA, demeter, Naturland, Vivanes 2011, natural cosmetics regulations of the Austrian Codex Alimentarius, NCS).

The certification and monitoring bodies approved by the CSE standard work in compliance with ISO 17065. EcoControl GmbH coordinates the certification and issues the certificates.

The CSE seal has been rated as “highly recommendable” by www.label-online.de, Die Verbraucher Initiative e.V. (Bundesverband) [Consumer Initiative (German Federal Association)].

The products of the ANNEMARIE BÖRLIND – Natural Beauty brand therefore conform to the criteria for certified natural cosmetics.

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