



Natural Product Standard

Version 1.2/ February 2016

The **Natural Product Standard** is supposed to provide the consumer with a reliable distinctive mark for products that fulfill the consumer expectations regarding the naturalness of products.

The requirements applying to raw materials and production processes are defined and published in this standard. The compliance with the requirements for the usage of the term

“Natural Product Standard approved by BDIH”

is guaranteed by controls that are independent of the companies and ensured by annual follow-up checks.

The **Natural Product Standard** is based on the experience of BDIH concerning the association standard for certified natural cosmetics, however, it does explicitly not refer to cosmetic products, in order to avoid confusions with the existing standard for natural cosmetics of BDIH. For the same reason, it is also not a standard of BDIH. However, BDIH is involved in the development and review of the standard criteria in an advisory capacity. The relevance and quality of the standard criteria is explicitly confirmed and the Natural Product Standard is being supported by BDIH. The reliability of the product control is guaranteed by the fact that this control is carried out by the IONC GmbH which is affiliated to the BDIH and is also responsible for the control of cosmetic products according to the BDIH Standard for certified natural cosmetics.

The **Natural Product Standard** regards itself as an instrument for promoting correct consumer information and fair competition. Its contents are subject to ongoing controls in consideration of technical developments and new knowledge. The possibilities of an environmentally friendly production and the principles of sustainable management are especially considered. Suggestions on the part of the consumers are explicitly desired.

1. Scope of application

The control according to the Natural Product Standard is being conducted for products that serve for the human, animal and plant care and health or the application on objects. Excepted from this are cosmetic products that are already included in a standard of BDIH and carry a respective control mark. Thus, the scope of application extends especially to medical products, pharmaceuticals, foodstuff, commodities, cleaning agents, care products and products intended for animal and plant nutrition and care. Significant for the categorization of the products are the relevant definitions of the European law.

Subject to the control according to the Natural Product Standard are respectively products that are registered by the distributor. The term

“Natural Product Standard approved by BDIH“

hence gives an indication concerning the respective marked products, but not concerning product series and brands or companies as such.

The basis for the control are the following criteria. The Natural Product Standard may provide for specific regulations for certain product groups.

The allocation of the label is not related to the confirmation of a product quality, which is not described by the standard criteria or the confirmation of the compliance by means of product-specific legislations.

2. Raw Materials

It is permitted to use plant-based, non-genetically modified raw materials. The use of substances that are obtained from dead animals is not allowed. The use of mineral raw materials is principally permitted, as far as they are inorganic and mineral salts, acids and bases.

It is forbidden to use raw materials indicated in the following list of substances:

- Inorganic-synthetic dyes
- Synthetic fragrances
- Ethoxylated raw materials
- Silicones
- Paraffins and
- other petroleum products

Natural fragrances which comply with ISO standard 9235 or are produced with biotechnological methods are allowed.

3. Production Process

For the production of raw materials, intermediate products and end products, physical, enzymatic or microbiological processes are permitted including extraction with natural extracting agents.

Allowed natural starting raw materials that comply with the requirements of clause 2 may be treated by means of natural processes such as hydrolysis, hydrogenation, oxidation, reduction and esterification as well as other cleavage and condensation processes. The same applies for the substances and mixtures obtained by these procedures

Extracting agents and catalysts that do not comply with the standard criteria, may only be used in the production process if they are inevitable according to the state of technology and completely eliminated or at least eliminated to such an extent that they are only contained in technologically unavoidable and ineffective trace concentrations in the finished product.

The treatment of raw materials, intermediate products and end products with ionizing radiation is not allowed.

4. Preservation

To ensure product safety, the following nature-identical preservatives can be used if necessary:

- Benzoic acid and its salts
- Salicylic acid and its salts
- Sorbic acid and its salts
- Benzyl alcohol
- Dehydroacetic acid and its salts

5. Advertising organic quality

5.1 Subject to differing relevant legal regulations for the specific product, information that refers to the organic quality of the ingredients, additives or substances used in the product (hereinafter called: ingredients), is only allowed if valid certificates confirm the certification of these ingredients according to a legal regulation applicable to the organic production of natural substances. All legal regulations without geographic restrictions come hereby into consideration as well as equivalent certification systems within the framework of the legal regulations. This also applies, apart from the statement “organic”, to all similar designations like for example “controlled organic cultivation”, “eco”, “bio” etc. regardless of the selected language.

5.2 The designation of a product itself as “organic” or the use of equivalent indications that gives consumers the impression that the product is entirely of organic quality, requires that the organic proportion in relation to all ingredients of the product, apart from water and minerals, must be at least 95%. The calculation is made according to the quantities of ingredients used in the manufacture. The following must be noted:

- Ingredients of organic quality, like for example parts of plants, are being taken into account with their full weight.
- Extracts from substances of organic quality are being taken into account with their full weight, if the remaining solvent is of organic quality itself or no solvent remains at all (for example CO₂ extraction). Also concerning the partial use of remaining solvents without organic quality or hydrolates, the organic proportion of the component that can be taken into account is calculated as follows:
[(used substances of organic quality + solvents of organic quality) : (used substances of organic quality + all solvents)] x 100
- If concentrates are used, there is no recalculation to the weight prior to the concentration; especially the water added to the concentrate afterwards is not taken into account.
- Concerning ingredients, that are produced using allowed non-physical procedures, the organic proportion that can be taken into account is calculated as follows:
 - a) On the basis of their full weight, if all starting raw materials are of organic quality themselves.
 - b) In the case of cleavage of the starting raw materials, on the basis of the cleaved product with its full weight, if the starting raw materials are of organic quality themselves.
 - c) If substances without organic quality are used partially, if necessary, on the basis of the percentage of organic quality that results from:
(Weight of the used material of organic quality: weight of the ingredient) x 100

5.3 The determined percentage of ingredients of organic quality according to clause 5.2 can also be indicated if it is less than 95%, provided that the consumer is not given the impression that it is a product of full organic quality.

5.4 As far as the term “organic” or equivalent indications are used as elements of a trademark, a company name or a commercial designation, without the conditions of clause 5.2 being fulfilled, they may only be used so long as further indications do not give the impression that it was a product of full organic quality.