



NATURAL ALLIANCE

Press release

On December 12, 2006, the Natural Alliance was born in Brussels.

Under the aegis of three Founding Organizations – E.F.E.O., BDIH, UNITIS (*) – the Natural Alliance was created with the support of representatives of the cosmetic industry and the scientific community.

The Natural Alliance has been inspired by the spirit of the first common position taken in 2006 by the whole supply chain of botanical complex substances within the framework of the preparation of the REACH regulation.

What is the Natural Alliance ?

Both a structured Forum and a strategic working Platform where all the Cosmetic supply chain involved in natural complex substances will have the possibility to exchange, to cooperate and to unify its positions in technical and regulatory fields in order to issue common proposals at the European level.

What are aims of the Natural Alliance ?

All stakeholders agree to consider that natural complex substances have specificities that implies they be taken into account by authorities.

On the basis of this essential starting point, the Natural Alliance will manage common work so that the evolution of regulations be adapted to the scientific and industrial realities while participating to the improvement of the consumers and workers' safety.

What priorities for the Natural Alliance ?

Natural complex substances are covered by provisions of the REACH Regulation originally conceived for chemicals.

In such a context, partners of the Natural Alliance consider they have to focus as a priority on the implementation of this new legislation and have decided to dedicate their first work and actions to the preparation of common guidelines.

What are major stakes of the Natural Alliance ?

Natural cosmetic ingredients had, have and will have more and more an important role to play in terms of innovation for the cosmetic industry as well as in terms of satisfaction of the consumers' demand.

It implies to combine the realities of the natural world and a permanent search to technical progress to which the partners of the NATURAL ALLIANCE individually contributed and intend to actively pursue together.

As a result, the Natural Alliance is the structure which will maximize the potential of knowledge, know-how and experience available in the supply chain together with the scientists' expertise so as cosmetic natural substances are well understood and truthfully considered by all.

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- E.F.E.O.** - European Federation of Essential Oils
 - BDIH** - Bundesverband deutscher Industrie- und Handelsunternehmen
 - UNITIS** - European Organization of Cosmetic Ingredients Industries and Services