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NPAinfo.org

NEWS RELEASE

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The BeNatural Company Becomes First Colombian Company to Receive the NPA Natural Seal

"It is exciting to see the expansion of the NPA Natural Standard into international markets and reach more consumers throughout the world," said Dr. Hilmas.

WASHINGTON, D.C. – NPA is pleased to announce that the BeNatural Company received NPA's Natural Certification for several products in their Biozean line. The BioFacial Moisturizer SPF 15, Hydrating Mist, BioProtective Hand Cream SPF 12, and Solar BioProtector SPF 31 all received the NPA Natural Seal. The BeNatural Company, based in Bogota, Colombia is committed to creating high quality natural personal care products. BeNatural is one of many international companies to receive the NPA Natural Certification, but is the first to achieve this accomplishment from Columbia.

"Although the NPA Natural Certification is a US based standard, we are finding more and more companies like BeNatural come to NPA to receive natural certification for their products," said Dr. Corey Hilmas, Senior Vice President Scientific and Regulatory Affairs of NPA. "It is exciting to see the expansion of the NPA Natural Standard into international markets and reaching more consumers throughout the world."

NPA congratulates the BeNatural Company on this accomplishment.

NPA's Natural Certification program for personal care products was launched in 2008. In its 7 years of existence NPA has certified over 900 products and 700 ingredients. All NPA-certified products have been verified to fit the Natural Standard by an independent third party auditor. Among other requirements, NPA certified products are at least 95 percent natural—excluding water. NPA-certified products use natural ingredients from a source found in nature and processed within the list of allowed processes. Products with the Natural Seal must list all ingredients on the package label and only contains 100 percent natural fragrances and colorants.

For more information on the NPA Natural Certification for Personal or Home Care products go to TheNaturalSeal.org.

Natural Products Association



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The **Natural Products Association (NPA)** is *the* trade association representing the entire natural products industry. We advocate for our members who supply, manufacture and sell natural ingredients or products for consumers. The Natural Products Association promotes good manufacturing practices as part of the growth and success of the industry. Founded in 1936, NPA represents over 2,000 members accounting for more than 10,000 locations of retailers, manufacturers, wholesalers and distributors of natural products, including foods, dietary supplements, and health/beauty aids. Visit www.NPAinfo.org. Follow NPA on social media:

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