

Footnotes:

1. Limonene and Linalool are permitted by the NATRUE standard when they are part of a full essential oil in the formulation, rather than synthetic isolated chemical compounds that have been added to a product as a preservative (the conventional cosmetics industry mainly uses synthetically produced limonene and linalool). Limonene and Linalool are known allergens, which is why natural brands such as Weleda are required to highlight these chemical compounds in the INCI listing on pack, even when these compounds are only present within natural essential oils.
2. Ingredients with numbers are usually artificial colourants and flavourings, many of which are synthetic coal tar dyes or azo dyes, and not considered natural ingredients. Some are natural plant colourings. Some are mineral pigments such as iron oxide. CI77891 for example is titanium dioxide. Weleda's mineral pigments are nature-identical, not extracted from the earth. Although mineral pigments such as Mica and Iron Oxide do exist in nature, sourcing them from the earth and rock as natural pigments is fraught with difficulty:
 - Quality is an issue, as there may be contaminants and impurities in the ground. This is a particular concern if the minerals are contaminated with unacceptable levels of heavy metals. Colour consistency from one batch of mined pigments to another is also an issue when manufacturing cosmetics.
 - Safety is also often an issue for the miners – the mining of ores is an industry that does not have a great reputation for safe working conditions or fair trade.
 - Sustainability is also paramount for Weleda who do not want to destroy the landscape in order to extract pigments.

For this reason, the NATRUE standard allows 'nature-identical' copies of mineral pigments in make-up products, because this guarantees greater purity and safety for the consumer. These pigments can be found in nature but are reproduced under strict laboratory conditions to ensure quality standards. NATRUE allows for nature-identical ingredients to be used in cosmetic formulations when the natural raw material is problematic and the nature-identical material can be made without harm to us or to the planet.



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In harmony with nature and the human being
www.weleda.co.uk

NATRUE **DO NOT PERMIT**
many ingredients.
How many are in your
morning routine?



A top-selling toothpaste



Aqua, Glycerin, **Hydrated Silica**, **PVM/MA Copolymer**, **Sodium Lauryl Sulfate**, Cellulose Gum, Aroma **Sodium Hydroxide**, Carrageenan, Sodium Fluoride, **Triclosan**, **Sodium Saccharin**, Limonene, CI 77891

A top-selling mouthwash



Aqua, Alcohol, Sorbitol, Aroma, **Poloxamer 407**, Benzoic Acid, **Zinc Chloride**, Eucalyptol, **Methyl Salicylate**, **Sodium Saccharin**, Thymol, Menthol, **Sodium Benzoate**, Sodium Fluoride, **Sucralose**, Benzyl Alcohol, **CI 16035**, **CI 42090**

A top-selling day cream



Aqua, Glycerin, Butyrospermum Parkii Butter, Cetearyl Alcohol, **Methylpropanediol**, Glyceryl Stearate, **Octocrylene**, **Sodium Phenylbenzimidazole Sulfonate**, **C12-15 Alkyl Benzoate**, **Cera Microcrystallina**, **Butyl Methoxydibenzoylmethane**, **Paraffinum Liquidum**, Caprylic/Capric Triglyceride, Glyceryl Glucoside, Prunus Amygdalus Dulcis Oil, Tocopheryl Acetate, **Panthenol**, **Dimethicone**, Potassium Cetyl Phosphate, Hydrogenated Palm Glycerides, **Acrylates/C10-30 Alkyl Acrylate Crosspolymer**, Chondrus Crispus Extract, **Ethylhexylglycerin**, **Phenoxyethanol**, **Methylparaben**, **Ethylparaben**, **Trisodium EDTA**, **Butylphenyl Methylpropional**, Linalool, Citronellol, Benzyl Alcohol, Limonene, Geraniol, **Alpha-Isomethyl Ionone**, Citral, Parfum

A top-selling body lotion



Aqua, glycerin, stearic acid, caprylic/capric triglyceride, **dimethicone**, **glycol stearate**, **PEG-100 stearate**, **cyclopentasiloxane**, petrolatum, collagen amino acids, helianthus annuus hybrid oil, **isomerized linoleic acid**, lactic acid, **potassium lactate**, sodium PCA, urea, glyceryl stearate, **stearamide AMP**, **triethanolamine**, **acrylates/C10-30, alkyl acrylate crosspolymer**, carbomer, cetylalcohol, **disodium EDTA**, parfum, **mergylpapanen**, **phenoxyethanol**, **propylparaben**, **alpha-isomethyl ionone**, benzyl alcohol, **butylphenylmethylpropional**, citronellol, coumarin, geraniol, **hexyl cinnamal**, **hydroxyisohexyl 3-cyclohexene carboxaldehyde**, limonene, linalool, CI 77891

A top-selling conditioner



Aqua, Cetearyl Alcohol, **Dimethicone**, **Stearamidopropyl Dimethylamine**, **Amodimethicone**, **Behentrimonium Chloride**, **Cetrimonium Chloride**, **Dipropylene Glycol**, **Disodium EDTA**, Lactic acid, Magnesium chloride, **Magnesium Nitrate**, **Methylchloroisothiazolinone**, **Methylisothiazolinone**, Parfum, **PEG-7 Propylheptyl Ether**, **Phenoxyethanol**, Sodium chloride, Tocopheryl Acetate, **Hexyl Cinnamal**, Limonene, Linalool

A top-selling shampoo



Aqua, **Sodium Laureth Sulfate**, **Sodium Lauryl Sulfate**, **Cocamidopropyl Betaine**, Citric Acid, Sodium Citrate, **Sodium Xylenesulfonate**, **Cocamide MEA**, Parfum, Sodium Chloride, **Sodium Benzoate**, **Tetrasodium EDTA**, **Guar Hydroxypropyltrimonium Chloride**, Glycerin, Propylene Glycol, **Linoleamidopropyl PG-Dimonium Chloride Phosphate**, Limonene, Linalool, **Hydroxycitronellal**, **Hexyl Cinnamal**, Magnesium Nitrate, Zea Mays Silk Extract, Rose Extract, Pearl Extract, **CI 19140**, **Methylchloroisothiazolinone**, Magnesium Chloride, **Methylisothiazolinone**, Tocopheryl Acetate, Potassium Sorbate, **CI 42090**

A top-selling body butter



Theobroma Cacao (Cocoa) Extract, **Mineral Oil (Paraffinum Liquidum)**, **Microcrystalline Wax (Cera Microcrystallina)**, Theobroma Cacao (Cocoa) Seed Butter, **Dimethicone**, Fragrance, Tocopheryl Acetate (Vitamin E), **Beta-Carotene (CI 40800)**

A top-selling deodorant



Cyclopentasiloxane, **Aluminum Zirconium Tetrachlorohydrate GLY**, Stearyl Alcohol, **C12-15 Alkyl Benzoate**, **PPG-14 Butyl Ether**, Hydrogenated Castor Oil, Parfum, **Dimethicone**, **Polyethylene**, Helianthus Annuus Seed Oil, **Steareth-100**, **BHT**, Citric Acid, Benzyl Alcohol, Benzyl Benzoate, Benzyl Cinnamate, Benzyl Salicylate, **Butylphenyl Methylpropional**, Citronellol, Geraniol, **Hexyl Cinnamal**, **Hydroxycitronellal**, **Hydroxyisohexyl 3-Cyclohexene Carboxaldehyde**, Limonene.

A top-selling body wash



Aqua, **Sodium Laureth Sulfate**, Sodium Chloride, **Acrylates Copolymer**, Parfum, **Acrylamidopropyltrimonium Chloride/ Acrylamide Copolymer**, Citric Acid, **Cocamide MEA**, **Disodium EDTA**, **DMDM Hydantoin**, Glycerin, Hydrolyzed Milk Protein, **Magnesium Nitrate**, **Polyurethane Crosspolymer-2**, Urea, Xanthan Gum, **Alpha-Isomethyl Ionone**, Benzyl Alcohol, **Butylphenyl Methylpropional**, Citronellol, Geraniol, **Hexyl Cinnamal**, **Hydroxycitronellal**, Limonene, Linalool, **CI 17200**

A top-selling face wash



Aqua, **Sodium Cocoyl Isethionate**, Cetearyl Alcohol, Glycerin, **Sodium Laureth Sulfate**, Salicylic Acid, **Sodium Cocoamphoacetate**, **Cocamidopropyl Betaine**, **Sodium Hydroxide**, **Acrylates/C10-30 Alkyl Acrylate Crosspolymer**, Parfum, **Disodium EDTA**, Lavandula Stoechas Extract, Helichrysum Italicum Extract, Cistus Monspeliensis Extract

A top-selling moisturiser



Aqua/water, **Isononyl Isononanoate**, **Isohexadecane**, Glycerin, Alcohol Denat, **peg-20 Methyl Glucose Sesquistearate**, **Ethylhexyl Methoxycinnamate**, **Methyl Glucose sesquistearate**, **Cetyl Palmitate**, **Nylon-12**, **Cyclohexasiloxane**, Propylene Glycol, **Hydrogenated Polyisobutene**, Stearyl Alcohol, Agrilla/Magnesium Aluminium Silicate, **Synthetic Fluorophlogopite**, **Dimethicone**, **Phenoxyethanol**, **Poly c10-30 Alkyl Acrylate**, **Ammonium Polyacryloyldimethyl Taurate**, Parfum/Fragrance, **Caprylyl Glycol**, Tocopheryl Acetate, **Dimethiconol**, **Ascorbyl Glucoside**, Citrus Grandis Fruit Water / Grapefruit Fruit Water, **Disodium EDTA**, Linalool, Benzyl Salicylate, **T-Butyl Alcohol**, Limonene, **Caffeine**, Benzyl Alcohol, Geraniol, **bht**, **Cellulose Acetate Butyrate**, **Polyphosphorylcholine**, **Glycol Acrylate**, Tocopherol, **Citral Polyvinyl Alcohol**, Sodium Chloride, **Butylene Glycol**, **Sodium Hyaluronate**, [+/- may contain CI 77891 / Titanium Dioxide, CI 77491, CI 77492, CI 499 / Iron Oxides]

A top-selling facial wipe



Aqua, **Benzoic Acid**, **Cetearyl Isononanoate**, **Ceteareth-12**, **Ceteareth-20**, Cetearyl Alcohol, Citric Acid, **Dehydroacetic Acid**, **Disodium EDTA**, Glycerin, Glyceryl Stearate, **Panthenol**, **Pantolactone**, **Phenoxyethanol**, **Sodium Citrate**, Tocopheryl Acetate