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## NEWS RELEASE

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# NPA's Natural Seal Program Celebrates 10 Years

WASHINGTON, DC – The Natural Products Association's Natural Seal Program celebrated 10 years of giving consumers the confidence and knowledge to identify truly natural personal care products. NPA's Natural Certification for Personal Care Products has certified 937 products and 799 ingredients. All NPA-certified products have been verified to fit the Natural Standard by an independent third-party auditor. In addition to its certification program for Personal Care, NPA offers a separate program for Home Care, launched in 2010.

"More and more Americans are looking for truly natural alternatives to synthetic chemicals for health, wellness, personal and home care products. For the past 10 years NPA has led the movement to bring clarity to the term and developed a standard for natural," said Daniel Fabricant, President and CEO of NPA.

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 contain 100 percent natural fragrances and colorants.

"As FDA considers how to define 'natural,' NPA's Natural Seal program remains the only U.S.-based Natural Certification program that provides consumers and the industry with clear guidelines for natural products. We have urged the FDA to look closely at NPA's program as it wrestles with this challenging issue," continued Dr. Fabricant.

### **Natural Products Association**

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 approximately 1,000 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.

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