

## "Natural Products" - Example of a Face Cream

	NON NATURAL	70% NATURAL	95% NATURAL	ALL NATURAL
Claims/Seals	None	No seal available for 70% natural. A "made with natural ingredients" claim may be made according to NIRC (Natural Ingredients Resource Center) if 70% of the formulation meets the criteria listed above. If synthetic fragrances, artificial colors, or petrochemicals are used, the NIRC will not be granted.	<p>NPA seal (Natural Product Association) All products that are labeled or branded "natural" must be made of at least 95% all natural ingredients. Synthetic ingredients may only be used when there is no readily available natural alternative ingredient, or if there are no suspected health risks as indicated by peer reviewed third party scientific literature.</p> <p>NIRC seal (Natural Ingredient Resource Center) 95% of ingredients must be natural, with the remaining 5% coming from ingredients that do not meet NIRC criteria for "natural", not including synthetic fragrances, dyes, and petrochemicals. Toxicity of each ingredient must be minimal. Claim that can be made is "natural".</p>	For a "100% natural" or "All natural" claim the product must be made of 100% approved natural material.
Ingredients	Deionized Water	Aloe Vera Leaf Juice	Aloe Vera Leaf Juice	Cannot be done for this type of product. A massage oil made of 100% natural oils would be an example of this product.
	<del>Petrolatum</del>	<del>Isopropyl Palmitate</del>	Beeswax	
	<del>Mineral Oil</del>	<del>Glyceryl Stearate</del>	Soybean Oil	
	<del>Cetyl Alcohol</del>	<del>Glycerin (non vegetable)</del>	Coconut Oil	
	<del>Stearyl Alcohol</del>	<del>Cyclomethicone</del>	Glycerin (vegetable)	
	<del>Ceteareth-20</del>	Soybean Oil	Cetyl Alcohol	
	<del>Fragrance</del>	Cetyl Alcohol	Stearyl Alcohol	
	<del>Propylene Glycol</del>	Stearyl Alcohol	<del>Ceteareth-20</del>	
	<del>Methylparaben</del>	<del>Ceteareth-20</del>	Linalool	
	<del>Propylparaben</del>	Linalool	Phenoxyethanol/Ethylhexylglycerin	
		Phenoxyethanol/Ethylhexylglycerin		