Organic Beauty and Wellbeing Market 2019
2018 was the year that sustainable beauty and wellbeing moved into the mainstream. The certified organic and natural sector continued to lead this growth as more consumers wanted to be sure that what they were buying delivered on trust, integrity, sustainability and benefited the wider environment. **Sustainability stopped being optional** for business. The organic brands featured in this report and all Soil Association Certification Licensees have been pioneers of this holistic approach and there are now over 250 of them.

This report shows the continuing growth of the certified organic and natural beauty sector in the UK, which is at an all-time high. We believe this growth will build as more millennials and Generation Z’s come into the market, more retailers stock certified brands and sustainable beauty becomes increasingly relevant. This is not without its challenges and, as a sector, we need to shout loudly about what certified organic and natural beauty is and what it delivers, as greenwashing is still an issue, even two years on from our ground-breaking Come Clean About Beauty report.

The availability of ingredients certified to COSMOS standards is becoming less of an issue with over 100% growth in the number of certified ingredients now listed, and the transfer of products to COSMOS outpacing expectations. These developments are helping to provide clarity of standards and labelling to consumers.

2019 will be a year of uncertainty in many areas with Brexit, but there is no doubt that the tide has turned on sustainable beauty and wellbeing. Certified organic and natural products are well placed to have a strong impact in the coming year, leveraging many of the trends in this report but also as innovators and leaders in the sector overall.

It will be an exciting year.

**Martin Sawyer**  
CEO SOIL ASSOCIATION CERTIFICATION
Introduction

“It has been a fascinating year, it is exploding... It (wellbeing and natural) is really starting to hit the mainstream.”

Sarah Brown
Founder of PAI

Combining the latest industry research and thought-leadership with insights and market data from our pioneering licensees, this report puts a spotlight on the key themes and trends for 2019 and the exciting role that certified organic and natural brands can continue to play in the future of beauty and wellbeing.

Continuing to blossom, the uninterrupted growth over the past 8 years of the certified organic and natural beauty market in the UK is strong proof that organic beauty and wellbeing resonates with an ever-widening audience, offering crucial consumer benefits in a broad range of categories from skincare to supplements and menstrual health. Growth in 2018 remained strong at 14%: well above the wider wellbeing market growth in spite of an overall weakening of consumer confidence.

More brands and bigger brands, including L’Oreal Garnier, are signing up to Soil Association COSMOS certification, excited by the opportunity to showcase their credentials and reassure consumers they are making responsible choices. An ever-growing number are becoming COSMOS certified organic or natural, currently at over 10,000 products across Europe, doubling in 2018, with applications to Soil Association Certification for COSMOS certification at an all-time high. The number of available COSMOS certified organic or natural ingredients has also increased dramatically to over 11,000 in 2018 (COSMOS).

UK sales of health and beauty products in GBP (£) millions

Data from COSMOS & Soil Association
The Year 2018 in Numbers

£86.5m
Sales of certified organic and natural beauty products in the UK

+14%
Year on year growth of certified organic and natural beauty products

8th
Year of consecutive growth

+11k
Certified organic and natural ingredients on the COSMOS database

+10k
Certified COSMOS products across 794 brands. 100% year on year increase

Data from COSMOS & Soil Association
The Key Themes Shaping The Industry in 2019

**Wellbeing and holistic beauty**
- Beauty sleep
- Anti-pollution innovation
- Self-care and ‘wellcare’
- Category blurring
- Plant-based beauty

**Kindness to the planet**
- Environment issues
- Plastics & packaging
- Streamlining skincare
- Plastic-free periods
- Beauty without compromise

**Millennials & Gen Z Driving Change**
- Savvy shoppers
- Full transparency
- Entrepreneurial and ethical brands

**Quest for clarity**
- Greenwashing
- The drive for certification
A Shift Towards Holistic Beauty

“A FLOURISHING WELLBEING MARKET

Wellness, according to the 2018 Global Wellness Economy Monitor - October 2018, is now a $4.2 Trillion industry. Increasing by 12.8% from 2015-2017, their data reveals “the wellness economy has grown at nearly twice the rate of global economic growth (3.6%)”. Personal care and beauty represents $1.082 trillion.  

BEYOND A TREND

One of the world’s biggest and fastest growing industries, the healthy trajectory of the wellness economy is attributed to several factors. The Global Wellness Institute highlights that, “In the face of longer lifespans, rising chronic disease, stress, and unhappiness, we are re-examining our lives and refocusing our attention on what makes us well.” 

As consumers become more conscientious about lifestyle choices and turn to alternative remedies as substitutes for conventional medicine, traditional notions of beauty are changing. Looking deeper than superficial solutions, attitudes are shifting towards a more rounded, healthy approach that encompasses everything from diet and exercise to relaxation and managing stress.  

Consumers proactively taking charge of their wellbeing is fueling related categories like sleep, anti-pollution and self-care.

31% of UK adults suffer insomnia
A FOCUS ON BEAUTY SLEEP

Life’s hectic pace and 24/7 connectivity means for many, the idea of a good night’s sleep feels like a distant dream.

In addition to growing awareness about the vital link between sleep and overall wellbeing, there’s also a greater emphasis on sleep and skin renewal. As June Jensen from NPD notes, “The market for night time skincare is definitely booming.”

Our licensees Neal’s Yard Remedies and Pukka offer specific products to promote that all important 8 hours beauty sleep. As more of us struggle to switch off, it’s likely that innovation in this “new frontier for holistic wellness” will only continue to strengthen.

From October 2017 to the end of September 2018, anti-aging night skincare sales increased by 9%, driving 74% of growth in night-only skincare, which saw the night time skincare market valued at £43 million for the same period.

ANTI-POLLUTION INNOVATION

With sensitivity heightening around the effects of pollution, there’ll also be a bigger drive towards safe-guarding our bodies against harmful environmental factors.

Dr. Pauline Hili, the founder of licensee Nourish, agrees it will no longer be niche, “air pollution specific products are going to be huge. It’s going to be a very big trend in the product market.”

THE RISE OF SELF-CARE AND ‘WELLCARE’

The internet and wellness technology coupled with a resource-strapped NHS means people are taking greater responsibility for their wellbeing. As the Welltodo 2019 Consumer Wellness Trends Report stated, “the desire for a more connected and holistic approach to health and wellness is driving cross-collaboration between the healthcare and wellness industries, creating a new segment of ‘wellcare’ that’s blurring boundaries and shaping future innovations.”
The size of the U.K. nutritional supplement market demonstrates how much traction this trend is gaining: it’s expected to reach **$15 billion** growing at a CAGR of 6% by 2023.  

Recognising that a growing number of consumers are proactive participants in managing their health, Viridian Nutrition’s founder, Cheryl Thallon, comments: “GPs have little time to discuss diet and lifestyle with their patients. The younger generation are less in awe of the doctor and are taking greater personal responsibility for their own health. Good health food stores provide a sense of community - and have the time and expertise to discuss diet, lifestyle and food supplements where appropriate – they are the natural home of preventative healthcare.”

**CATEGORY LINES ARE BLURRING**

Not only is there the shift towards this blend of beauty, health and wellbeing, Mintel’s article “3 Paths To Beauty Innovation”, discusses how manufacturers are getting creative and blurring the boundaries between products in their portfolio.

With more consumers realising it’s as much about what we put on our bodies as what we put in them, the trend for “inside–out beauty” is taking hold. Remarking on the role of supplements in our beauty routines in Harper Bazaar’s 10 Big Beauty Trends to Watch Out for in 2018, GP and dermatologist, Dr. Sturnham believes “introducing a supplement into our skincare will become commonplace.”

Dr. Hilli, a renowned expert in organic skincare, recognises this merging of categories too, “wellbeing products that are great for the skin and skincare products that are great for wellbeing,” she says, “people are demanding entire lifestyles that support and bring to fruition greater health and wellbeing.”

**PUKKA ON SUPPLEMENTS**

Licensee, Pukka Herbs, has broadened its scope to extend into new territory.

“Shortly after launching herbal teas in 2001, Pukka Herbs also created a range which aimed to capture the full potency and vitality of herbs in the form of organic herbal food supplements. Through combining Co-founder Sebastian’s Ayurvedic herbal knowledge with the latest advances in science, Pukka’s powerful range of herbal supplements have become internationally recognised. In 2019, in response to global demand, Pukka is launching its supplements into new markets including Australia and the US.”

*Tom De Pass*

Head of Communications, Pukka
PLANT-BASED BEAUTY

On a mission to be healthier, consumer interest in veganism isn’t a fad, it’s a major trend. Evidence from Mintel’s Global New Products Database supports this: vegan product launches have risen by 175% from July 2013-June 2018 and Mintel’s Andrew MacDougall suggests that people “will want to align their beauty routine with the rest of their lifestyle.”

The rise of veganism is just one of many indicators that people are now much more conscious of the choices they’re making. Organic and natural certification, along with leaping bunny and other cruelty free certifiers, do not allow animal testing to be used, something the modern consumer is on the lookout for. Talking about the confidence and certainty organic and natural certification gives people, Louise Green at Neal’s Yard Remedies comments, “(it) allows a quick selection of ethically produced goods in a vastly busy shopping environment.”

Aurelia Ziomek at Planet Organic adds ‘We are seeing strong interest in vegan makeup... [and] high quality organic and natural makeup is performing as well as conventional brands.’

Vegan beauty brands still only account for 1% of women’s face skincare, but growth is well above the category at 38%.
A Step Towards Kindness To The Planet

120 billion units of packaging are produced every year by the global cosmetics industry, according to Zero Waste.  

71% of UK household care product buyers agree that using recovered ocean plastic in packaging is a good way to protect the environment.  

42% of UK personal care consumers buy natural and organic personal care products because they believe they are better for the environment.  

200,000 tonnes of waste in the UK every year is generated by tampons, pads, panty liners and their packaging.  

KINDNESS TO THE PLANET RISING UP THE AGENDA

October’s critical IPPC report on rising global temperatures, California’s deadliest ever forest fires in November, Sir David Attenborough’s impassioned plea at the UN-sponsored climate talks in December; environmentalism is a hot topic and the urgency of the task has never been so high on the agenda.  

The non-organic beauty industry has a reputation as one of the worst perpetrators of marine plastic pollution: micro-beads, cotton buds, glitter and wipes are all on its list of offences. Plastic has been the go-to choice for products because it doesn’t disintegrate when exposed to liquid chemicals but only 50% of packaging is recycled in the bathroom vs. 90% in the kitchen. Despite the challenges, beauty’s war on the ugly packaging and plastics problem is underway.  

No longer consisting of “pockets of people saying we need to do better” (Cheryl Thallon, Viridian), awareness around sustainability, ethical working practices, avoiding toxicity and consumption are all presented as part of a much bigger meta trend: “Kindness to the Planet” (Cheryl Thallon, Viridian). According to Ethical Consumer, consumer demand for organic and natural brands that take a more responsible approach to avoiding environmentally harmful chemicals and synthetic pesticides will also have influenced the 10.8% sales rise in ethical cosmetics (2017).
ENVIRONMENTAL BENEFITS OF ORGANIC AND NATURAL COSMOS CERTIFICATION

1 GREEN CHEMISTRY

COSMOS promotes the use of ‘green chemistry’, meaning products are less environmentally damaging and produce less waste and pollution.

2 PROTECTING PLANTS, HABITATS AND COMMUNITIES

Over exploitation of certain medicinal and aromatic plant species has meant they are classified as threatened by the International Union for the Conservation of Nature (IUCN). Organic health and beauty standards forbid the use of raw materials that are on the IUCN Red List and promote sustainable farming and harvesting which provides a good source of income for workers.

3 AVOIDING HARMFUL INGREDIENTS

It’s common for conventional health & beauty products to use ingredients that are potentially hazardous to human health, like endocrine disrupting chemicals (EDCs) for example. Increasing demand for organic health and beauty products helps drive innovation and increase market demand for better, alternative ingredients.

COSMOS AND PALM OIL

Palm oil plantations and their environmental impact is a huge problem for the planet and is becoming a big challenge for brands and retailers as consumers demand change. Preserving biodiversity and sustainability are crucial considerations in how we produce certified products/ingredients. Widely used as a starting raw material in the Health and Beauty industry, COSMOS has introduced criteria on making certain palm ingredients from either an organic or sustainable certified source.
THE WAR ON PLASTICS AND PACKAGING

Like lots of the environmental issues the industry faces, solving the packaging problem is seriously challenging and single use plastics present the biggest problem. Research from Garnier found that 4.5 million people don’t recycle bathroom products because it’s inconvenient. Binning this waste means it goes straight to landfill or ends up as litter.

Mintel in its Global Consumer Trends Report 2019, recognises a significant change in consumer attitudes which is forcing brands to “reduce, reuse and recycle plastic waste to better protect them and their world.” Companies are having to innovate, like repurposing ocean plastics, for example, and there’s also a movement towards glass and refillable packaging. As reported by Refinery29, research conducted by sustainable packaging experts, The LCA Centre, suggests if you buy a refill instead of a completely new product, you save 70% on CO₂, 65% on energy and 45% on water.

However, it’s not necessarily a straightforward case of swapping from plastic to glass or refillables; these options can also impact carbon footprint and energy use. The choices are complex, but need careful thought if brands want to behave responsibly. To find out more, visit: www.soilassociation.org/packagingorganic

PLASTIC-FREE PERIODS

Cardiff-based environmentalist, Ella Daish, is aiming to “break the plastic cycle, period” by campaigning for biodegradable menstrual health products. The composition of some pads, for example, are 90% plastic.

With plastic-free periods more on the agenda, consumers are looking for organic non-plastic products they can trust.

Taboo-busting and toxin-free, tampon brand Ohne are candid about menstruation and passionate about full transparency. “There is such a huge lack of disclosure regulations in the menstrual health industry,” says founder, Leah, “There are more regulations on hamster food than there are on tampons – which is incredible for products used inside us for up to 8 hours at a time.”
STREAMLINING SKINCARE

We’re also seeing a simpler, more mindful approach to beauty in terms of paring back routines and encouraging multi-use products. Pai’s Rosehip Oil and Neal’s Yard Remedies’ Wild Rose Beauty are multi-tasking best-sellers while La Eva have a lotion designed for the face and body.

BEAUTY WITHOUT COMPROMISE

In the past, there have been misconceptions about the sophistication of organic vs. conventional beauty, but the idea of having to choose between efficacy and ethics has changed dramatically. The range of high-performance organic formulas now on offer deliver results-driven beauty without asking consumers to sacrifice their values.

TREND HIGHLIGHTS

- Kindness to the planet is a meta trend
- Only 50% of packaging is recycled in the bathroom vs. 90% in the kitchen
- 4.5million people don’t recycle bathroom products because it’s inconvenient
- Organic beauty brands are pioneering non-plastic, non-toxic menstrual health and this is growing significantly
- Soil Association Certification is supporting businesses to find sustainable packaging solutions and share insight
**Millennials & Gen Z Driving Change**

“More than any other generation before them, Millennials are concerned with their impact on the environment. Having more disposable income and starting their families, millennials influence not only their own consumer choices but more importantly future generations. This more conscious way of living goes hand in hand with making informative decisions about products millennials buy and looking for natural and organic labels.”

Aurelia Ziomek
Health and Body Care Buyer at Planet Organic

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**SAVVY SHOPPERS**

Millennials and Gen Z represent 39% of the general population and are part of a growing number of switched on consumers who are big on checking the ingredients before they buy products. There’s mounting scepticism about claims and marketing speak, and young people in particular want to make positive choices for their bodies and the planet. 

This truth-seeking attitude has given rise to tools like Think Dirty: an app with a barcode scanner that tracks ‘dirty’ ingredients in personal care products so consumers can shop for better alternatives.
FULL TRANSPARENCY

Provenance and integrity really matter to this new generation of younger consumers; they want to look themselves in the mirror with a clear conscience. This is leading not just to clarity around labelling and production, but generating transparency right the way through the supply chain.

Technology is facilitating this transparency, improving audit processes and how provenance is recorded. (Dr. Hili, Nourish). Sarah Brooks, co-founder of The YES YES Company Ltd, believes “Brand Transparency, like declaring ALL product ingredients on the label or being loud and proud about our third-party certifications, gives YES credibility and reliability and enables us to deliver on our mission “to change the world from the inside”.

Millennials are becoming less trusting of corporates: In 2017 65% believed businesses behave in an ethical manner vs 48% in 2018.

39% of Millennials believe businesses should improve society e.g. educate, inform, promote health and well-being.

FIT’s Masters Program: cosmetics and fragrance marketing and management, 2018 Brand Transparency research identifies: 76% of consumers want brands to ensure safe ingredients, while 66% of consumers also expect that a brand will transparently share product testing practices, ingredients sourcing (65%) and environmental impact (54%).
CONTINUING SUPPORT FOR ENTREPRENEURIAL & ETHICAL BRANDS

The push for transparency is giving oxygen to entrepreneurial and ethical brands. In his article for Forbes, “The Biggest Trends in the Beauty Industry”, Richard Kestenbaum talks about the boom in indie brands and how “entrepreneurship is boiling over” as younger consumers sidestep major brands in favour of those that are local and natural. This threat of smaller independents is encouraging acquisitions by larger beauty companies, which in turn is fueling more market entrants and creativity.

From Happy Holistics, Enchanted Plants and Herbfarmacy, the organic beauty and wellness industry is flourishing with smaller companies that are consciously committed to being responsible.

Younger consumers have grown up knowing the human impact on the environment and that the future of the planet depends on us all making more conscious choices. The Soil Association COSMOS logo is there to make these big decisions clearer and easier for everyone to make.

TREND HIGHLIGHTS

- Younger consumers are pushing for positive change in the industry
- 65% of consumers expect brands to share ingredients sourcing\(^1\)
- Younger consumers expect to be able to buy beauty and cosmetics that reflect their principles
- Millennials are becoming less trusting of corporates: In 2017 65% believed businesses behave in an ethical manner vs 48% in 2018\(^2\)
- There is continued support for entrepreneurial & ethical brands
Ethically strong brands are in demand on the high street and in the last year YES have seen UK sales more than double.

Sarah Brooks, Co-Founder
The YES YES Company Ltd
Organic & Natural Certification: Quest For Clarity

Soil Association recent research found that 77% of people would be reassured if a product which said ‘organic’ on the label was certified to an independent standard.

GREENWASHING

Intense interest and continued growth of the organic and natural beauty and wellbeing industry is hugely positive in many ways, however with no legal standard in place to protect the term ‘organic’, it has also led to more and more companies capitalising on the trend, using false or dubious credentials as an opportunity to jump on the organic bandwagon.

Joining the conversation and taking positive steps to address this confusion in the market place, L’Oreal Garnier has responded by becoming certified organic this year. Charlotte Blanchard, Garnier General Manager for UK and Ireland:

“The accreditation of Soil Association Certification was crucial for the launch of “Garnier Organics”, Garnier’s organic, natural, sustainable and affordable range of skincare. Having a third party’s stamp of approval, especially one with the standing of Soil Association Certification, provides Garnier with an extra level of credibility, giving the consumer confidence that the range has undergone a rigorous process to prove it is truly organic.”

THE DRIVE FOR CERTIFICATION

More than ever, Soil Association Certification is pivotal in terms of ensuring the clarity and consistency of genuine organic products. For companies keen to fight against greenwashing and protect the integrity of the genuine organic industry, certification ensures independent standards are rigorously upheld.

When consumers see the Soil Association COSMOS logo on a product, it guarantees so much more than organic ingredients that are not genetically modified (GM) and grown with fewer herbicides or synthetic fertilisers. It also gives assurance that it’s sourced and manufactured free from controversial chemicals, parabens, synthetic dyes and artificial fragrances, and never tested on animals.

“The role of certification... is to set a clear standard of what brands should work towards, identify those that have achieved a given set of criteria, and to educate consumers on what to look for.”

Louise Green
Neal’s Yard Remedies
Talking about certification’s impact on The YES YES Company Ltd, co-founder Sarah Brooks says, “…It’s the guarantee of our natural product purity through our Soil Association Organic Certification that has enabled YES Lubricants and Vaginal Moisturisers to be listed on the NHS drug tariff (on prescription) and to go mainstream in Sainsbury’s, Ocado, Chemist Direct, Morrison’s online and Superdrug.”

With increased demand for organic and natural beauty products, the Soil Association teamed up with four other European partners (BDIH, COSMEBIO, ECOCERT, ICEA) to develop a new Standard for organic and natural cosmetics, known as COSMOS.

There are two consumer certification schemes: organic and natural.

Organic certification is the gold standard for health and beauty. A product is defined as organic if it is a product of organic farming. Some products may meet the principles of organic but don’t qualify for certification because they are naturally occurring (for example clay or salt). We offer natural certification to ensure consumers have clear signposts to products that align with the principles of organic products.

Both schemes share the same principles with only three differences. See the table below.

To find out more about certification with Soil Association Certification, visit www.soilassociation.org/certification/beauty-wellbeing

<table>
<thead>
<tr>
<th>Guarantee</th>
<th>COSMOS Organic</th>
<th>Cosmos Natural</th>
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<tbody>
<tr>
<td>All ingredients used are checked</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>GM free</td>
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<td>Protection from vulnerable plants</td>
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<td>No animal testing</td>
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<tr>
<td>Only natural derived colours and fragrances used</td>
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<td>Restrictions over the petrochemical ingredients</td>
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<tr>
<td>Prevents greenwashing</td>
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<tr>
<td>May include organic ingredients</td>
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<td>Must include a minimum % of organic ingredients</td>
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<tr>
<td>Calculation for the number of organic ingredients in the product required</td>
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<tr>
<td>Manufacturers are inspected at least annually</td>
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<tr>
<td>Companies have environmental management systems in place to minimise waste</td>
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<tr>
<td>Packaging standards</td>
<td>✔️</td>
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<td>Logo may be printed in green</td>
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The big questions of the last year have been around provenance. People want to be confident about ethical issues including genetic modification, palm oil and animal welfare. Organic certification means these things are clear, you have very clear guidelines, very clear structures of what is in place. It isn’t just quality control, it is ethical control.

Cheryl Thallon
Founder of Viridian Nutrition
Opportunities & Challenges For The Year Ahead

“With the fast growing pace of COSMOS certification, both for organic and natural cosmetics, I would hope to see the normalisation of certified products, with a more aware consumer expecting excellence of performance but not at a compromise of ethics.”

Louise Green
Neal’s Yard Remedies

THE CHALLENGE

In a cluttered beauty and wellness market, our challenge and purpose lies in pushing the boundaries and expectations around organic. As an industry, retailers need more support to stock and access certified organic and natural brands, and we need to further educate consumers about the benefits of certified organic and natural, encourage them to make conscious product choices and buy from brands that support sound ethical business practices right the way through the supply chain. The wider beauty and wellbeing industry is under growing scrutiny and facing mounting pressure from consumers calling for full transparency and an end to the greenwashing epidemic. We predict strong continuing growth for certified organic and natural beauty and wellbeing products.
The Opportunity

There’s huge potential for organic market growth in the UK: despite continued double-digit growth, UK consumer spending is lower than our European counterparts. In Germany, for example, the per capita spend on organic and natural cosmetics is 15 euros per year, while in the UK it’s significantly lower at 5.2 euros.\(^3\) This presents big opportunities for brands in the UK to embrace new trends and share the clear advantages of organic with their customers.

Brilliantly placed to answer the challenges discussed in this report, there is a major opportunity for certified organic and natural ranges to embrace the upcoming trends and play a central role in the movement towards a more responsible, traceable and sustainable industry. Certified organic and natural products continue to lead the industry and drive positive change as the pioneers pushing the industry to shout louder about the benefits, reassurances and environmental impacts of certification. Organic and natural certified beauty products are joining the mainstream conversation, driving growth and momentum in the coming year.

“We are super excited for the year ahead and opportunities coming to the Organic Beauty Market, especially around plastic free, sustainable beauty. The beauty industry now, more than ever, seems united on reducing the impact of plastic pollution, with new thoughtful packaging strategies, refills and recyclable options. As a London destination for all things wellness and natural beauty we will continue to deliver first to the market, best quality, and organic products helping our customers to feel better and live healthier.”

Aurelia Ziomek
Health and Body Care Buyer at Planet Organic
References


15. Mintel 2018, Global Consumer Trends 2019


About Soil Association Certification:

Soil Association Certification is the UK’s leading certification body of organic health and beauty products, as well as food, farming, catering, textiles and forestry. Increased demand for organic and natural beauty products led us to team up with four other European partners* to develop a new standard for organic and natural cosmetics - COSMOS. Together we have created one harmonised international beauty standard and certify 80% of the global certified organic and natural market.

Unlike food, there is no legal regulation in place for organic health and beauty products. This means a brand can label products as ‘natural’ or ‘organic’ but they may contain as little as 1% organic ingredients or ingredients that would never be allowed under COSMOS certification.

We exist to provide clarity for consumers, ensuring that what they’re buying is a genuine organic or natural product. Our certification process is rigorous and independent and covers the entire manufacturing process from sourcing of ingredients, formulation procedures and premises right through to packaging.

The Soil Association COSMOS logo has gained the trust, respect and confidence of consumers and producers across the globe.

What We Offer:

- **Participation in campaigns such as Organic Beauty & Wellbeing Week**
  Helping to increase symbol recognition and brand awareness with highly publicised campaigns. Creating opportunities to reach customers through events, marketing collateral and press coverage. Educating and inspiring people on the benefits of organic.

- **Participation in trade shows and consumer events**
  We secure organic beauty pavilions at key trade shows to raise your profile and so you can meet industry experts.

- **Market Insight with access to our annual market reports**
  Gain access to our organic market reports, exploring key market drivers, trends and opportunities within the industry and documenting the growth of the organic market.

- **Exclusive Meet the Buyer events and new routes to market**
  We run meet the buyer events with several high-profile retailers.

- **Digital and social media Opportunities**
  Working collaboratively on social media projects and opportunities to feature on our website and social platforms.

GET IN TOUCH

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soilassociation.org/certification

Report produced with support from Christina Macleod

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* Soil Association Certification and four other European partners (Austria, Denmark, France, Finland) joined forces to develop a new standard for organic and natural cosmetics - COSMOS. Together we have created one harmonised international beauty standard and certify 80% of the global certified organic and natural market. The Soil Association COSMOS logo has gained the trust, respect and confidence of consumers and producers across the globe.