

## Purity Organic Skincare Certification

Purity Organic Skincare chose to work with Ecocert and undergo their rigorous certification process, to prove their credentials to their customers and avoid any confusion. Given the lack of legislation within the beauty industry, the intelligent approach is to say that “if it is not certified organic, then it is not proven to be organic”. Purity Organic Skincare enables customers to make an informed, intelligent choice about what they choose to put on their skin.

Obtaining certification is a lengthy, costly process but it guarantees to the consumer that Purity Organic Skincare not only considers the integrity of their ingredients but also has respect for and cares for the environment. Organic farming respects the soil, water resources, biodiversity, sustained farming yields for the long-term and is concerned with saving energy and with producing fewer greenhouse-effect gases.

### Why Ecocert?

Ecocert is the leading independent certification organisation worldwide for organic and natural classification. Ecocert currently carries out inspections and certification in over 80 countries worldwide. Other independent bodies are Soil Association, USDA and BIDH.

### Rules of Ecocert for beauty products

#### FOR NATURAL CERTIFICATION:

Purity Organic Skincare is 98% natural

95 % minimum of natural ingredients or of natural origin on the total of the ingredients

5% maximum of synthetic ingredients on the total of the ingredients

TO ACHIEVE NATURAL and ORGANIC CERTIFIED: Purity Organic skincare is 82% organic

95% min. of plant ingredients certified as Organic on the total of plant ingredients

10 % min. of the ingredients certified as Organic on the total of ingredients



### Ecocert's main objectives & principles:

- To define a quality level superior to the one defined by the current French and European legislation on cosmetic products. To safeguard a real and increased value of: the natural substances used; respect of the environment throughout the production process; a real respect of the consumer.
- To promote the use of Organic Agriculture plant products and establish a link between certain cosmetic products and the respect of the environment.
- To give preference to the natural and the natural origin above any other origin.
- To give preference to the use of Organic Agriculture ingredients, the best guarantee for the respect of natural values. All ingredients must be grown organically in the wild or without the use of chemical fertilizers.
- To be clear and transparent in all consumer communication.
- To encourage manufacturers who want to improve the quality of their supply and of their products by including their research in a dynamic and progressive certification process with traceability and best practice for ingredient sourcing and storage, the production process, transportation, energy use and waste disposal and the use of recyclable packaging.

### Ecocerts brands cannot use:

- synthetic colourants
- synthetic perfumes
- synthetic anti-oxidants
- synthetic emollients
- synthetic oils and fats
- synthetic silicones
- ingredients issued from the petrochemical industry
- parabens
- any synthetic ingredients which can be naturally produced
- no animal testing on any ingredients
- or end formulations

For further information visit

<http://www.ecocert.com/IMG/pdf/standards-en.pdf>

### Purity and Ecocert

Purity Organic Skincare was conceived and created to bring intelligent, sustainable and organic beauty to each and every one of us. Purity Organic Skincare is **Ecocert approved, 98% natural and an average of 82% organic**. Purity chose to undergo the rigorous Ecocert certification as it is the most widely used certification body throughout the world and so is easiest for their customers to understand and trust. Purity is transparent regarding its ingredient policy and brand philosophy and encourages you to make trusted informed choices about your skincare.