



A label committed by nature

Press kit 2021



How can you find real ecological products ?

In a world where the market for natural cosmetics is booming, we must position ourselves to succeed in shopping sustainably.

Many products are said to be ecological or green, but in truth they are not. The greenwashing is a very real marketing strategy and at Ecogarantie, we are committed to expose this malevolent practice.

Our mission ? **Help consumers find brands worthy of trust and products that aren't meant to mislead them.**

To guarantee an uncontestable quality, we adopt a strategy that promotes transparency and neutrality.

In doing so, we work towards a better world, with integrity and respectful of the environment. We also fight for the preservation and protection of the fauna and flora.

By expanding our organisation internationally, we hope to prove that it is possible to become a better consumer without getting fooled by greenwashing.



Frédéric Bodart

Chairman of the association Probila-Unitrab and owner of the Ecogarantie label

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Our association



Probila-Unitrab is the Belgian Federation of Processors and Distributors of Organic Products, admitted by the State Council in 1984.

It's a professional union **100% owner of the Ecogarantie label** and 50% owner of the Biogarantie label.

« We are an open professional union, close to its members and we aim to strengthen the organic sub-sector of processors and distributors. We also wish to support the growth and development of the organic sector internationally thanks to our label meant for non-food products: Ecogarantie. »

Frédéric Bodart, chairman of Probila



The Biogarantie label is meant for food products and Ecogarantie handles the non-food sector. To use one of them, you have to be a member of the association Probila Unitrab.

The Ecogarantie label

Ecogarantie is **THE strictest ecolabel** on the market meant for non-food products. Each member of our non profit organisation endeavours to offer you healthy and eco-friendly products.

In order to offer a reference in terms of sustainability and organic products to the consumer, we chose to go **beyond the requirements** of other existing ecolabels on the market.



Cosmetics



Hygiene



Detergents



Salts



Air fresheners



Feminine hygiene



Pet hygiene



Baby care



Candles



Repellents



All our eco labelled products are audited by independent control organisations following our strict specification. This way, the certification is 100% neutral!

Ecogarantie is...



100% organic

As the strictest ecolabel on the market, 100% of natural origin ingredients must be sourced from organic farming.



Non profit

Ecogarantie is a non profit organisation and a public label. All certified products must be audited in terms of safety and sustainability.



Without GMO

In Europe, the use of Genetically Modified Organisms isn't regulated or audited yet. This is why Ecogarantie forbids the use of GMO in its certified products.



100% neutral

3 independent auditing organisations make sure that our members comply with our requirements during the whole production cycle.



Biodegradable

Almost all our eco labelled products are made out of biodegradable ingredients to minimize their impact on the environment.



Without petrochemicals

Although a narrow list is accepted by the European Union, we prohibit the use of other ingredients derived from petrochemicals in our specifications.



Vision & Mission

In Europe, there is no regulation concerning the certification of non-food products: it gives dishonest companies the opportunity to mislead consumers with greenwashing techniques.

This gap gave Ecogarantie its mission:

Help consumers find real ecological products.



In this ecolabel jungle where it's so hard to find one's way, we aim to **become a reference** for consumers: when buying a product with the Ecogarantie label, you will be able to trust it instantly. While some products can be ecological without being organic and vice versa, **our label puts everyone in agreement**: the highest level of requirements appear in our specifications.

Our priority resides in the well being of humans, fauna and flora, and it's for that reason that we only collaborate with companies sharing that vision.

Our values



Safety

In addition to our label requirements, our members must abide by the European legislation and take on a full quality inspection for their raw materials and finished products.

Packagings must be adapted to clearly inform the consumer about any needed information. Also, our certification ensures that finished products are not tested on animals.



Equality

The members of our association are submitted to a control that goes beyond the product's composition. It is mandatory for them to have a social and environmental corporate policy that proves their commitment.

Furthermore, our members must submit to a price policy that remunerates suppliers and processors fairly.



Sustainability

The ecological footprint of our members needs to be at its lowest. To that end, an Ecogarantie protocole was put in place to audit several criterias: the list of ingredients in the products, their biodegradability and the packaging materials.

The production line is also closely inspected, to leave nothing to chance.



Neutrality

For transparency purposes, we chose to collaborate with 3 independent control organisations. Following an audit that will determine whether or not the brand complies with our specifications and our values, we can authorize or deny the use of the Ecogarantie label.

Our members can also participate in the evolution of our specification to expand their brand.

Why choose Ecogarantie?



Being a member of our association represents more than just the ability to be certified and use a label: it's also being supported on a daily basis in everything you undertake. We can help as a professional union to defend your interests and rights, we integrate your products to our website to boost your SEO and we promote your brand on social media through articles and videos.



The Ecogarantie label echoes our values: Naturalness, respect, simplicity and local! Our motto being "Less but better", it was obvious to choose them as a label for all those reasons. Since we created our brand, we are proud to display the label on our range of cosmetics and hygiene products..

Sophie

MAKESENZ



Our true guarantee and yours too! Ecogarantie is a serious label which supports us and shares our values. They gladly help on specific projects: in our case, the certification of our beeswax! Changing the world can begin with beautiful collaborations like this one. We believe in it!

Alexia

HABEEBEE



At the Savonneries Bruxelloises, we are proud to produce entirely organic soaps! From sourcing the material to our sustainable packaging, the Ecogarantie label allows our expertise to shine with their values to support a local and sensible economy.

Wash your hands and stay safe!

Maxime



How to become a member ?



STEP 1: AUDIT

Our association status doesn't allow us to audit the products we label. Therefore, the Ecogarantie certification depends on an audit led by an **independent control organisation** according to the norm ISO 17065.

Led once a year, this audit ensures the products about to be eco labelled comply with our specifications. If so, our members receive an Ecogarantie certificate.

STEP 2: MEMBERSHIP

Once you obtain the certificate from one of the organisations on the opposite page, **you will be able to apply for a membership in our association.** Our team will send you an ID form, a convention and your first invoice will be sent.

If your values echo ours and your products comply with our specifications, we are looking forward to welcoming you amongst our members!



STEP 3: LABEL

It's the beginning of a beautiful partnership!

You are now a **fully-fledged member of our association** and a proud user of the Ecogarantie label.

Our team will send you our logo and a membership certificate to begin your journey by our side as soon as possible!



Select a control organisation



Certisys was founded in 1991 to take on a challenge: Make the controls and certifications regarding organic farming more reliable.

With values such as proximity, ethics, independence and transparency, Certisys believes in a philosophy for organic farming based on the consideration of the soils, the biodiversity and the general well-being. Those values allow them to establish trustworthy relationships between operators, consumers and public authority.

Website: www.certisys.eu

Spoken languages: French, English, German and Dutch



TÜV Nord Integra was created in 1988 with a mission to contribute to a more sustainable development of our society. With values such as integrity, sustainability and diversity, they chose to put the customer at the heart of everything they do.

TÜV Nord Integra tries to achieve their mission through controls and certification led independently from production methods. This brings added-value in terms of sustainability, food safety and sociability.

Website: www.tuv-nord.com

Spoken languages: Dutch, English and French



Quality Partner is an independent company founded in 2000 and specialised in controls in the food-processing and pharmaceutical industry.

Their mission is to provide enough knowledge to the consumers when it comes to the safety of what they buy. Quality Partner offer their customers a sustainable partnership based on proactivity, excellence and innovation.

Website: www.quality-partner.be

Spoken language: Dutch, German and English

Our team



Frédéric

Chairman of the association

Frédéric is a born entrepreneur with more than 20 years of experience in selling natural cosmetics with his laboratory Anybrand Cosmetic and his two innovative brands: Hairborist and This Green. True pioneer in this field, it's only natural for him today to preside over our association: Probila Unitrab.



Nathalie

Secretary of the association

Nathalie also has more than 20 years of experience in the pharmaceutical and cosmetic sector, she's an expert in assessing the safety of any products. Proud member of the Belgian Society for Toxicology and Ecotoxicology and the European Society of Toxicology, she became the secretary of Probila Unitrab in 2005.

Amélie

Communication & Webdesign Manager

Graduated in Innovative Projects Management and Digital Communication, Amélie is our Communication & Webdesign Manager. Genuine swiss knife, the administrative and financial management of the label as well as our communication strategy hold no secrets for her.



Mathilde

Community Manager & Press Relations Manager

Graduated in Internal and External Communication, Mathilde is our Community and Press Relations Manager. Caring and listening, she stays tuned and interacts with our community through different contents to help you find real ecological products!

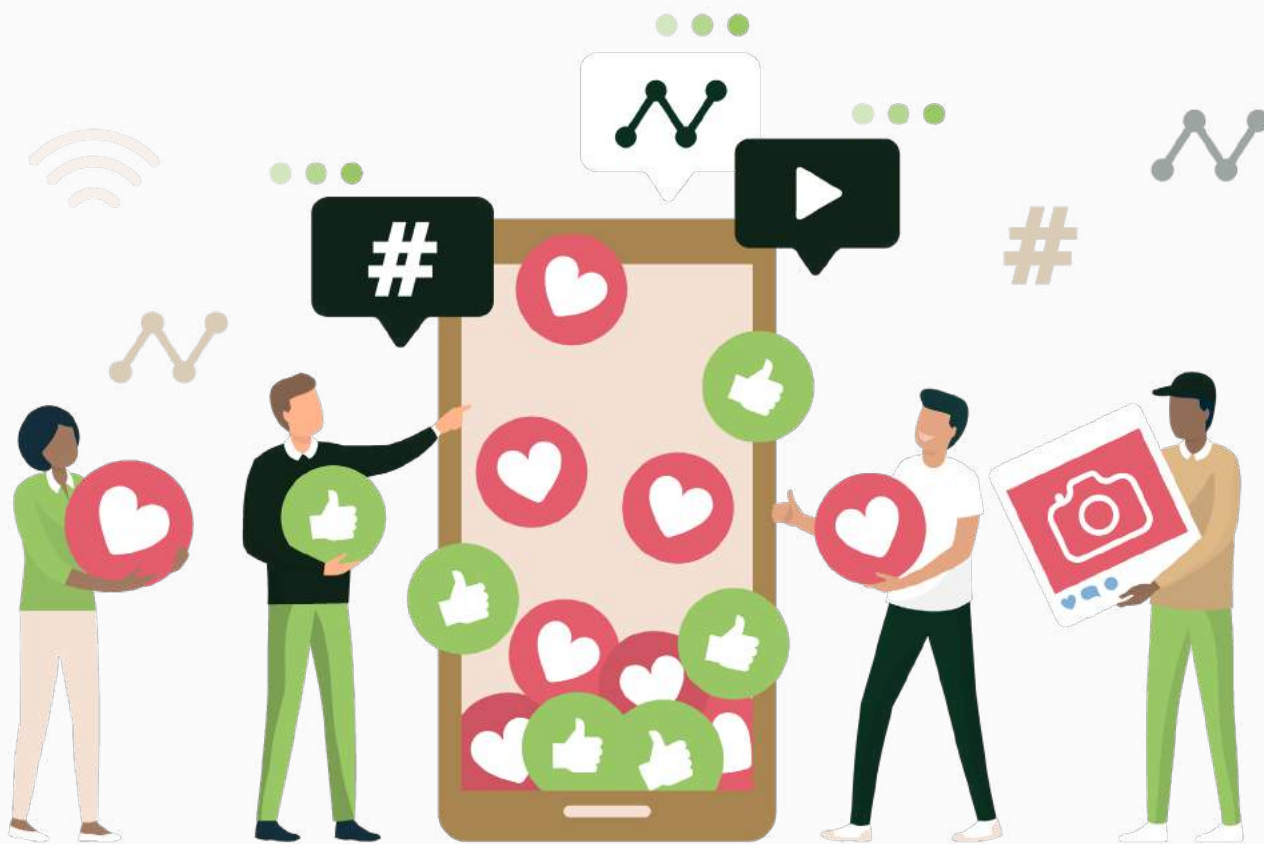


Where to find us



Can we help in any way?
Wish to become a member?

ecogarantie.eu



Find us on social media!



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