

# THE ACTIVE CONSUMER

## Is It Truly Natural? How To Tell

(NAPSA)—More and more Americans are making the choice to go natural—at least, as far as the things they buy are concerned.

Surveys show that 73 percent of consumers are more likely to buy a product if they know it's certified natural. You should know, however, that the companies making these products are the ones deciding whether they can be called natural. There is no legal or regulatory definition of the word.

So how can you tell if the products you see on store shelves are as natural as you want them to be? Here are some tips to help you find natural products:

- **Read the label.** The list of ingredients can be your key to whether something is truly natural. Such things as parabens, phthalates, synthetic polymers and silicones indicate it's not.

- **Look for the seal.** To help consumers easily identify products that are truly natural, the leading voice of the natural products industry, the Natural Products Association, launched the Natural Seal and certification program for personal care and home care products. Hundreds of certified products display the Natural Seal on their packaging.

All the certified products have been verified to fit the Natural Standard by an independent third-party auditor. Among other requirements, certified products are



**Naturally, whether it's what they eat, what they put on their bodies or what they use in their homes, Americans want natural products.**

at least 95 percent natural, excluding water; use natural ingredients from a source found in nature and processed within the list of allowed processes; and use 100 percent natural fragrances and colorants. They avoid ingredients with health risks, don't include animal testing and have mostly biodegradable or recycled material in the packaging. Products with the Natural Seal must list all ingredients on the package label.

- **Do some research.** Hundreds of products have been granted the seal and more than 85,000 stores of all sizes carry certified products. Check out ahead of time if your favorite brands have been certified at [www.NaturalSeal.org](http://www.NaturalSeal.org).

- **Learn more.** You can also connect with the Natural Seal on Facebook at [www.Facebook.com/NPANaturalSeal](http://www.Facebook.com/NPANaturalSeal) and on Twitter, @NPANaturalSeal.

