

# TRUE



## Natural Cosmetics

*Our mission is to provide you with high performance, chemical-free personal care products that are safe for you, your family & the environment. All True Natural Cosmetic products are formulated & produced in the U.S. using 100% natural ingredients. Our ingredients and packaging are sustainable & we are committed to certified organic ingredients whenever available.*

— Uli Jacob, Founder



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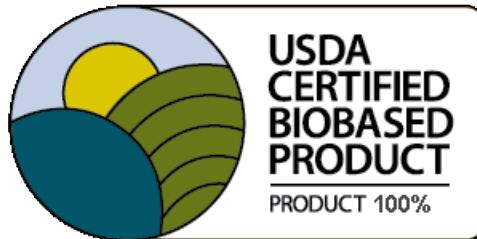
All Natural Daily  
Moisturizer **SPF 20**

All Natural  
Sunscreen **SPF 40**

All Natural **Anti**  
Self Tanner **Aging**

# Our Mission

At True Natural Cosmetics, our mission is to provide you with high performance, chemical-free personal care products that are safe for you, your family & the environment. All True Natural Cosmetic products are formulated & produced in the U.S. using 100% natural ingredients. Our ingredients and packaging are sustainable and we are committed to certified organic ingredients whenever available. True Natural Cosmetics products are safe for the whole family, safely biodegradable and contain no parabens, phthalates, petroleum, synthetic fragrances or dyes of any kind. True Natural Cosmetic ingredients are certified organic whenever possible, of the highest quality and receive the highest certifications, such as being 100% USDA Certified Biobased.



## 100% USDA BioPreferred

This year the USDA created a new certification in effort to substantiate a manufacturer's claims of a product containing biological-based ingredients. Products must undergo testing by a USDA certified third-party lab to determine the biobased content. Products confirmed to contain at least 25% biobased ingredients meet the BioPreferred requirements and may carry the BioBased certification.

Biobased ingredients are those which are renewable and non-fossil (non-petroleum) based. The BioPreferred program is intended to increase purchase of these renewable and domestic materials, promoting our agricultural businesses and encour-

aging cosmetics manufacturers to use safer ingredients in their products.

While a product need only contain 25% biobased ingredients to garner BioPreferred Certification, True Natural Cosmetics contain 100% biobased ingredients. Our products are made completely of ingredients from renewable, non-petroleum sources.

We use pure plant oils and organic flower extracts in our sunscreens and self-tanner. Safer and gentler for your skin, body, and our environment. Natural minerals provide the highest and safest sun protection in our sunscreens, no harmful chemicals and better UV protection.



3oz. SKU 10004  
1oz. SKU 10003

## Active Sunscreen SPF 40

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# Active Sunscreen SPF 40

We know what you are looking for – a sunscreen that provides maximum protection, goes on clear, contains safe ingredients, and is suitable for use by the whole family.

We use zinc oxide for the highest protection from UVA and UVB rays. Zinc is also the safest form of sunscreen, over chemical sunscreens, and is effective immediately upon application. High-Performance SPF 40 ACTIVE offers serious sun protection, safe for use by the whole family.

Natural mineral sunscreen provides the most effective protection against damaging UV rays, including UVA rays. But who wants the ghostly white complexion that mineral sunscreens tend to leave behind?

Zinc creates a barrier on the skin, rather than soaking into skin like chemical sunscreens, and can leave behind a white film. In order to eliminate this ghostly look mineral sunscreen manufacturers have opted for nanoparticle zinc, where the minerals are made smaller. But nanoparticles are thought by some to absorb into the bloodstream and certain organs, causing health issues. While studies are currently inconclusive as to the ill effects of nanoparticles, we feel it is better to be on the safe side. High-Performance

**UVA / UVB Protection**  
**Effectively Immediately**  
**Goes on Clear**  
**For Face and Body**  
**Water Resistant**

SPF 40 ACTIVE is made with an innovative new non-nano zinc oxide which blocks both UVA and UVB rays and leaves behind no white residue.

High-Performance SPF 40 ACTIVE quickly absorbs into skin and is not sticky or greasy. Antioxidant-packed anti-aging ingredients offer hydration and rejuvenation while protecting the skin. Cupuacu butter restores elasticity to skin, and soothes irritation and inflammation. Aloe vera lends a protective layer to skin, shielding it from harmful environmental factors. Cocoa butter is rich in Vitamin E to hydrate and boost collagen. And Jojoba is the oil most closely matched to the skin's own sebum and provides light, balancing moisture.

High-Performance SPF 40 ACTIVE is water-resistant, will not clog pores, and 100% chemical-free. Our products are biodegradable and never tested on animals.



3oz. SKU 10004  
1oz. SKU 10003

*Our Commitment to You:*

*"Zero Chemicals / Zero Harmful Ingredients  
Made with Certified Organic Ingredients"*



UVA / UVB Protection

Effectively Immediately

Goes on Clear

Anti-Aging Hydration

# Daily Moisturizer SPF 20



3oz. SKU 10001  
1oz. SKU 10000

We all know how important it is to protect our skin from the sun's damaging (and aging) UV rays. But we can do without the greasy, white effect most natural facial sunscreens lend to skin. And what about anti-aging creams? That is important to us too.

True Natural Cosmetics Daily Moisturizer SPF 20 is everything you are looking for all in one convenient product. Serious sun protection, no greasy white film, and...anti-aging ingredients too.

We use natural zinc oxide, the most effective sunscreen ingredient available, for the highest protection from both UVA and UVB rays. Our zinc is a broad-spectrum, non-nano zinc for immediate protection without the white residue. No geisha-look with this moisturizer. Soaks into skin immediately and is non-greasy – perfect for wearing

under makeup.

Along with serious sun protection, Daily Moisturizer SPF 20 is packed with anti-aging antioxidant ingredients to hydrate, firm, and guard the skin from further damage. Cupuacu butter restores elasticity to skin, and soothes irritation and inflammation. Aloe vera provides a protective layer to skin, shielding it from harmful environmental factors. Cocoa butter is rich in Vitamin E to hydrate and boost collagen. And Jojoba is the oil most closely matched to the skin's own sebum and provides light, balancing moisture. Perfect for all skin types.

True Natural Cosmetics Daily Moisturizer SPF 20 is the first USDA 100% Certified Biobased SPF 20 facial moisturizer on the market, 100% free from harmful chemical ingredients. Our products are biodegradable and never tested on animals.

## Natural Products Association (NPA) Certified

The NPA is the nation's largest and longest running non-profit devoted to the natural products industry. The NPA Natural Standard helps consumers to easily identify truly natural products, and gives natural products manufacturers clear and concise standards and identification. Products which meet The Natural Standard for Personal Care Products may carry the Natural Seal. This seal certifies compliance with the Natural Products Association Standard for Personal Care Products.



The NPA Natural Standard is based on "natural ingredients, safety, responsibility, and sustainability." All ingredients must be considered safe by the Food and Drug Administration (FDA), and contain no contaminants as set forth by FDA or the Environmental Protection Agency (EPA). Products must use naturally sourced ingredients, over synthetics, where available. NPA requires transparency from manufacturers, including full ingredient listings, use of recyclable and recycled packaging, and no animal testing. Companies must verify at least 60% of their brand meets NPA Natural Standard requirements.

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## Certified Vegan by the American Vegetarian Association (AVA)

The American Vegetarian Association (AVA) — Vegetarian/Vegan provides certification to vegetarian and vegan products for American consumers. The AVA CERTIFIED logo clearly designates products as VEGETARIAN (may include eggs, dairy and beeswax) or VEGAN (includes no animal by-products). This symbol is designed to bring clarity to vegetarian and vegan-minded shoppers.

True Natural Cosmetics All Natural Self Tanner is approved as AVA Certified Vegan. True Natural Cosmetics All Natural Daily Moisturizer SPF 20 and All Natural Sunscreen SPF 40 are comprised of 100% vegetarian ingredients with beeswax added for water-resistance, providing lasting effectiveness when swimming or perspiring.

True Natural Cosmetics products are all free from animal-derived ingredients. Our non-vegan products (sunscreens) contain beeswax (cera alba), sourced without harm to animals and are 100% vegetarian.



Streak Free Color  
Fresh Citrus Scent  
For Face and Body  
Certified Vegan

# Self Tanner

## Face and Body with Anti-Aging

True Natural Cosmetics Self Tanner Face and Body is the first USDA 100% Certified Biobased self tanner on the market. Our tanner is free from harmful chemical ingredients and safe for daily use.

We use a combination of naturally occurring sugars found in certain fruits and vegetables in our Self Tanner. These sugars react with amino acids found in the outer layer of the skin, creating a nontoxic reaction which gives skin a tanned look. The “tan” appears between 3-4 hours and will slough away naturally, usually lasting between 3 and 10 days.

Self Tanner Face and Body contains natural anti-

aging ingredients to support and protect skin. Jojoba oil lends light, non-greasy hydration. Aloe vera guards against environmental damage and is a skin-soother. And Green Tea extract is packed with anti-oxidants to prevent aging free radical damage.

One big difference you will notice with Self Tanner Face and Body is its texture. A smooth almost gel-like lotion that is easy to apply and results in no streaks. Skin is left soft, silky and scented with a light, citrusy aroma.

Self Tanner Face and Body is vegan, cruelty-free, and 100% free from harmful chemical ingredients.



3oz. SKU 10015

# Natural Ingredients

Only safe natural ingredients are used to make our products — never any parabens, PEG, phthalates, petrochemicals, synthetic colors or fragrances, or other harmful synthetics. We constantly work to educate ourselves and our customers on the best natural ingredients and latest technologies available to organic cosmetics.



## Our Ingredients

SPF 20	SPF 40		Zinc Oxide (SPF 40 is 17.5%, SPF 20 is 13.5%)
SPF 20	SPF 40	Tanner	Glycerin *
SPF 20	SPF 40	Tanner	Caprylic/Capric Triglyceride
SPF 20	SPF 40		Beeswax *
SPF 20	SPF 40		Shea Butter*
SPF 20	SPF 40		Cupuacu (Theobroma Grandiflorum) Butter *
SPF 20	SPF 40	Tanner	Deionized Water
SPF 20	SPF 40		Olive (Olea Europaea) Oil *
SPF 20	SPF 40		Coconut (Cocos Nucifera) Oil *
SPF 20	SPF 40		Cocoa (Theobroma Cacao) Butter *
SPF 20	SPF 40	Tanner	Jobba (Simmondsia Chinensis) Oil *
SPF 20	SPF 40	Tanner	Aloe Barbadosensis Leaf Juice *
SPF 20	SPF 40	Tanner	Lemon (Citrus Limonum) Oil *
SPF 20	SPF 40	Tanner	Orange (Citrus Sinensis) Oil *
SPF 20	SPF 40	Tanner	p-Anisic Acid
		Tanner	DHA
		Tanner	Soybean Oil *
		Tanner	Erythulose
		Tanner	Glyceryl Stearate Citrate
		Tanner	Myristyl Alcohol
		Tanner	Cetearyl Alcohol
		Tanner	Sunflower (Helianthus Annuus) Seed Oil *
		Tanner	Tocopheryl Acetate
		Tanner	Lavender (Lavandula Angustifolia) Oil
		Tanner	Green (Camellia Sinensis ) Tea Extract *
		Tanner	Lavender (Lavandula Angustifolia ) Flower Extract *
		Tanner	Rosa Centifolia Flower Extract *
		Tanner	Xanthan Gum

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\*Certified Organic

