

Dr. Hauschka



Why does certification matter in the digital age?
Florian Junge, Global Head of Marketing Communication
21.10.2025



Clean, green, organic formulas
Over 90% of plant-based ingredients are sourced organic farming. All formulas are free of synthetic substances, mineral oils and PEGs



Transparent value chain
Environmentally responsible supply chains from herb gardens to processing and packaging.



100 % natural skin care, certified by NATRUE
Every product carries the independent NATRUE seal

The Dr. Hauschka Brand.

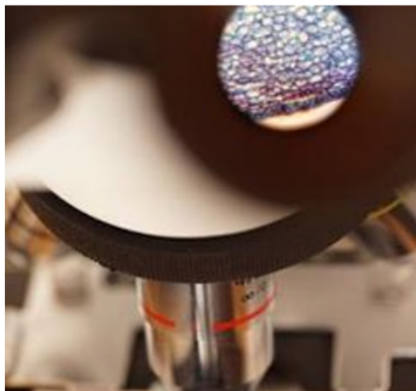


Ecologically, socially, economically sustainable
Long-term partnerships and fair-trade practices for a better world



Handcrafted & high-tech
Hand-picked ingredients are transformed into effective, precision formulations in modern labs

Raw material partnerships
Global cultivation projects ensure the highest ingredient quality



Pharmaceutical expertise
Innovative pharmaceutical research combines with decades of skin care experience



Medicinal plant specialists
Extensive knowledge of the effects and handling of medicinal plants and other potent natural ingredients





Skin Care for All Skin Types, at All Life Stages.



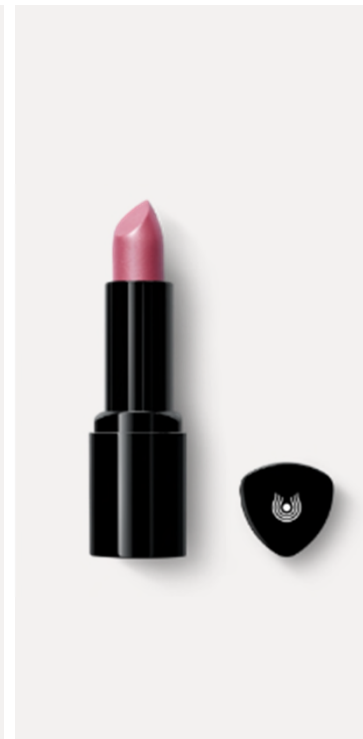
Facial Care



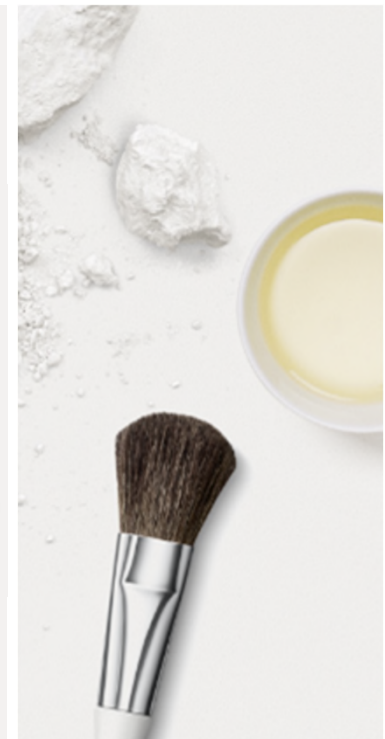
Body Care



MED



Make-up



Treatments



A global presence – trusted in over 50 countries.



Why we commit to independent certification.





Garden

A close-up photograph of a person wearing a blue lab coat, holding a cluster of orange flower buds. The person's hands are in the foreground, and the background is blurred, showing another person in a blue lab coat. The text "Harvest & Process" is overlaid on the right side of the image.

Harvest & Process

A close-up photograph of a glass flask containing a dark liquid. A dropper is positioned above the flask, releasing a single drop of green liquid onto the surface of the dark liquid. The drop is suspended just above the surface, creating a small ripple. The background is blurred, showing other glassware.

Essence & Rhythm



Production



Product

Independent Certification as External Proof of Quality for the Awarding of the NATRUE Seal.

23.10.2025 Why does a certification matter in the digital age? F. Junge, 21.10.2025



ZERTIFIKAT | CERTIFICATE | CERTIFICAT

This certificate has been issued to confirm
that the listed products of

**Wala Heilmittel
GmbH**

DE – 73085 Boll-Eckwälden

are in accordance with the standard of



NATRUE

European Natural and Organic Cosmetics Interest Grouping A.I.B.S.L.
(see product list on page 2 - 5, dated 7/22/2025)

The certificate entitles to the use of the NATRUE label according to the license contract
with the NATRUE association.

Validity: see single product in the annex

Esslingen, 2025-07-22 Dr. Ulrike Harant
place, date, issued by,


signature



EcoControl GmbH
Dr. Ulrike Harant
Martinstr. 42 - 44, D-73728 Esslingen / Neckar
www.eco-control.com

Accredited by



Certification of
natural products



Transparency and independence in the Digital & AI Era

› Transparency and independence as Foundation

Transparency as well as independence is essential today, building trust between brands and consumers in a complex digital environment.

› Authenticity and Trust

Consumers seek authenticity, and the NATRUE label ensures a trustworthy, natural, and organic certification.

› Brand Integrity Signal

NATRUE acts as a visible symbol of Dr. Hauschka's longstanding commitment to integrity and quality.

› Visibility in Digital Age





Making brand values visible online is crucial to connect with consumers and differentiate from competitors.






[Online Skin Care](#)

EN / DE

Dr. Hauschka


Facial careBody careHair-LipMedical careTreatmentsAdviceValuesMagazine




Dr. Hauschka Advent Calendar.

With the "daily delight" Advent calendar you can look forward to 24 surprises that give your skin exactly what it needs.


[Discover more](#)




100 % certified,
effective natural cosmetics.
Different since 1967.




100% certified natural cosmetics
Without mineral oils, silicones, PEG and
synthetic preservatives.



Highly effective
Formulations with medicinal plant
extracts, produced according to
pharmaceutical standards.



Skin-friendly
Very good compatibility
dermatologically confirmed.



Sustainable & fair
With raw materials from organic, socially
responsible cultivation.

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Consumers are diverse,
dynamic and demanding.







Consumer Insights

92%

Global beauty consumers
believe an inside-out approach
is the best way to achieve their
beauty goals

(The Benchmarking Company)

45%

Global consumers to buy from
brands that offer joy

(VML)

90%

UK consumers believe the skincare
industry is 'rife with misinformation'

(simple)

Source: <https://www.wgsn.com/beauty/>



A wide range of aspects influence a brand purchase decision

Top 10 attributes influencing brand purchase,¹ % of respondents



State of Beauty industry trends 2025 | McKinsey

¹Question: Think about the brand per category you buy the most. Which of the following attributes best describes why you buy it the most?

²Eg, it has a nice texture or smell.

³Eg, how they make their products.

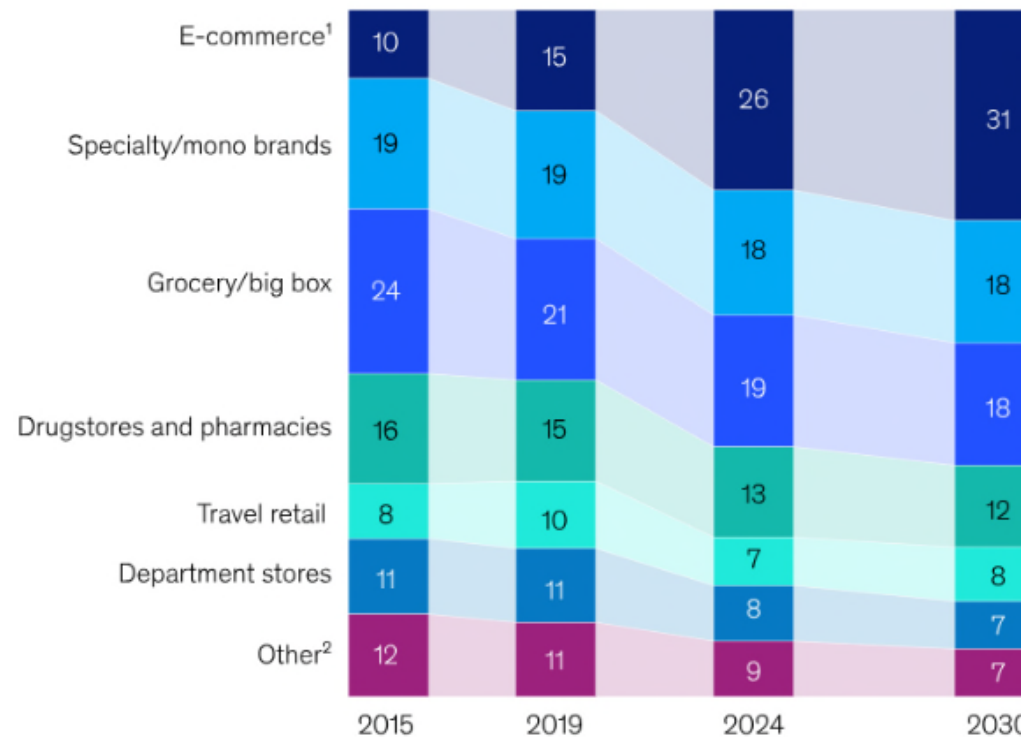
⁴Eg, functional, appealing, or unique.

Source: McKinsey Global Beauty Consumer Survey, Feb 2025 (n = 3,600–3,700 per category)



Online will cover 1/3 of omni channel retail by 2030

Share of global beauty retail sales, by channel, %



- AI / Shopping Agents
- Regulations
- Climate Change
- ...

¹Comprehensive online commerce, including online-only shops, websites of brands and omnichannel retailers, and social media.

²Includes direct selling and professional channel.

Source: McKinsey analysis State of Beauty industry trends 2025 | McKinsey



POV: certifications act as trusted beacons.

- › Digital imprint and experiences shape consumer choices through AI, gamification, and community-driven platforms or apps.
- › Consumers seek ease, joy, and emotional connection - even when their behavior appears contradictory.
- › Certifications offer clarity and trust in a market full of claims and digital noise.
- › To be effective, certifications must be transparent, independent, and verifiable.
- › At Dr. Hauschka, certification is a commitment to integrity - a trusted signal in the age of algorithms.



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