

Universal Declaration on Redefining "Natural"

Preamble

Recognizing the growing misuse of the term "natural" in consumer goods and its potential to mislead, this declaration aims to align the definition of "natural" with the rigorous standards of "100% Certified Organic." This initiative addresses consumer protection, sustainability, and market transparency, advocating for a global standard that reinforces trust and environmental integrity.

Article 1: Definition of "Natural"

"Natural" shall be defined globally as equivalent to "100% Certified Organic," adhering to strict legal and ethical guidelines to ensure transparency and integrity in product labeling.

Article 2: Consumer Rights to Transparency

All consumers have the right to accurate, clear, and honest labeling of products. The term "natural" must reflect verifiable compliance with organic standards.

Article 3: Protection Against Greenwashing

This declaration mandates that misleading use of the term "natural" in marketing

and product labeling shall be prohibited, with enforceable penalties for violations.

Article 4: Support for Certified Organic Producers

Governments and international bodies shall support genuine organic producers by establishing a level playing field, ensuring that their efforts are recognized and protected against deceptive competition.

Article 5: Global Standardization and Regulation

A legally binding global framework shall be established to regulate the term "natural," mirroring the principles outlined in the Universal Declaration of Organic Rights.

Article 6: Education and Awareness

Educational campaigns shall be launched to inform the public about the differences between "natural" and "organic," fostering informed decision-making and consumer empowerment.

Article 7: Implementation and Monitoring

Governments, international organizations, and civil society shall collaborate to implement this declaration. Regular audits and public reporting mechanisms shall

ensure compliance and promote accountability.

This Universal Declaration serves as a global commitment to redefine "natural" in a manner that reflects sustainability, fairness, and transparency. By aligning with organic principles, we pave the way for a future of ethical consumer practices and trustworthy markets.