

When green also have to be skin-friendly.

They call one of Denmark's best product developers, Tom Hornshøj-Møller. We had a chat with him about green washing, Urtekram and the joy of work.

What is the best part of working with Urtekram?

As a product developer the most fun is by far the many challenges it involves working with lots of technical limitations. Our products have to qualify as certified organic according to Cosmos, the ingredients can not EVER have been tested on animals – nor from before it was banned in the EU – and only a few can attest to that, we can't use any harsh preservatives and now we're also developing a product series that can become AllergyCertified.

All in all we have to develop quality products, in which many of the conventionally applied ingredients are a no-go. But that is why it is so much fun and challenging – we have to maintain the high level of quality, only this time with ingredients which all are of natural origin and from renewable resources – pretty exciting.

Is cosmetic products with ingredients of natural origin a new approach at Urtekram?

Urtekram has a slogan that says it all: "Always organic" and it has been like that since 1972.

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What do you think is the biggest challenge of the cosmetic field at the moment?

There are many challenges. The largest one is by far variations of green washing and misleading marketing. By 'green washing' I mean products with claims such as "Sensitive", because if you take a closer look

at the ingredients (that is if you even can find that information) the product can still contain lousy ingredients. It is ultimately misleading the consumers. Similarly, we are challenged to explain why claims such as "Organic" or "Natural" is not the same as having an official paper saying the product is this or that. We al-



ways advice end users to look for products with third party certifications – which means that an independent party has inspected whether the manufacturer and product meet the requirements of the given certification – exactly like AllergyCertified does.

What Urtekram product is your all time favorite?

Tricky question! I am probably the wrong person to ask, since I am the one that 'put' them all together and during a week I almost use them all – well, not so much the baby products since I am over 50, haha. I will go so far as saying that all the products are premium products – I do use the liquid handsoap and the handcreme quite a lot, so I guess they are my favorites.