# **ORGANIC COTTON Messaging**

What is the Product Promise?

The shortest and most concise text in the communication package with a consistent structure that is recognisable across the product catalog.

What is the Key Statement?

seperate statements.

A memorable, 1-sentence headline based on the product's core communication points. The Key Statement can be used completely or divided into two

What is the Product Description?
A detailed statement
communicating all the product
benefits.

#### **Product Promise**

Verified from farm to product.

**Key Statement** 

Organic by nature: certified by experts

**Product Description** 

Choose OEKO-TEX® ORGANIC COTTON for a caring approach to our environment and your health.

Our organic cotton certification offers verification from farm to product. Products bearing this label have been manufactured without the use of GMOs and tested for pesticides and other harmful substances.

# Verified from farm to product.

OEKO-TEX® ORGANIC COTTON: Organic by nature, certified by experts

Products bearing this label have been manufactured without the use of GMOs (genetically modified organisms) and pesticides and have been tested for other harmful substances. This greatly supports sustainability, soil health and regenerative farming as well as biodiversity.

Full coverage and verification of the chain of custody using transaction certificates from the farm to the finished product prevent fraud and greenwashing.



Tested for genetically modified cotton



Safety ensured through testing for pesticides and other harfmul substances



Reassurance through a verified chain of custody



Compliance with worldwide regulations such as EU REACH, EU POP, and ECHA's SVHC

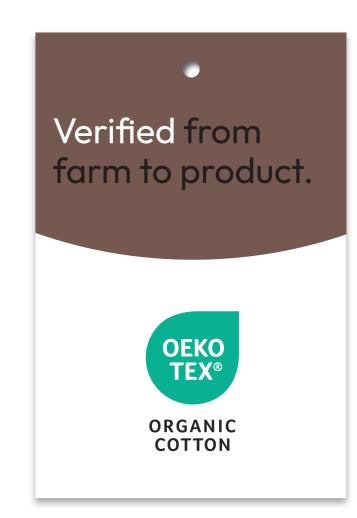


All components of the finished product must comply with the conditions, test criteria and limit values of the standard.

## In use:

- ✓ Brochures
- ✓ Hang-tags
- ✓ Headlines
- ✓ Product Information

**✓** ...





### Organic by nature.



Tested for genetically modified cotton



Safety ensured through testing for pesticides and other harmful substances.



Reassurance through a verified chain of custody.





ORGANIC COTTON

XX.XXX.XX Institu

www.oeko-tex.com