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Sommario/riassunto	Balanced coverage of natural cosmetics, and what it really means to be "green" The use of natural ingredients and functional botanical compounds in cosmetic products is on the rise. According to industry estimates, sales of natural personal care products have exceeded 7 billion in recent years. Nonetheless, many misconceptions about natural products-for instance, what "green" and "organic" really mean-continue to exist within the industry. Formulating, Packaging, and Marketing of Natural Cosmetic Products addresses this confusion head-on, exploring and detailing the sources, proces