

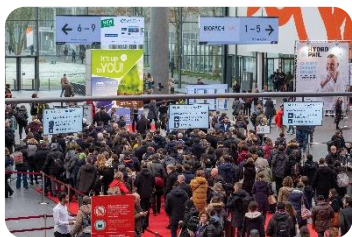
NATRUE at VIVANESS 2020



Author: NuernbergMesse / Thomas Geiger

The natural and organic cosmetic sector met once again at another successful edition of VIVANESS, the International Trade Fair for Natural and Organic Personal care, which took place in Nuremberg from 12 to 15 February. A new record of 292 exhibitors from 42 countries were present at VIVANESS 2020, reaffirming the show as a key international event for the natural cosmetics sector. As an honorary sponsor of VIVANESS, NATRUE, the International Natural and Organic Cosmetics Association, participated once again in the trade fair with its NATRUE Pavilion and the new concept of the NATRUE Village.

VIVANESS 2020 in numbers



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Being an independent exhibition from BIOFACH since 2007, VIVANESS has since long established itself as the International Trade Fair for Natural and Organic Personal Care. In this 2020 edition, **292 exhibitors** from **42 countries** (including Namibia and New Zealand for the first time) have gathered at VIVANESS in a new and larger displaying area in Hall 3C. BIOFACH and VIVANESS 2020 have received in total **47,000 visitors** from **136 countries**, with Germany, Austria, Italy, France and the Netherlands as top five countries by visitor attendance.

The VIVANESS Congress: a platform for debate and exchange



With its 19 separate sessions, the VIVANESS Congress is the perfect space to inform the public about the latest issues affecting the cosmetic sector from a technical, regulatory and social point of view. Dr Mark Smith (NATRUE's Director General) and Dr Hana Mušinić (NATRUE's Regulatory and Scientific Manager) participated in three different sessions where the impacts of the evolving legislation in the cosmetics sector and routes for better regulation of organic cosmetic claims were discussed, as well as the challenges linked to the use of certain ingredients (such as sustainable palm oil) in cosmetic formulation. The NATRUE sessions, which were opened to all the public, were greatly attended and welcomed by producers, exhibitors and press representatives alike.

The NATRUE Pavilion and the NATRUE Village: bringing the natural cosmetics sector together

At VIVANESS 2020, the **NATRUE Pavilion** hosted **8 NATRUE label users** (two more than in 2019) from France (Beauty Garden, Dermoplant), Italy (Enolea), Switzerland (Vedic Aroma) and Germany (Hej Organic, Überwood, Natural Organics and Premium Cosmetics).



When being asked about the role of the NATRUE Pavilion in VIVANESS, Ana Ledesma (NATRUE's Communications Officer) replied: *"The NATRUE Pavilion is a unique platform for small and medium NATRUE label users that have not been long in the market. By providing such brands with a common space to present themselves, NATRUE supports their work and contributes to showcasing the values and guarantees of the NATRUE Label, which are common to all NATRUE certified products. We are very happy to see the growing interest of NATRUE label users to be part of the NATRUE Pavilion, and we expect it to keep growing in the coming years"*.



Along with its traditional NATRUE Pavilion, NATRUE implemented in this VIVANESS edition the **NATRUE Village** concept, which brings together all NATRUE members and label users exhibiting at VIVANESS. Visitors could easily identify the NATRUE Village thanks to a green carpet that surrounded the stands around the NATRUE Pavilion, the heart of the NATRUE Village. Maps with details about the brands part of the NATRUE Village were available at NATRUE's stand during the whole show. Cécile Zumbiehl, NATRUE's Label and Events Officer, commented about the

NATRUE Village: *"The NATRUE Village shows the shared values of all NATRUE members and label users. We believe it's a powerful concept that allows visitors to have a complete overview of different brands whose products are certified with the NATRUE Label. Having different brands from all over the world gathered in the NATRUE Village shows the strengths of the NATRUE Label as an international benchmark for certified natural and organic cosmetics. This first edition of the NATRUE Village was already a success with 18 brands included in it. We hope that even more members and label users will join us at VIVANESS 2021 to show unity under the NATRUE Label"*.

The NATRUE Label as a guarantee for producers, brands and consumers



During VIVANESS 2020, NATRUE received many visitors interested to learn more about the NATRUE Label. Brand representatives and raw material producers were particularly interested about the certification process to obtain the NATRUE Label, which is carried out by external, independent and accredited NATRUE Approved Certifiers.

During a bloggers' tour organized at the NATRUE Pavilion on 12th February, Ana Ledesma (NATRUE's Communications Officer) presented some of the key aspects that define the NATRUE Label through the examples of the brands present at the NATRUE Pavilion. The tour participants had the opportunity to learn more about the exhibiting brands at the NATRUE Pavilion and about how they represent the values of the NATRUE Label. For instance, Beauty Garden (France) and Enolea (Italy) are actively working on developing more sustainable packaging that also guarantee better preservation of the product and zero waste. Supporting local production is also a key aspect for these brands, as it is for Überwood (Germany), whose products are entirely produced in the German region of Thuringia.

Dr Mark Smith (NATRUE's Director General) celebrated the success of the NATRUE Pavilion at VIVANESS 2020: *"The interest of the general and specialized public for the NATRUE Label keeps growing each year, which is a clear sign of the reaffirmation of the NATRUE Label as a benchmark not only for producers of natural cosmetics, but also for consumers who look for authentic natural and organic cosmetic products. The good example set by the exhibitors at the NATRUE Pavilion in areas such as packaging, sustainability and ethical trade are fully in line with the values*





that the NATRUE Label represents and promotes, and that we actively support through the development of the NATRUE Label criteria”.

Best New Product Awards

As in previous editions, VIVANESS 2020 hosted a Novelty Stand where consumers could vote for their favourite Best New Product. Four new NATRUE certified products were awarded in the following categories:

- Body care – Shower and Shampoo tablets by Ben & Anna).
- Decorative cosmetics – Fresh Cucumber Volume Mascara and Classic Volume Mascara “black” by LOGOCOS Naturkosmetik AG.
- Special cosmetics/care – Hemp Seed Oil organic by PRIMAVERA LIFE GmbH.



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Congratulations to all the winners, keep up the good work!

Save the date: VIVANESS 2021

We are looking forward to meeting all NATRUE exhibitors and visitors in the NATRUE Pavilion next year from **17th to 20th February 2021**. Save the date and see you at VIVANESS 2021!



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About NATRUE

NATRUE is an international non-profit organisation located in Brussels. It has promoted and protected authentic natural and organic cosmetics since 2007. The NATRUE Label sets a high standard which guarantees quality and integrity so consumers worldwide may identify and enjoy natural and organic cosmetics truly worthy of that name. Currently over 6,400 products and more than 300 raw materials are NATRUE certified. Products are listed on the publicly accessible database in our website (www.natrue.org).

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