New health and beauty product launches announced for the Nordic market

With the full exhibitor line-up almost confirmed, event organiser Diversified Business Communications UK has released details today of some of the new natural and organic health and beauty products that will make their Nordic debut next month, in Malmö, Sweden, on 20-21 October, at this year’s Natural Products Scandinavia.

Now in its second year, the award-winning trade event provides an unrivalled opportunity for thousands of local and international buyers, retailers, and press representatives to meet natural and organic product innovators and pioneers from around the world. They’ll also enjoy an exclusive preview of a wealth of new natural, organic, fair trade, free-from, sustainable, and healthy living products from over 190 exhibiting brands. The following is just a taste of what’s in store this year.

**Natural Beauty & Spa**

**First time exhibitor **Professional Beauty Scandinavia (stand NE36) is presenting new men’s natural grooming range Rehab London into Scandinavia. Rehab London is made for men and for men’s skin, balancing needs and demands. Packaging is easy to handle, products are spot on for daily usage, funny names and very easy instructions guarantees a convenient and joyous experience. (Finland)

“We are excited to be part of Natural Products Scandinavia for the first time with a new natural product range for men, Rehab London. It is not a shame to be handsome!” says Pipsa Immonen from Professional Beauty Scandinavia.

Suomalainen versio: **Professional Beauty Scandinavia** (stand NE36) – Tuomme Skandinavian markkina-aluelle uutta luonnollista miesten grooming-sarjaa, Rehab Londonia. Tuotesarja on tehty tilauksesta miehille, miesten ihonhoidon tottumuksiin ja ihon vaatimuksiin. Pakkaukset ovat käteensopivia, tuotteet täsmätuotteita jokapäiväiseen käyttöön, hauskat nimet ja helpot käyttöohjeet takaavat käytännöllisen ja hauskan kokemuksen. (Suomi)

**Aromtech Ltd** (stand NB46) will be introducing new natural Berry product Arctic Beauty Pearls™ – an innovative new beauty and wellness supplement based on Lingonberry Seed Oil. This vege-capsule supplement provides a combination of excellent anti-ageing characteristics and the daily supply of omega-3. CO2-extracted oil from lingonberry seeds is exceptionally high in essential omega-3 and omega-6 fatty acids, and gamma-tocotrienol associated with strong antioxidant activity. A clinical trial comprising 30 women showed that the product significantly improves skin hydration, skin elasticity and density, and reduces wrinkles. (Finland)

Suomalainen versio: **Aromtech Ltd** (stand NB46) esittelee uuden innovatiivisen kauneus-ravintolisän; Arctic Beauty Pearls™, joka pohjautuu puolukan siemenistä saatavaan öljyyn. Syötävässä kapselituotteessa yhdistyy ihanhoidon anti-ageing -ominaisuudet sekä päivittäinen omega-3:n saanti. Puolukan siemenistä hellävaraisella hillidioksidiuutolla saatu öljy sisältää poikkeuksellisen paljon välttämättömiä omega-3:n ja omega-6 rasvahappoja, sekä vahvasti antioksidatiivista gammatokotrienolia. Kliinisessä kokeessa, jossa 30 naista söi kapsелеita 3 kk ajan, osoitettiin tuotteen lisäävän merkitsevästi ihon kosteutta, elastisuutta ja tiheyttä, sekä vähentävän rypyyjä. (Suomi)

**Naturkosmetikkompaniet AB** (stand NB8) will be launching Heliotrop – a complete range of exclusive skin-, body- and
Dermanord Svensk Hudvard AB will be showcasing its Maria Åkerberg Deepskin Organics range on stand NA16. The label of
unique, Swedish, organic skincare and makeup sold by professionals, it’s known for being high quality yet affordable. This is
made possible by the company’s four founding pillars: No extra packaging other than what is needed; no advertisements (all
money goes into product development); no unnecessary eco-labeling of products; and no intermediaries – all products go
straight from Dermanord in Frillesås to the supplier. (Sweden)

DISRA nv (stand NB23) is exhibiting two brands – NaturVital and Corpore Sano – at this year’s show. Both ranges are
made using natural plant extracts (with some ingredients grown organically). New launches include Ecocert-certified shampoos
and shower gels, ICEA-certified toothpastes, and face creams made with red grape plant stem cells. (Spain)

New exhibitor Spa Vivent Vertriebs GmbH (stand NC52) is a German distributor of extraordinary organic products that
are unique in Europe. The range includes Dudu Osum – a traditional black soap (made of ash from palm pieces and cocoa beans)
from Nigeria, which has a luxurious foam and wonderful smell; Dudu Shea – a cold pressed, 100% pure Shea butter, which has
a good influence on the skin; and Tanamera Tropical Spa products from Malaysia. (Germany)

Esse Organic Skincare (stand ND46) is a fair trade, organic skincare series produced in South Africa, which is now available
in Swedish health food stores. These groundbreaking products are made from African plants known for their unique healing
properties. Esse is certified by Ecocert France, and the Vegan Society, and accredited by PhytoTrade Africa. New products on
show include Esse Gel cleanser; Esse Eye & Lip cream; and Esse Rich Moisturiser, containing Marula Oil, Olive Leaf extract,
and Yangu and Manketti oils. (South Africa)

Svensk version: Esse Organic Skincare (stand ND46) en rättvisemärkt, ekologisk hudvårdsserie producerad i Sydafrika
finns nu att köpa i svenska hälsokostbutiker. Denna bänbrytande serie hudvårdsproduktar framställs ur afrikanska växter
kända för sina unikt vårdande egenskaper. Esse är certifierat av Ecocert France, produktarna är därmed garanterat ekologiskt
framställda. Esse är rättvisemärkt av PhytoTrade Africa genomorganisation för rättvis handel i Sydafrika. Esse är godkända av
Vegan society som helt fria från animaliska produkter. (Sydafrika)

Faith in Nature, the multi-award winning natural beauty brand, will be presenting its range of natural hair care, bath, body
and skin care products at this year's Natural Products Scandinavia on stand NC43. The company, which prides itself in
providing the very best quality products with an eco-friendly approach, will also be showcasing its new super fruity and tropical
fruits ranges, its beautiful Humphrey’s Corner Natural Babycare range, as well as its eco household cleansing collection.

Natracare – Bodywise (UK) Ltd will be launching its exciting new packaging look, together with brand new personal care
products, on stand ND12. These include line extensions to its organic and natural feminine hygiene range and the launch of an
exciting new category – Natracare organic cotton make-up removal wipes. (UK)

Svensk version: Natracare – Bodywise (UK) Ltd kommer att lansera sin nya spännande förpackningen ser tillsammans med helt nya personella omsorgsprodukter att inkludera utvidgningar av sortimentet till vår ekologiska och
naturliga menstruationsskydd sortiment och lansering av en ny och spännande kategori med Natracare ekologisk bomull
kosmetiska borttagning vätservettern. (UK)

Health & Nutrition

Aduna Ltd (stand NA21) is an Africa-inspired health and beauty brand featuring innovative African natural ingredients. The
company’s first product is its African superfruit baobab – a 100% natural, nutrient-dense, raw wholefood, which is almost 50%
fibre and has one of the highest antioxidant capacities of any fruit in the world. Since launching last year, baobab has become
the best-selling superfood in Planet Organic and Whole Foods Market in London. (UK)

Harmony Cone’s Ear Candles are the first to use certified organic cotton, proudly partnering with Appachi Eco-Logic (stand
NC16). Harmony’s Ear Candles are more than just a great natural hygienic product; they are part of a story. Harmony’s Ear
Candles are handcrafted by families in need – homeschooling families, people with disabilities, and single mothers. Harmony
provides training and education; creating trusting communities, increasing true, holistic health and improving the lifestyles of all
the families. (USA)

Returning exhibitor DITRA nv – MARTERA (stand NA40) produces natural food supplements under the brand name
MARTERA. Its product range includes liquid multi-vitamin concentrate Vibracell and Vibracell sport; organic Noni de Tahiti
juice; organic aloe ferox juice and aloe ferox gel; organic goji juice and graviola juice; plus water energising device Aqua-Cel.
(Belgium)

“We are already exporting our food supplements and organic juices to many European countries and we are looking forward to
meeting with buyers and distributors in order to expand further into the nordic region. We also welcome the launch of the new
Nordic Organic Food Fair, as we are sure that this will give a boost to the organic business in the region,” says Els Deprez from
DITRA nv – MARTERA.

New product from Acuball – Dr. Cohen (stand NA11) creates optimum sitting position for computer users. When placed
behind the lower back the Acuball effectively restores the lumbar lordotic curvature with a precision moulded design that
accepts spinous processes of the vertebrae and creates an acupressure effect on the supporting erector spinae musculature.
Extremely easy to use, the anticipated cost savings to companies, health care systems, and end users from creating better
Inpea AB (stand NE12) distributes Primera stevia and other healthy products, which are imported from Spain. The company’s product range includes chocolate, chewing gum, jam, marmalade, Echinacea, deodorant, and more. (Sweden)

**Svensk version:** Inpea AB (stand NE12) – Pr1mera stevia och hälsosamma produkter importerade från Spanien. I sortimentet återfinns choklad, tuggummi och marmelad. (Sverige)

Inpac Pharma (stand NB35) is a CMO company based in Lund (Sweden) with experience and expertise in blending, production and packaging pharmaceuticals, probiotics, and food supplements primarily for the Nordic and European markets. With its hi-tech and well-equipped facility in Sweden they can provide all the services one would expect from a packaging partner. They also have a service for hand packaging and the packaging of clinical trials, including randomisation. (Sweden)

Walmark, a.s. (stand NB21) is a leading producer of food supplements in Central and Eastern Europe (complying with GMP standards). Walmark’s products already reach consumers in more than 40 countries across Europe, the Middle East, Asia and Africa, and they are now looking forward to presenting their comprehensive product portfolio to consumers in Sweden and other Scandinavian countries at the show. (Czech Republic)

FW Medical (stand NC39) – the team behind silicol® gel is keen to acquaint with all those interested in natural products for gastrointestinal disorders. Presented in two sizes, 200ml and 500ml, silicol® gel is a colloidal or highly dispersible aqueous solution of silicic acid taken orally to keep the digestive system in comfort and harmony. It’s a Medical Device (Class IIa), with clinical support, and a strong heritage of helping improve quality of life. (UK)

Valentis (stand NE22) creates and produces various pharmaceutical and food supplements under GMP conditions. The company develops health products based on herbal extracts (without chemical preservatives) and ecological propolis extract. Services include contract manufacturing and private labelling for pharmaceuticals and food supplements in liquid and solid forms. (Lithuania)

The latest addition to Primera Technology Europe’s range is the AP550e, a semi-automatic label applicator that makes it fast and easy to precisely apply product and identification labels onto a wide range of flat surfaces; such as rectangular or tapered bottles, boxes, and much more (stand ND37). Labels are applied straight, without wrinkles or folds, in exactly the location desired. This gives finished products a highly professional look, and significantly increases the number of containers that can be labelled per hour (versus manually applying labels). (Germany)

**Natural Living**

Marienburg Charcoal (stand ND34) operates the biggest charcoal factory in the Baltics and will be showcasing its new unique, restaurant quality, ecological lumpwood charcoal at this year’s event. Produced from alder wood that is dried in the natural environment, Marienburg Charcoal Marienburg offers an excellent grilling experience. The quality secures instant ignition (flammable liquids are not necessary), with sustainable heat in 15 minutes, and temperatures up to 300°C. It’s smokeless and odourless, and results in a great tasting, natural flavour. With 10 years of established experience in charcoal exports to France, the company is now looking for new market opportunities in Scandinavia. (Latvia)

Lilly’s Eco Clean (stand NA44C) manufacture human, animal and environmentally friendly household cleaning products. All Lilly’s Eco Clean products are approved by the Vegetarian Society, and all surface cleaning products are scientifically proven 99.9% antibacterial. The range includes all purpose spray with eucalyptus or citrus oils, degreaser and descaler, toilet cleaner, floor cleaner, washing up liquid, non bio laundry liquid, and fabric softener. New 1.5 litre pouch refills are also coming soon.

To register for a free trade ticket, which also includes entry to the Nordic Organic Food Fair, please visit www.naturalproductsscandinavia.com and use priority code NPSUK104 where prompted.

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**Media enquiries & press pass requests to:**

**Emma-Louise Jones, PR Manager**

Editorial representatives of relevant trade and consumer media (including freelancers) are invited to apply for press passes to Natural Products Scandinavia via email to ejones@divcom.co.uk (please note, additional details may be requested to verify journalistic activity and all press passes are issued at the management’s discretion).

t: 44 (0)1273 645134   e: ejones@divcom.co.uk

Website: www.divcom.co.uk

Twitter: www.twitter.com/DiversifiedUK

Facebook: www.facebook.com/DiversifiedUK

LinkedIn: www.linkedin.com/groups/?gid=5009585

**Exhibitor enquiries to:**

**Zoe Jackson-Cooper, Event Manager**

t: 44 (0)1273 645141   e: ZoJC@divcom.co.uk

Website: www.naturalproductsscandinavia.com

Twitter: www.twitter.com/NPSScandinavia

Facebook: www.facebook.com/NaturalProductsScandinavia

LinkedIn: www.linkedin.com/groups/Natural-Products-Scandinavia-4499812
Natural Products Scandinavia won Best International Launch at the UK’s Exhibition News Awards in May 2013. In June 2013, it was named a finalist in the Best Trade Launch Show category at the UK’s Association of Event Organiser’s annual Excellence Awards.

Diversified Business Communications UK Ltd (Diversified UK) is a fast growing trade event organiser and publisher based in Brighton, Sussex, and Nailsworth, Glos. In addition to Natural Products Scandinavia and the Nordic Organic Food Fair, Diversified UK’s portfolio includes Natural & Organic Products Europe; lunch!; Casual Dining (new for 2014); camexpo; office*; Ocean Business; SITS – The Service Desk & IT Support Show; SITS Europe (Germany); Natural Products magazine; and the Natural Beauty Yearbook.

Diversified UK is part of Diversified Business Communications, a leading international media company with a successful portfolio of sector leading exhibition, conferences, publications and websites.