



## New exhibitors announced for Natural & Organic Products Europe 2015

A raft of new health products are set to hit the market at this year's Natural & Organic Products Europe, as hundreds of companies from around the world prepare to exhibit at Europe's leading trade event for the natural and organic sectors.

Taking place at the new venue of ExCeL London on 19-20 April, the event, which is now 97% sold out, will feature an unprecedented 600 exhibitors showcasing thousands of natural and organic brands – including supplements, botanicals, superfoods, THR mark herbal medicines, homeopathic remedies, personal care and beauty, eco-household, and food and drink.

“One of the most striking features of recent shows – and 2015 confirms the trend – is the way the natural products industry has innovated its way around many of the regulatory obstacles that have been placed in its path,” comments Jim Manson, editor of leading industry publication *Natural Products magazine*, speaking ahead of his market update session at this year's Natural & Organic Products Europe.

“A new generation of advanced food-based nutritional supplements is placing an emphasis on ‘natural’ – echoing consumer preferences in other categories, like beauty and household – and is attracting a new audience of natural health enthusiast.”

“At the same time, increasing understanding of the role of licensed herbal medicines is providing a new lease of life for popular traditional herbs. And with growing interest among consumers – and healthcare professionals – in the principle of ‘self-care’, the future for the specialist health and nutrition sector looks positively bright,” he says.

Manson will be discussing key retail trends, changing consumer behaviour, and the findings of ‘The Natural Products Industry Report 2015’ in the opening Keynote of the show. Other confirmed speakers in the Natural Products Live Theatre include Patrick Holford; Dr Marilyn Glenville; Kristina Locke, founder of Conscious Food; Dennis Reid, chairman of RPS Retail Performance Specialists; and Viridian's technical director Ben Brown (author of *The Digestive Health Solution*). As in previous years, the exclusive trade launch of the Soil Association's annual Organic Market Report will also take place at the show.

Health buyers (from health stores, pharmacies, wholesalers and distributors, supermarkets and multiples) looking to increase their share of the growing natural health and nutrition market will find a wealth of innovative business opportunities and new product developments at Natural & Organic Products Europe in April.

New exhibitors for 2015 include Martin and Pleasance; Epsom Salts; Teatox; The Organic Protein Company; SimplexHealth Quality Water Test Kits; Zoya Organic; Wiley's Finest (Wild Alaskan Fish Oil); Enterogel o+ (a selective absorbent gel that cleanses the gut from toxins, allergens and pathogens); Aleva Naturals (a plant based, certified Vegan skincare line for mothers and babies); Bug Soother (natural insect repellent from Simply Soothing), Vividus srl (with its comprehensive Tea Tree Oil range); and Forum Health Products (with its new Colief Vitamin D Drops, Colief Baby Scalp Oil, and Motus – a novel joint care product containing clinically-proven UC-II).

Supplement specialists Purasana, Nutrabiobiotics, Valentis, Prime Fifty, KIKI, World Nutrition, Vibrant Health, and International Natural Products GmbH will also be making their first appearances this year.

Returning exhibitors include Quest Vitamins, Healthaid, Bio-Kult (Protexin), Keypharm NV, Hadley Wood Healthcare, Nature's Plus UK, Good Health Naturally Inc, Wisdom of Nature, Lamberts, Leader Foods Oy, lipolife, Global by Nature, G&G Vitamin Centre, Tiana Fairtrade Organics, Hay Fever? HayMax.

Natural Trade Brokers, BetterYou, Vega Nutritionals, MPL Marketing Services/Anyone 4 Tea, Comvita, Pharma Nord are also back for 2015. They're all part of the show's popular HFMA (Health Food Manufacturers Association) Pavilion – and will be helping the HFMA to celebrate its 50th anniversary in style.

### From Natural Living to Organic Beauty...

One of biggest selling points for many repeat visitors to Natural & Organic Products Europe is its comprehensive array of new products across all natural and organic categories. Hundreds of new launches are timed specifically to coincide with the event

and visitors seeking differentiation will find an eclectic mix in the New Product Showcase and across the show floor.

Natural Living exhibitor highlights include Savvy Green; Earth Friendly Products, Lily's Kitchen, Jack N' Jill Kids, Humble Brush (ecological bamboo toothbrushes); Natura Norway (100% Merino sheep wool slippers and gloves); WildWash (natural pet shampoos and pet care products made in the UK); dryerballs from Mrs Green's Laundry; and Fairliving (UK distributors for Planet Pure laundry detergents).

New additions to the Natural Beauty & Spa line-up to date, include Puresun (UK distributors of OrganicSeries cosmetics), It's Pure Organic (herbal hair colours), Aromata Mirabilia, Bathing Beauty, Natural Spa Factory, Laboratoires Bea, Sóley Organics, North Atlantic Seaweed Products, What Skin Needs, and Pommade Divine. BRYT Skincare, Toulou Organics, and elements natural skincare for men will also be making their debut in the show's new Venus Pavilion.

The Soil Association British Beauty Pavilion, featuring five leading organic brands, is another new feature for 2015.

Returning exhibitors include Ultra Glow Cosmetics, Childs Farm, Pacifica, Antipodes, Urtekram, Natura Siberica, Nature's Dream, Natracare, Faith in Nature, MyChelle Dermaceuticals, and Jason. The Eco Luxe Pavilion, dedicated to luxury natural beauty brands, is also back on the menu – and 50% bigger – for 2015. Confirmed participants, to date, include Inika Cosmetics, Surya Brasil, Liv Organic Co, Lariese Purely Organic, and Antique Apothecary.

Natural & Organic Products Europe, taking place on 19-20 April 2015 at ExCeL London, includes four show sections: Natural Living, Natural Health, Natural Beauty & Spa and The Natural Food Show. Entry includes access to the Natural Products Live Theatre, Natural Beauty & Spa seminars and live Natural Food Kitchen demonstrations.

For more information and to register for a free trade only pass, please visit [www.naturalproducts.co.uk](http://www.naturalproducts.co.uk) and enter priority code NP30 (direct link: <http://www.eventdata.co.uk/Visitor/NPE.aspx?TrackingCode=NP30>).

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**Notes:**

*High resolution images are available upon request:*

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