

## Natural Beauty Yearbook unveils 2013 industry hotlist

Natural beauty advocate Janey Lee Grace has been named number one in the Natural Beauty Yearbook's prestigious 6th annual industry hotlist. Published by Diversified Business Communications UK, the much-anticipated Who's who in natural beauty Top 25, which is voted for by industry insiders, was announced last week at an exclusive launch party on 13 November for the 2013 edition.

Hosted by leading French beauty brand Melvita at Whole Foods Market, Kensington High Street, in London, the evening saw the natural beauty trade converge to hear the announcement of the Natural Beauty Yearbook's exclusive countdown, which provides an essential snapshot of the leading personalities driving the hottest trends and products in the natural and organic beauty market.

"Despite the economic downturn consumers are still investing in the natural and organic category both for their health and the good of the planet," said Natural Beauty Yearbook 2013 editor, Matt Chittock.

Best known for her appearances on BBC Radio 2's *Steve Wright in the Afternoon* programme, where she reaches over seven million listeners, Janey Lee Grace is a passionate supporter of natural, eco and organic products and services. Whilst this is the first time that she's scooped the top spot, Lee Grace has been voted into the Natural Beauty Yearbook's Who's who in natural beauty Top 10 for the past three consecutive years.

"I'm thrilled to be voted number one – thrilled to bits. I'm so passionate about natural and organic beauty, so thanks to everyone in the industry for voting for me," Janey Lee Grace told the assembled crowd of beauty buyers, manufacturers, journalists and bloggers at the 2013 launch.

As the only trade-focused publication for the natural beauty industry, the Natural Beauty Yearbook 2013 is packed full of trend features, company profiles and an exclusive directory showcasing the best of this successful sector.

The full Who's who in natural beauty 2013 – the top 25 list is as follows:

1. Janey Lee Grace, broadcaster, author and natural beauty advocate
2. Carol and Paul Richards, Herbfarmacy co-directors
3. Alex and Kim Barani, Kinetic Enterprises
4. Simon Ford, Melvita UK, brand manager
5. Kirstie Allen, Pinks Boutique, co-founder
6. Simon Duffy & Rhodri Ferrier, Bulldog, co-founders
7. Graeme Hume, Pravera, founder
8. Tracey Robinson, Vert PR, founder
9. Sarah Brown, Pai Organic Skincare, owner
10. Sebastian Pole and Tim Westwell, Pukka, co-founders
11. Rebecca Goodyear, Biteable Beauty, PR and writer
12. Claire Braithwaite, Zulu Beauty, co-owner
13. Simon Golding, Australis, owner
14. Dr Mariano Spiezia, Inlight Organic Skincare, founder
15. Fiona Klonarides, Beauty Shortlist, editor
16. Michael Lightowers, Dr Organic, marketing director
17. Nic White, Alva and ONE Beauty, founder
18. Jayn Sterland, Weleda, commercial director
19. Rivka Rose, Faith Products, founder
20. Sarah Stacey & Jo Fairley, beauty journalists
21. Ines Hermida, Whole Foods Market, beauty buyer
22. Imelda Burke, Content Beauty, founder
23. Margo Marrone, The Organic Pharmacy, founder
24. Laura Rudo, Evolve, owner
25. Star Khechara, School of Holistic Cosmetology, course developer

For further information on the Natural Beauty Yearbook 2013, please contact Dominic Roberjot, publisher, on [droberjot@divcom.co.uk](mailto:droberjot@divcom.co.uk) or visit [www.naturalbeautyyearbook.co.uk](http://www.naturalbeautyyearbook.co.uk).

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### **Media enquiries & photography requests to:**

Emma-Louise Jones, PR Manager

t: +44 (0)1273 645134 e: [ejones@divcom.co.uk](mailto:ejones@divcom.co.uk)

<http://www.divcom.co.uk>

<http://twitter.com/DiversifiedUK>

### **Natural Beauty Yearbook enquiries to:**

*Dominic Roberjot, publisher*

*t: +44 (0)1273 645128*

*e: [droberjot@divcom.co.uk](mailto:droberjot@divcom.co.uk)*

*<http://www.naturalbeautyyearbook.co.uk>*

*<http://twitter.com/#!/NatBeautyYrBook>*

*Diversified Business Communications UK (Diversified UK) is a fast growing trade event organiser and publisher based in Brighton. Diversified UK's portfolio includes Natural & Organic Products Europe; Natural Products Scandinavia; lunch!; office\*; SITS – The Service Desk & IT Support Show; SITS Europe (new for 2013); Natural Products magazine; and the Natural Beauty Yearbook.*

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