



Natural Products Scandinavia unveils new Natural Beauty area for its second event in Malmö

Natural Products Scandinavia, which was named Best International Launch by *Exhibition News* magazine earlier this year, will feature a dedicated Natural Beauty area when the show returns for its second edition on 20-21 October at MalmöMassan in Sweden.

As the Nordic region's first (and only) dedicated trade event for the natural health and self care sector, the introduction of a new natural beauty feature area comes as a direct response to feedback from surveyed visitors, who cited beauty products as one of their top three buying categories.

The event's organiser, Diversified Business Communications UK, says this new show feature will accommodate over 20 additional companies – expanding the show by 10% to host 190 exhibitors for 2013. Given that the show is already 83% sold out, this increase can only be good news to this year's visitors, who are now able to pre-register to attend online at www.naturalproductsscandinavia.com. They'll benefit from an even greater choice of new natural and organic products across the show as a whole – including natural food, beauty and self care, allergy treatments, nutritional supplements, herbal remedies, and eco-living – when the doors open in 16 weeks time.

To date, confirmed Nordic participants in the new Natural Beauty area include Kenkou Selfcare AB, Almén Cosmetics, MedidaQ AB, Simplus AB, Out of Eden AB – Esse Organic Skincare, and Professional Beauty Scandinavia (exclusive Scandinavian distributors of men's grooming range Rehab London). They'll be joined by companies from across Europe, including Dr. Organic, Aura-Soma Products/AEOS, Natural Therapy – Julie Goodwin, Disna SA, and Spa Vivent.

"Natural and organic beauty still has a long way to go before it reaches its global growth potential," comments Matt Chittock, editor of the *Natural Beauty Yearbook* – the UK's leading annual trade publication for the sector.

"We're seeing more and more consumers around the world taking responsibility for their health – and that includes choosing pure, chemical-free cosmetics and skincare products. But there's still a gulf between what they want, and what's available on the shelves at their local health stores and supermarkets," Chittock says.

"Natural Products Scandinavia is perfectly-positioned for beauty buyers to take advantage of the continuing global shift in consumer awareness towards more natural, chemically-clean products," agrees event manager Zoe Jackson-Cooper. "According to Organic Monitor, who spoke at the show last October, sales of natural and organic beauty products around the world are predicted to reach around \$14bn by 2015, with many brands focusing on new distribution channels – and export markets like Scandinavia – to maintain that growth. This makes Nordic buyers – and their customers, who are known for their strong commitment to self care – the ideal audience for the next generation of products coming onto this lucrative market."

Initially developed as a way to encourage internal trading between the Nordic countries, it was soon apparent that the Natural Products Scandinavia concept was much more – attracting over 2,000 attendees from 65 countries (including visitors from as far afield as the USA, Japan and Saudi Arabia) in its first year. Key Nordic brands such as Life Europe AB (the region's largest health store chain operating in Sweden, Finland and Norway, with 440 stores), HKC Egenvård AB (who recently acquired Nature International, and its 25 Swedish health stores), Midsona, Axellus, Biofood, Medica Clinical Nord, Bringwell, and Dagsmeja AB – have supported the show from the outset and played a key role in its continuing growth.

"Natural Products Scandinavia 2012 really turned out to be exactly what we had hoped for – and even more," says Pia Löfvenmark, sales manager at HKC Egenvård AB, "so we are delighted that [it] will now be an annual event in Malmö."

"We were really pleased with Natural Products Scandinavia 2012, and will be once again supporting the event in 2013," agrees Gunnel Akerman, VD Life Butiksdrift Sverige AB. "Not only are we having a Life stand, but we will be arranging an educational event and recommending that all our stores members come along."

Indeed, such was the success of Natural Products Scandinavia's launch, around 65% of the show's founding exhibitors will be back (alongside Biofood, HKC, Nature, and Life) "supporting" the event for 2013. These include natural and organic beauty and personal care suppliers like 11 Brands/Sektion 5; Bentley Organic; Dermanord Svensk Hudvård AB; Frenchtop Natural Care Products; Harmony's Ear Candles; Natracare – Bodywise; Naturkosmetikkompagniet AB; SDC Swedencare AB; The Eco Bath; Kinetic Natural Products Distributors; and The Health Store – Wholesale UK.

Natural Products Scandinavia will take place in Malmö, Sweden, on 20-21 October 2013. In addition to a central exhibition, the event will feature a dedicated Keynote Theatre on the show floor, hosting sessions from leading industry experts – including representatives from EcoCert and NaTrue – discussing the latest health, beauty, and wellness market trends and developments. The event is co-located with Diversified UK's newly-launched Nordic Organic Food Fair.

To register for a free trade-only ticket, please visit www.naturalproductsscandinavia.com (<http://www.eventdata.co.uk/Visitor/NPS.aspx?AffiliateCode=NPSUK104>) quoting priority code NPSUK104.

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Media enquiries to:

Emma-Louise Jones, PR Manager

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: ZoeJC@divcom.co.uk

Website: www.naturalproductsscandinavia.com

Twitter: www.twitter.com/NPScandinavia

Facebook: www.facebook.com/NaturalProductsScandinavia

LinkedIn: www.linkedin.com/groups/Natural-Products-Scandinavia-4499812

Scandinavia office:

Lars Larsson, Project Manager

Nordenskiöldsgatan 13, S - 211 19 Malmö, Sweden

t: +46 702 661170 e: lars.larsson@halsofackhandeln.se

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.*

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