



The event for:  
Therapists, Practitioners,  
Healthcare Professionals  
& Students

5-6 October 2013 | Earls Court | London

## Leading beauty brands to showcase new innovations at camexpo

### *camexpo 2013: Exhibitor Show Highlights*

**Beauty and spa buyers looking to source all the latest natural health and beauty brands for their clients this autumn, will find plenty on offer at this year's complementary healthcare show – camexpo, which returns to London's Earls Court on 5-6 October.**

Featuring 200 companies from across the complementary and natural healthcare sector – this year's exhibitor list boasts some new (but familiar) additions from the world of natural beauty. The following is just a taste of what visitors and press representatives can expect to see at this year's trade event.

New exhibitor **Weleda** (stand 2537), the world's largest manufacturer of certified natural Anthroposophical medicine and beauty products, will launch their new range of homeopathic medicines at camexpo. Registered under the new HR rules, the comprehensive range of indicated oral sprays have taken five years in development and are manufactured in the UK to biodynamic standards.

**Mahi Naturals Ltd** (stand 1834) will be showcasing and sampling new products from Hope's Relief Australia's No.1 natural dry skin range – including a Goats Milk Body Wash, Soap and Hydrating Body Lotion – plus new additions to the U Little Beauty skincare range; like its new, all-natural luxurious self tan!

**Aduna** (stand 1923) is an Africa-inspired health and beauty brand. Its range of products features the baobab fruit, a natural multi-vitamin that helps support energy metabolism and the immune system. Baobab is a 100% organic, nutrient-dense whole food, rich in fibre and high in antioxidants.

**Essence of Morocco Ltd** (stand 2432) are award-winning UK specialists in organic, natural and authentic Moroccan Argan Oil and Hammam/Spa products; inspired by ancestral beauty secrets and rituals. At this year's camexpo, they'll be exclusively launching a new organic prickly pear seed oil – the ultimate in anti-ageing/anti-wrinkle serums, and a new range of natural hammam/spa products.

“camexpo is a great opportunity for us to meet with the professional therapist and practitioner community, and we're looking forward to introducing our exclusive, and authentic, range of natural organic Moroccan skincare/hair care and Hammam spa products to our customers,” says Yasmine Dlia-Alaoui, director of Essence of Morocco; whose organic Moroccan Rose Nourishing Argan Oil™ was named a finalist in the 'Best New Natural Beauty & Spa Product' at the Natural and Organic Awards 2013.

**Eterno Naturals** (stand 4071) are inviting camexpo visitors to discover their inner beauty with a free\* MyChelle skin analysis session (\*T&Cs apply); a make-over with Studio 78 Paris organic make-up; and the latest Ambiance anti-ageing dry hair shampoo, which instantly refreshes and tints hair (available in 5 colours). Plus, there's also the amazing Konjac Sponge beauty secret! Best of all, there's 25% off the RRP on all these and more. All products are 100% natural and, wherever possible, organic.

**New Seasons Natural Products** (stand IZ-A in the Innovation Zone) will be launching an exciting dispersing spa range. These body and bath oils are made entirely of rich carrier and plant based oils, fragranced with 100% pure essential oils. They are available in three fragrances – Lavender & Geranium, Ylang Ylang & Mandarin, and Lemongrass & Marjoram.

Holistic Essentials™ is **Ayurveda Pura London's** range of organic-certified cosmetics (stand 2315). It includes a natural organic range of luxurious eye gels, which harness the power of nature to bring relief and revitalised elasticity to tired and puffy eyes. The bestselling range comes now in a handbag-sized roll-on bottle for easy application.

**Therapi Honey Skincare's** highly effective organic skincare uses therapeutic honey, age-defying propolis and bioactive plant extracts. Honey is Nature's liquid gold, a precious elixir containing the nutritious nectar and therapeutic essences of a thousand flowers in just a single drop. Up to 99% of ingredients are certified organic by the Soil Association. The Rose Otto range includes Honey Gel Cleanser; Hydrating Facial Toner; Honey Moisturiser; and Ultra Radiance Cream (stand IZ-B in the Innovation Zone).

**Vulsini**, the British company that introduced the pioneering hot stones in a bag – Vulsini I, and the innovative heated bamboo in a bag – Vulsini Bamboo, now launches Vulsini Mini (stand 1737). A new compact hot stones bag – ideal for spa therapists on the move – designed specifically for luxury manicures, pedicures and facials. They will also be showcasing their training courses for hot stones and warm bamboo massage amongst others, available at the London School of Complementary Health.

New to camexpo, **Tropic Skincare and Makeup** is launching its affordable, 100% pure plant derived, vegan, fair trade, cruelty free range! Backed by Lord Alan Sugar, and handmade in the UK by Susan Ma and her team, these effective and affordable products have hit the natural and organic industry by storm, already winning *Natural Health Magazine's* Best Moisturiser Award. Visit stand 2536 to find out how to get involved as an Ambassador and earn some extra income for your practice.

**Rubbeez** (stand 2725) is a new, innovative and trusted massage cream released to the health professional market in September 2010. Rubbeez is 100% natural and made in New Zealand. It's success as a massage medium for patient treatment is now ready for release onto the consumer market.

**Songbird Naturals** will be introducing its entire range in a 20g size on stand 2225. In addition to their existing waxes and balms, they'll also be showcasing new Zest Massage Wax and Reflexology Wax.

New exhibitor **LOREM** (stand 1522) will be showcasing 100% natural emu oil products that are blended with essential oils. A natural anti-inflammatory, it penetrates the stratum corneum barrier of the skin (which carries the essential oils deeper into the body tissues), and can be used to assist with the symptoms of arthritis, back pain, sciatica, frozen shoulder, sports injuries, and skin conditions; such as eczema, psoriasis, rosacea and scars.

**Vivomed.com** (stand 2517) will be presenting the range of Soothing Touch massage products. Soothing Touch has worked with massage therapists for the past 30 years to create the highest quality professional massage products available. The Soothing Touch range is petroleum and paraben free and uses ancient Ayurvedic blends of powerful essential oils.

**Therapy Essentials**, the home of the UK's market leading Affinity brand of therapy equipment, have put together a selection of generous and exciting 'show only' offers on some Affinity favourites for this year's camexpo! Better still, one lucky visitor to stand 1611 will win an Affinity Comfortflex – the ultimate portable spa table!

**To register for an entry pass, which includes entry to the show's two Keynote Theatres (sponsored by Revital), please visit [www.camexpo.co.uk/register](http://www.camexpo.co.uk/register) and use priority code camx599 to register in advance for £6.50 (without a priority code, the standard door charge is £20).**

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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 lunch! via email to [ejones@divcom.co.uk](mailto: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).

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#### **Notes:**

*High res photography is available on request:*

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*camexpo was named as a finalist in the Best UK Trade Show Exhibition (Under 2,000m<sup>2</sup>) category at the Association of Event Organisers (AEO) Excellence Awards in 2009 and 2010. In 2011, it was awarded Highly Commended by the AEO judges.*

*Diversified Business Communications UK (Diversified UK) is a fast growing trade event organiser & publisher based in Brighton. In addition to camexpo, 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 & 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.*