



Natural Products

Scandinavia

MalmöMässan
20-21 October 2013

Natural Products Scandinavia 2013 targets international beauty buyers

With less than a week until doors open for its second edition on 20-21 October in Malmö, Sweden, Natural Products Scandinavia 2013 – the Nordic region's only international trade event for the natural health and self care sector – has unveiled several new additions designed specifically for natural beauty and personal care buyers.

The award-winning event, which already boasts a new, dedicated Natural Beauty area, will feature exclusive conference sessions from Julie Tyrrell, director-general of NATRUE: The Natural and Organic Cosmetic Association (12pm on Sunday 20 October), and Marlène Maury, Asia, Pacific, Africa & France area manager for organic certification organisation ECOCERT GREENLIFE (12pm on Monday 21 October); both of which are new to the show for 2013.

With sales of natural and organic beauty products around the world predicted to reach around \$14bn by 2015 (according to Organic Monitor, who spoke at the show last October), one of the biggest challenges still facing this dynamic industry is greenwashing – or claiming to be more sustainable, more natural, or more organic than is really the case. NATRUE, a renowned advocate of the importance of industry transparency, authenticity, and, ultimately, the regulation of 'claims', will be discussing exactly that in its session 'NATRUE: A platform protecting consumers and industry alike'.

For those visitors unable to attend on opening day, ECOCERT's session offers a fascinating introduction into organic certification. 'Natural & organic cosmetics: Snap shot of the European market for certified cosmetic products', will demonstrate how organic certification can create added value, open doors to new markets, and improve a brand's image. The session will also discuss harmonising the COSMOS cosmetic standard.

The full Natural Products Scandinavia Theatre programme, including speaker details and timings, are available to view at www.naturalproductsscandinavia.com/theatre.

SHR Natural Beauty Pamper Zone

The show's organiser, Diversified Business Communications UK, has also announced the launch of a new SHR Natural Beauty Pamper Zone. Sponsored by Sveriges Hudterapeuters Riksorganisation (SHR), the pamper zone will offer show attendees a chance to enjoy a choice of luxurious, and rejuvenating, new products first-hand. With free treatments available from KENKOU Selfcare, Annemarie Borlind Natural Beauty (performed by Börlinds' professional estheticians Ulrika Wahlstedt, Masesgården Health & SPA and My Stolt, Brösarps SPA), and students from The Gilda School in Gothenburg. (Appointments are limited and can only be reserved in person on the day at the SHR Beauty Pamper Zone.)

New Product Showcase

Another show feature that has already generated a wealth of visitor interest is the New Product Showcase. With many launches timed specifically to coincide with the event, attending buyers can enjoy an exclusive preview of new product developments before they reach their competitor's shelves. The following is just a sample of new innovations being showcased at Natural Products Scandinavia this weekend in Malmö:

- Aromtech Ltd: Arctic Beauty Pearls™
- Natracare – Bodywise (UK) Ltd: Natracare normal panty liner; & Natracare make-up removal wipes
- Börlind Natural Beauty: Rose Blossom Vitalizer; & BB-Cream
- Disna, S.A.: CS Stem Cells Face Creams

- Dr. Organic: Dr. Organic Snail Gel; Dr. Organic Rose Facial Serum; & Dr. Organic Coconut Moisture Melt
- EcoImport AS: Argan Oil By Geonatur
- Frenchtop Natural Care Products: Earth.Line Argan Sun Care
- Harmony Cone: Harmony's Organic Cotton Ear Candle
- KENKOU Selfcare AB – Lamberts Healthcare Food Supplements: Collagain - 5.5 gram powder +stevia
- Kinetic Natural Products Distributors: Antipodes Joyous Serum
- Naturtint: Naturtint
- Professional Beauty Scandinavia: Revive Survive
- Esse Organic Skincare: Esse Gel Cleanser; Esse Rich Moisturiser; & Esse Eye & Lip Cream
- YniQ – Eazy-Pac A/S: Quick Eye Repair
- Mette Picaut: Mette Picaut Swedish Skincare

Recent additions to the exhibitor line-up include Eazy Pac A/S – YniQ, Incosmetics Aps, Modern Life Company Aps, and House of Melchiorson from Denmark; Mette Picaut AB, Börlind Natural Beauty, and Q for Skin from Sweden; Mabio from Norway; Esse Organic Skincare from South Africa; and NATURTINT from Spain.

Natural Products Scandinavia will take place in Malmö, Sweden, on 20-21 October 2013. The event is co-located with Diversified UK's newly-launched Nordic Organic Food Fair.

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 (<http://www.eventdata.co.uk/Visitor/NPS.aspx?AffiliateCode=NPSUK104>)

###

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: ZoeJC@divcom.co.uk

Website: www.naturalproductsscandinavia.com

Website: www.nordicorganicexpo.com

Twitter: www.twitter.com/NordicOrganic

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

Notes:

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.

High resolution imagery is available upon request.

Visitor information: TRADE only

Malmömassan, Mässgatan 6, 215 32 Malmö, Sweden

10.00-17.00 on Sunday 20 October and 10.00-17.00 on Monday 21 October.

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 Nordic Organic Food Fair, Diversified UK's portfolio includes Natural & Organic Products Europe; camexpo – the only dedicated event for the complementary, natural and integrated healthcare sector in the UK; lunch!; Casual Dining (new for 2014); office; Ocean Business (including Offshore Survey Conference & Ocean Careers); OceanBuzz; MARELEC Marine Electromagnetics conference (in Hamburg, Germany); GEO Business (new for 2014); SITS – The Service Desk & IT Support Show; 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.