



## Natural & Organic Products Europe announces prestigious new partnership with the Natural Health Beauty Awards 2014

Natural & Organic Products Europe, Europe's leading annual trade event for the natural and organic products industries, has announced an exciting new partnership with the Natural Health Magazine Beauty Awards for 2014.

In a first for the show, this unique partnership will see the popular Natural Beauty & Spa Theatre play host to the 2nd annual Natural Health Magazine Beauty Awards' ceremony on the afternoon of Monday 14 April 2014.

Already renowned for attracting a 'who's who' of specialist beauty and personal care buyers, Natural & Organic Products Europe's most recent edition (in April earlier this year) at London's Olympia, enjoyed an impressive 35% increase in natural beauty and spa buyers (whilst total attendance across all categories, including natural health, beauty, food and eco-living, was up 20% to 8,810). Among them were buyers from household names such as Amazon, Boots, Champneys, Feelunique.com, Fenwick, Holland & Barrett, John Bell & Croyden, Waitrose, Ocado, NBTY Europe, Harrods, Superdrug, Planet Organic, Whole Foods Market, Tesco, Selfridges, Harvey Nichols, and Four Seasons Hotels and Resorts.

"Over the years, and across almost every category, the show's Natural Beauty & Spa exhibitors have always featured prominently in the Natural Health Magazine Beauty Awards – so there is already a real synergy between our two brands. The Natural Health Magazine Beauty Awards' focus on promoting the best choice of natural, organic, ethical, and chemical-free beauty essentials to end consumers makes it a great fit for the show, as ultimately these beauty brands need to reach the key industry buyers and retailers that Natural & Organic Products Europe annually attracts that can get their products on the shelf first," explains event manager Carol Dunning.

"We're very excited about working with the Natural & Organic Products Europe show in 2014," agrees Natural Health Magazine Beauty Awards editor Hannah Tudor. "This year, our awards are bigger than ever, with even more categories, and the show provides the perfect platform to honour all our fantastic winners and highly commended brands."

With more consumers showing increasing awareness of the benefits of following a natural and healthy lifestyle, the natural and organic beauty market has never been more vibrant. Now in its eighth year, the Natural Health Magazine Beauty Awards 2014 (sponsored by Love Lula) now includes more than 50 categories and over 100 awards. Judges for 2014 include Jayney Goddard, president of the Complementary Medical Association, natural haircare expert Daniel Galvin Jnr, and celebrity make-up artist Sarah Jagger. New categories include best distributor, best naturally inspired range, best male grooming range, and best luxe range, among others.

For more information about how to enter the Natural Health Magazine Beauty Awards 2014, please visit [www.naturalhealthmagazine.co.uk/awardsentry](http://www.naturalhealthmagazine.co.uk/awardsentry), or contact Hannah Tudor on [hannah@aceville.co.uk](mailto:hannah@aceville.co.uk).

As in previous years, the Natural and Organic Awards, hosted by *Natural Products* magazine and in association with the Soil Association, will take place after the close of the first day of Natural & Organic Products Europe on the evening of Sunday 13 April. The Natural and Organic Awards 2014 will include the results of the Soil Association's organic awards (including best organic beauty product, best organic mother & baby product, and best innovation in organic cosmetics), plus best new natural beauty & spa product (as voted for by visitors to the New Product Showcase at Natural & Organic Products Europe 2014).

The Natural Beauty & Spa show at Natural & Organic Products Europe will return to Olympia, London, on 13-14 April 2014. Featuring 200 exhibitors – from award-winning small producers to leading big brand names – it will showcase hundreds of natural and organic beauty and personal care innovations from around the world.

For further information, please visit [www.naturalproducts.co.uk](http://www.naturalproducts.co.uk).

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**Notes to Editors:**

***About Diversified Communications UK***

*Diversified Communications UK (Diversified UK) is a fast growing trade event organiser and publisher based in Brighton, Sussex and Nailsworth, Glos. In addition to Natural & Organic Products Europe, Diversified UK's portfolio includes Natural Products magazine; the Natural Beauty Yearbook; Natural Products Scandinavia and Nordic Organic Food Fair (in Malmö, Sweden); camexpo – the UK's biggest professional event for the complementary, natural and integrated healthcare community; lunch! (winner of Best Marketing Campaign of the Year at the Association of Event Organisers Excellence Awards in 2012, and Best UK Trade Show Exhibition (under 2,000sqm) in 2010 & 2011); Casual Dining (new for 2014); Ocean Business (including Offshore Survey Conference & Ocean Careers); OceanBuzz; MARELEC Marine Electromagnetics conference (in Hamburg, Germany); GEO Business (new for 2014); office\*; and SITS – The Service Desk & IT Support Show.*

*Diversified UK is part of Diversified Communications, a leading international media company with a portfolio of eMedia, events, publications and television stations ([www.divcom.com](http://www.divcom.com)).*

***About Natural Health Magazine Beauty Awards***

*Now in its eighth year, the Natural Health Magazine Beauty Awards uncover the best natural beauty products available on the market that are free from chemical nasties and are supported by top, natural organic and ethical credentials. These prestigious awards have gained a highly respected reputation in the natural beauty industry and have become one of the most eagerly anticipated events in the holistic beauty world. In addition to hosting its awards ceremony for the first time at the Natural Beauty & Spa show at Natural & Organic Products Europe, this year sees the introduction of five special awards voted for entirely by readers, making this the biggest awards yet in the magazine's history.*