



New natural beauty innovations at Natural & Organic Products Europe 2015

Natural Beauty & Spa exhibitors unveil their show highlights for 2015

With all exhibition space now sold out, this year's Natural Beauty & Spa at Natural & Organic Products Europe trade show will be its biggest yet. Taking place next month, on 19-20 April, at the new venue of London ExCeL, it will feature over 600 exhibitors showcasing thousands of natural and organic brands.

The following is just a taste of some of the new natural and organic beauty and personal care products on show for 2015.

Kinetic Natural Products Distributor (stand E20) is introducing several new products to the UK market including: Jason Smoothing Coconut Body Care range; Antipodes Worship Superfruit Anti-Ageing Serum; Nutiva O'Coconut sweet treat; Terranova Vegan Vitamin D3, Vitamin E, Holy Basil, and Reishi; Amazing Grass Raw Reserve and Protein; and Watermelon Energy Green Superfood. (UK)

Multi award winning brand **Green People** (Natural Trade Brokers, stand G60B) is launching a range of new products in 2015 including: Age Defy+ Tinted DD Moisturiser SPF 15, Eye Serum, Scent Free Sun Lotion SPF 30, Artichoke and Quinoa Shampoo and Conditioner, and Styling Gel. (UK)

Offering quality, natural results and designed specifically for men, **elements natural skincare for men** (stand C2B) is an organic skincare range that was derived from a distinct lack of good organic skincare for men. Certified by the Soil Association, the range includes face wash, face scrub, shaving cream, and moisturiser. (New exhibitor, UK)

Celebrating over 40 years in business, natural skin care company **Faith in Nature** (stand C10) is showcasing its fragrance free hand and body lotion and the new men's Blue Cedar Range, which includes shampoo, shower gel, and bar soap. (UK)

Sóley Organics (stand C16) is presenting GRÆDIR – an all-purpose, organic healing cream containing a powerful blend of handpicked, wild, Icelandic healing herbs, following a recipe that has been in Sóley's family for generations. GRÆDIR has consistently proved effective on various forms of eczema, dry skin, and burn wounds. (New exhibitor, Iceland)

100% Pure (stand B26) is showcasing its new anti-aging, super moisturising lipstick, concentrated with pomegranate oil and shea butter. High in antioxidants and vitamins, with no synthetic chemicals and dyes, chemical preservatives, or any other toxins, this product is 100% pure. Available in eight vibrant colours, naturally coloured with fruit pigments. (New exhibitor, USA)

Launching at the show, Cococudles from **Jeeva UK** (stand L34) is a new organic, premium, baby skin care range. Its unique formulation combines Jeeva extra virgin coconut oil, young organic coconut water along with other natural ingredients. Great for sensitive and eczema prone skin, and suitable for new-borns upward. (UK)

Natracare's award-winning Nursing Pads (stand B16) are back with a brand new look. Each pack contains 26 shaped pads (made from sustainable plant based materials) for natural protection while breastfeeding. Free from chlorine and plastic, the pads effectively absorb excess liquid. (UK)

Vital Life: Egyptian Magic (stand A45) is showcasing American brand Egyptian Magic. Egyptian Magic's exclusive, all-natural, healing skin cream is made from bees wax, propolis, and other natural ingredients. With celebrity fans including Madonna and Kate Hudson, and nominated as the number one best-selling on board brand on British Airways flights, Egyptian Magic Skin Cream has achieved cult status. (UK)

Aqua Oleum's (stand B11) new organic essential oils range is available in 20 variants, including Bergamot (Italy); Citronella (Nepal), Frankincense (Ethiopia), and Ylang Ylang (Madagascar). Julia Lawless will be signing copies of the newly released and extended edition of her bestselling aromatherapy book 'The Encyclopedia of Essential Oils' on stand B11 at 2.30pm-3.30pm on both days of the show. (UK)

Friendly Soap (stand A44) is launching its range of natural handmade soaps including bath soaps, facial cleansing bars, shaving soap, and a shampoo bar. Free from SLS, parabens, and palm oil. (New exhibitor, UK)

Zephorium (stand A46) is showcasing its new Natural Perfume Rollettes. Available in eight colourful variants, they are loaded with natural concentrated aromatherapy, vitamins A, B, and E, minerals, and uplifting homeopathic crystals. (UK)

Olivos Ottoman Bath Series (stand D33) brings the traditional Turkish Hammam to the home. Olivos Ottoman is a uniquely fragranced soap made with 100% olive oil, and packaged in traditional Ottoman period designs. (New exhibitor, Turkey)

First sold in 1800 by Butler & Co., chemists to the Royal Household, **Pommade Divine** (stand C34) uniquely combines the natural restorative properties of benzoin, liquidambar, nutmeg, clove, and cinnamon, to create a multi-purpose balm that helps soothe, protect, and repair dry and damaged skin. (New exhibitor, UK)

MADARA's new organic skin care satisfaction guarantee is officially launching at the show (**Australis Distribution**, stand D30). This satisfaction guarantee will give customers the confidence to try new organic skin care for 28 days, if not entirely satisfied they will receive a full refund. (UK)

What Skin Needs (stand A31) is showcasing its new range of natural, functional skincare products made in Australia, including Cracked Skin Cream, Soothing Skin Gel, and Skin Balm. The active ingredient in the range is Plantolin – a patent-protected plant extract, scientifically proven to soothe, renew, and protect. (New exhibitor, UK)

Teatox (stand A79) is showcasing its hydrating and purifying Pure Beauty tea, containing organic white tea, pineapple, olive leaves, and chamomile. Tea blends include Skinny Detox, Pure Beauty, and Energy Matcha. (New exhibitor, Germany)

Pure & Light Organic (stand C40F) is launching Loving Mother and Baby Cream – a multi-purpose, soothing barrier cream for baby and mother that helps with irritation and dryness. Also showcasing: Revitalising Facial Exfoliation – a dual-action cleansing cream with 32 active ingredients. (New exhibitor, UK)

Scentered (stand C23) is introducing its range of 100% natural, portable therapy balms to help keep users centred, no matter where they are, or what life brings. Varieties include Escape, Sleep Well, Stress Less, Focus, and Love. (New exhibitor, UK)

Vedani Botanicals Organic Skincare (stand C2F) is a new pure skincare range for men and women, which features 100% natural (minimum 94% organic) cleansers and moisturisers. The range has been carefully formulated with the highest quality essential oils and cold pressed, unrefined plant oils, to suit various skin types. (New exhibitor, UK)

Aromata Mirabilia (stand B4) is launching new lipsticks-balms. These lipsticks adorn, refresh, soften, protect, and nourish the lips. AM lipsticks are produced using only natural and healthy raw materials, using minimal heat, and no other processing technologies. Available in twenty three colours. (New exhibitor, Lithuania)

S5 Skincare / Evolve Beauty (stand B3) has relaunched the Evolve Beauty range. The best-selling Gentle Cleansing Melt and Detox Facial Wash have been reworked and repackaged, and are featuring in its new product selection. Also showcasing: new shower oil, hair mask, and body lotions fragranced with new 100% organic essential oil blends. (UK)

North Atlantic Seaweed Products (stand A1) is introducing the Salvia Sea range – Salvia Sea Cleansing Lotion, Salvia Sea Skin Toner, Salvia Sea Moisturising Face Cream, Salvia Sea Hand Cream, and Salvia Sea Foot Cream. These natural and luxurious skin care products have been developed using the finest seaweed extract and natural essential oils. (New exhibitor, Ireland)

Savannah Bee Company (stand J60G) is presenting artisanal honey and a range of natural health and beauty products inspired by the honeybee hive, including nutrient-rich Royal Jelly Body Butter and Beeswax Hand Cream with royal jelly. (New exhibitor, USA)

Alassala Argan Oil (stand B76) is launching its Anti-Ageing Day Cream, a luxuriously smooth and creamy moisturiser, with a silky texture and a subtle fragrance. Also showcasing: Organic Argan Oil Shampoo and Conditioner – gentle, nourishing, restorative, and deeply cleansing. Free from parabens, SLS, and SLES. (UK)

Organic Professional (stand A37) is showcasing its recently launched range, including Hyaluronic Acid (a natural solution that hydrates the skin from the inside out), Anti-Ageing Cream Forte, Deeply Moisturising Cream Forte, and Moisturising Cream with Natural SPF. (New exhibitor, UK)

001 Skincare London (stand B8) is exclusively previewing its Hybrid Performance Line and Cosmopolitan Asian-inspired accessories. Founder Ada Ooi is speaking in the Natural Beauty & Spa Theatre on 20 April, providing a unique insight into 'Shifting east, how Asian skincare trends are taking off in Europe'. (New exhibitor, UK)

MyChelle Dermaceuticals Skincare (stand D11) is presenting its 'New Key Three' which features three of the brand's top selling beauty products – Remarkable Retinal Serum, Wrinkle Spot Treatment, and Advanced Argan Oil. MyChelle's range of scientifically and clinically proven products, deliver fast and effective results naturally. (UK)

Gentle Beauty Co (stand D40) is presenting Herbatint – the original and authentic hair colourant with over forty years' experience in natural hair dye. It's back for 2015 with a re-formulated and expanded gel colour collection, which includes three new herbal plant extracts and six new shades. (UK)

Inika Cosmetics (stand C40A) are designed to hydrate and nurture healthy skin. Inika products are certified organic, vegan, halal, and cruelty-free. Bestsellers include Light Reflecting Highlighting Creme, Certified Organic Pure Primer, and the Vegan Kabuki Brush. (Australia)

Wedderspoon Organic (stand P24) is introducing its Queen of the Hive range, which includes new artisanal soaps that are

hand crafted and contain the finest ingredients. With three variants, each containing organic honey – Manuka Honey and Oatmeal, Manuka Honey and Tea Tree, and Beechwood Honey and Lemongrass – these soaps leave skin feeling refreshed, energised, exfoliated, and soft. (UK)

Agnotis, Pure Philosophy (stand B2) produces fresh, pure, and organic skincare products, with natural and organically farmed ingredients. Products on show include Revitalizing Day Cream, Revitalizing Night Cream, Revitalizing Face Milk, Revitalizing Lotion, and Revitalizing Eye Contour Cream. (New exhibitor, Greece)

CDR Beauty Wellness Nature srl – Italy (stand C7) is presenting ‘Philosophy’ – a new bioregenerating anti-aging cream and serum. Philosophy is an eco-friendly anti-aging treatment that protects tissues, cells, and DNA. (New exhibitor, Italy)

Toulou Organics (stand C2A) is showcasing Youthful – Rosehip Seed Oil and Neroli Face Oil, which recently received highly commended at the ‘Natural Health International Beauty Award 2015’. Rich in antioxidants, vitamin C, trans-retinoic vitamin A, and essential fatty acids, which are all active in reducing dry skin and wrinkles. (New exhibitor, UK)

Savon Stories (stand C2C) is exhibiting its range of cold-processed bar soaps, shampoo bars, and castile liquid soaps – handmade from 100% organic ingredients. This highly moisturising range is vegan, palm-free, chemical and preservative free, and enriched with an array of skin-nourishing organic vegetation and wholefoods, such as spinach and oats. (New exhibitor, UK)

Beauty Without Cruelty (stand D20) is launching a new range of vegan brushes, and an innovative pencil display holder. Ultra Glow Cosmetics is showing its innovative water resistant bronzing powder, new mousse, super extra length eye pencils, wow mascara, and a new natural display merchandiser. (UK)

Bath Spa Skincare (stand A12) is launching its new Rejuvenating Powder Serum at the show. It’s part of its 100% natural anti-ageing range, which is now being used by Bath's Royal Crescent Hotel Spa for their facial treatments. 100% natural, organic, pure, and ethical. (New exhibitor, UK)

Zoya Goes Pretty (stand B80) is presenting its range of eleven new body butters, including Shea and Camellia, Shea and Coconut, and Shea and Plum. They are 100% raw and made from unrefined, cold-pressed shea butter. (New exhibitor, Bulgaria)

DAYSPA Body Basics (USA Pavilion, stand J60M) specialise in organic, natural, allergy free skin care for the whole family. Products include Organic Pre-Shave Oil for men, All Natural SPF 25+ Sunscreen Powder, and Naturally Insect Repelling Dog Shampoo Bar. (New exhibitor, USA)

Ecocare (stand A33) is presenting its Rose and Chamomile Organic Facial Wipes – organic cotton wipes that provide a naturally soothing complete solution, that are gentle on sensitive skin. With ethical accreditations including Soil Association, Cruelty Free International and Made in Britain, these wipes are soft on your skin and the environment. (New exhibitor, Australia)

For more information and to register for a free trade only pass, please visit www.naturalproducts.co.uk and enter priority code NP30 (direct link: <http://www.eventdata.co.uk/Visitor/NPE.aspx?TrackingCode=NP30>).

###

Media enquiries & press pass requests to:

Emma-Louise Jones, Head of PR

Editorial representatives of relevant trade and consumer media (including freelancers) are invited to apply for press passes 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

www.divcom.co.uk

www.twitter.com/DiversifiedUK

Exhibitor enquiries to:

Carol Dunning, Event Director

t: +44 (0)1273 645125

e: cdunning@divcom.co.uk

www.naturalproducts.co.uk

www.twitter.com/NatProductsShow

www.facebook.com/pages/Natural-Organic-Products-Europe/100622126677939

Notes:

High resolution images are available upon request.

Diversified Communications UK Ltd (Diversified UK) is a fast growing trade event organiser and publisher based in Brighton, Peterborough, Leamington Spa, and Nailsworth, Glos. Diversified UK’s portfolio includes Natural & Organic Products Europe; Natural Products Scandinavia in Malmö, Sweden (co-located with Nordic Organic Food Fair); camexpo; Natural Products magazine; the Natural Beauty Yearbook; Casual Dining; lunch!; office; SITS – The IT Service Management Show; Geo Business; Ocean Business (including Offshore Survey Conference & Ocean Careers); MARELEC Marine Electromagnetics conference in Philadelphia, USA; Euro Bus Expo; Coach and Bus Live; Best of Britain & Ireland; Route One; and Coach Monthly. For more information, visit: www.divcom.co.uk*

Diversified UK is part of Diversified Communications, a leading international media company providing market access, education and information through global, national and regional face-to-face events, eMedia, publications and television stations. Diversified serves a number of industries including: seafood, food service, natural and organic, healthcare, commercial marine, and business management. Based in Portland, Maine, USA, Diversified employs over 800 staff, with divisions in the Eastern United States, Australia, Canada, Hong Kong, Thailand and the United Kingdom. For more information, visit: www.divcom.com