



Natural Products Scandinavia announces new beauty features for 2015

Natural Products Scandinavia will feature a new Natural Beauty and Skincare Zone and Natural Beauty Innovation Theatre when it returns to Malmö, Sweden, on 1-2 November. This year's show also sees the introduction of its first ever Best Beauty Brand Award.

As the Nordic region's only dedicated trade event for the natural health, beauty, skin care, and self-care markets, the award winning Natural Products Scandinavia has enjoyed significant year-on-year growth. Thanks to rave reviews and a 13% increase in attendees last year, the 2015 event will boast over 350 exhibitors. Three months out from opening day, it is already 90% sold out with companies from 39 different countries.

Valued at around €11bn by Euromonitor International, the organic beauty market is big business. Whilst natural cosmetic and personal care sales have experienced double-digit growth, with many brands focusing on new distribution channels and export markets, like Scandinavia, to further their expansion. And it is new innovations – like the ones being showcased at Natural Products Scandinavia – that are helping to feed this thriving industry.

Natural Beauty and Skincare Zone

This year's new dedicated Natural Beauty & Skincare Zone (located at the front of the show), will feature the latest natural and organic beauty innovations – from large establishing brands to exciting start-ups from across the Nordic region and around the world.

The area will feature first time appearances from i+m Naturkosmetik (Sweden), Aroha AB (Sweden), Sösar Natural Cosmetics (Estonia), Bee Cera by Fotiadis (Greece), Biok Laboratorija (Lithuania), Ekovista Oy (Finnish distributor for Acorelle, Pur'Aloe, Lovea Bio, and Benecos natural beauty), Natura Siberica – the first certified organic Russian cosmetics range to be formulated with wild-harvested Siberian herbs, and Les Anes d'Autan – the French cosmetics range formulated with organic donkey's milk. The Natural Goods Company is also new for 2015 – the Finnish distributor for leading natural and organic beauty brands, including Biosolis, Taoasis, Florascent Natural Organic Perfumes, Laboratoire du Haut-Ségala, Triumph & Disaster, Khadi Natural and Provida Organic.

Returning exhibitors include Naturkosmetikkompaniet Naturkosmos AB (Sweden), Strindberg AS (Norway), Kivvi Cosmetics (Latvia), Oh Lief (South Africa) and Konjac Sponge Company (UK).

“The show has a really positive energy and we've had a great response. Malmö is a perfect meeting place for the industry,” says Negin Aghili, sales manager at Dr. Organic, Sweden.

Natural Beauty Innovation Theatre

Running throughout the two day show, Natural Products Scandinavia's free business seminars are renowned for attracting a host of high-profile beauty brands and industry professionals, delivering the newest trends and latest research from across the health and beauty sectors.

The new Natural Beauty Innovation Theatre (which complements the existing Natural Theatre) will feature sessions from Irene von Arronet, founder of Natural Organic Cosmetics (NOC Sweden), Ms Manon Suquet, international certification officer at Ecocert, and a representative from NATRUE.

The theatre will also host the new Best Beauty Brand Award, celebrating a leading natural beauty company on the market; with the winner to be judged by a panel of beauty bloggers, press associates, and industry experts. The theatre's dedicated networking space, for the who's who in the organic and natural beauty sector in Scandinavia, will host 'the beauty hour' where companies will demonstrate their latest product innovations.

Save the date

Natural Products Scandinavia returns to MalmöMässan, Sweden on 1-2 November; it is co-located with Nordic Organic Food Fair.

To register for a free trade ticket, please visit www.naturalproductsscandinavia.com and quote priority code NPSUK200 (www.eventdata.co.uk/Visitor/NPS.aspx?TrackingCode=NPSUK200).

###

Media enquiries & press pass requests to:

Emma-Louise Jones, Head of PR

t: +44 (0)1273 645134

e: ejones@divcom.co.uk

Website: www.divcom.co.uk

Twitter: www.twitter.com/DiversifiedUK

Sharna Waid, PR Executive
t. +44 (0)1273 645144
e. swaid@divcom.co.uk

Exhibitor enquiries to:

Anne Seeberg, Event Manager

t: +44 (0)1273 645124

e: aseeberg@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

Eva Ellis, Sales Executive

t: +44 (0)1273 645110

e: eellis@divcom.co.uk

Scandinavia office:

Lars Larsson, Nordic Manager

Nordenskiöldsgatan 13, S - 211 19 Malmö, Sweden

t: +46 702 661170

e: llarsson@divcom.co.uk

Notes:

In 2013, Natural Products Scandinavia won Best International Launch at the UK's Exhibition News Awards. It was also finalist in the Best Trade Launch Show category at the UK's Association of Event Organisers' annual Excellence Awards.

In 2014, Nordic Organic Food Fair was shortlisted for Best Tradeshow Exhibition (UK & International) under 2,000sq.m at the UK's Association of Event Organisers' annual Excellence Awards. It was also a finalist in the Best International Launch category at the UK's Exhibition News Awards.

High resolution imagery is available upon request:

www.naturalproductsscandinavia.com/wp-content/uploads/NPS14-aisle1.jpg

www.naturalproductsscandinavia.com/wp-content/uploads/PPD4330-1024x681.jpg

www.naturalproductsscandinavia.com/wp-content/uploads/PPD4617-1024x681.jpg

www.nordicorganicexpo.com/wp-content/uploads/IMG_1311.jpg

www.naturalproductsscandinavia.com/wp-content/uploads/PPD4642-681x1024.jpg

Diversified Communications UK (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 Products Scandinavia in Malmö, Sweden (co-located with Nordic Organic Food Fair); Natural & Organic Products Europe (London); Natural and Organic Awards; Natural Products magazine; Natural Beauty Yearbook; camexpo; lunch!; Casual Dining; Commercial Kitchen, office; Ocean Business (including Offshore Survey Conference & Ocean Careers); OceanBuzz; MARELEC Marine Electromagnetics conference; SITS – The IT Service Management Show; ServiceDesk360; Euro Bus Expo; Coach & Bus Live; British Tourism & Travel Show; The Route One Operator Excellence Awards; The National Coach Tourism Awards; Route One magazine; 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, Singapore, Thailand and the United Kingdom. For more information, visit: www.divcom.com