

# Natural Beauty

## Yearbook 2012



### Call for nominations open for 2012 Who's Who in Natural Beauty

*The Natural Beauty Yearbook*, the UK's only dedicated trade publication for the natural and organic beauty industry, is now accepting nominations for its annual 'Who's Who in Natural Beauty' list.

Currently in its fifth year, the list has developed into a coveted 'Who's Who' of the standout personalities of the year in the natural beauty sector. In a highly competitive arena, it offers a rare opportunity to recognise the hard-work and dedication of some of this industry's most talented individuals whose contributions have helped shape the way the public perceive natural and organic beauty products.

"Natural and organic brands have faced a tough twelve months as consumers seek maximum value from their beauty products," said Matt Chittock, editor of the *Natural Beauty Yearbook*. "However, the public is more interested than ever in seeking out beauty products that are green as well as glamorous. Through Who's Who in Natural Beauty we celebrate the people that have helped deliver ever more high performance natural products to consumers. The level of innovation out there really is incredible."

Voted for by the industry, the definitive list is compiled from nominations submitted by retailers, manufacturers and industry consultants. The results will be announced this October at the exclusive launch of the *Natural Beauty Yearbook 2012*.

The natural beauty trade's annual go-to guide for new trends, fresh perspectives and all the best ethical, organic, sustainable and Fairtrade products, the *Natural Beauty Yearbook 2012*, published by Diversified Business Communications UK, will also include a full profile of everyone who's made this year's Who's Who in Natural Beauty list.

Last year's top spot was won by Simon Duffy and Rhodri Ferrier, co-founders of the UK's first and largest natural skincare brand for men – Bulldog. Duffy was delighted with the result:

"Since launching Bulldog in July 2007 we have aimed to pioneer natural skincare for men, and we see this award as a fantastic testament to the growing demand for high quality natural products in our sector. We greatly respect our peers in the industry, and the fact that they have voted us for this award makes the achievement feel even more special."

Natural and organic trade industry members who are interested in submitting a nomination can email up to five names, including details of why these individuals deserve to make the list, to [mchittock@divcom.co.uk](mailto:mchittock@divcom.co.uk). Please note, company details must be provided in order to confirm relevant trade status. All other nominations will not be considered. The final deadline for receiving nominations is Friday 12 August 2011.

The Who's Who in Natural Beauty 2011 list was announced in October 2010 as follows:

- I. Simon Duffy and Rhodri Ferrier (Bulldog co-founders)
- II. Samantha Burlton (SoOrganic founder)
- III. Charlotte Vohtz (Green People founder)
- IV. Kirstie Allen and Luke Sherrif (Pinks Boutique co-founders)
- V. Abi and Margaret Weeds (Essential Care co-founders)
- VI. Jo Fairley and Sarah Stacey (Beauty journalists)
- VII. Cheryl Thallon (Viridian Nutrition founder)
- VIII. Alexander and Kim Barani (Kinetic co-founders)
- IX. Janey Lee Grace (Natural advocate)
- X. Lula Braithwaite (LoveLula.com founder)
- XI. Rebecca Hopkins, Clare Hopkins, Sian Jones (Balance Me co-directors)
- XII. Nic White (EarthSolutions owner)
- XIII. Catherine de Groot and Sarah Gibbs (Trilogy co-founders)
- XIV. Janine Carroll (Nature's Dream managing director)
- XV. Tracey Robinson nee Hollom (Vert PR)
- XVI. Al Overton (Beauty buyer at Planet Organic)
- XVII. Sunita Passi (Tri-Dosha founder)
- XVIII. Andrew Dixon (Burt's Bees European MD)
- XIX. Simon Ford (Melvita UK brand manager)
- XX. Louise Galvin (Celebrity hair colourist)

For more information regarding inclusion in the *Natural Beauty Yearbook 2012*, please contact publisher Dominic Roberjot on

01273 645128 (droberjot@divcom.co.uk) or visit [www.naturalbeautyyearbook.co.uk](http://www.naturalbeautyyearbook.co.uk).

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**Notes:**

*- Nomination does not guarantee inclusion and the final decision of who to include in Who's Who in Natural Beauty 2012 rests with the Natural Beauty Yearbook editorial team.*

*- A variety of photographs are available to support this release. Please email your requirements to [ejones@divcom.co.uk](mailto:ejones@divcom.co.uk).*

*- The Natural Beauty Yearbook is the UK's only trade publication dedicated to the natural and organic beauty industry. Packed with high-profile interviews, probing news analysis, topical editorial, and key industry trends for 2012 as predicted by top-name retailers and leading industry figures – the Natural Beauty Yearbook is an indispensable industry guide.*

*- Diversified Business Communications (UK) Ltd (Diversified UK) is a fast growing event organising and publishing company based in Brighton. Diversified UK publishes the Natural Beauty Yearbook and Natural Products – the industry's leading trade magazine. The company organise Natural & Organic Products Europe, camexpo – the UK's leading event for complementary and alternative healthcare, the Independent Health Store Conference, lunch!, office\*, and the Service Desk and IT Support Show.*

*- 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.*