

## camexpo 2011 to showcase the latest natural healthcare innovations

Attendees of the camexpo trade show at London's Earls Court this weekend will be treated to a wealth of new product launches from some of the industry's leading natural health and personal care brands, including BioCare®, Pukka Herbs, Aura-Soma, Enjoy Better Health, Bodytox, and Genki Haramaki.

Taking place on Saturday and Sunday, 22-23 October, camexpo will feature over 190 exhibitors – who together offer the most comprehensive range of CAM products on display at any professional show in the UK this year. With many new launches timed specifically to coincide with the event, some of the latest VMS and natural healthcare products at the show include four new tea formulations from Yogi Tea; Hadley Wood Healthcare's Acidophilus Pearls range, which comes in five different probiotic blends; Vita Green's Cysticlean, with 118mg PAC, a natural answer for recurrent urinary health sufferers; and OptiBac Probiotics' new product For Maintaining Regularity, which contains Bifidobacterium lactis BB-12® and the prebiotic fibre fructooligosaccharides. Plus there are also three new superfood offerings from TIANA Fair Trade Organics – sugar replacement Organic Crystallised Raw Coconut Nectar; High Omega 3 Organic Coconut Butter; and Pure Organic Cherry Blossom Honey, which is high in antibacterial and antioxidant properties because it has never been heated above 36°C degrees.

New natural bodycare and beauty products being introduced to this year's visitors include Balm Balm's 100% organic Bijou Aromatherapy Bath and Shower Oil Collection; Ayurveda Pura's new range of handmade, 100% natural Ayurvedic skincare and cosmetic beauty products – Holistic Essentials™; Natural by Nature Oils' range of six pre-blended massage oils for therapists; and three fresh fragrances from the first ever organic Bach Flower Eau de Toilettes range – created by Les Fleurs de Bach and distributed by Eterno Naturals. Whilst first time exhibitors The Herbjar and Akoma Skincare will be demonstrating the benefits of their unique 100% natural ranges to the complementary and alternative therapies community.

Featuring products from around the world, the camexpo's popular New Products Showcase will be offering a sneak peak of all the latest new CAM products being launched on to the UK market. Visitors attending the show on the opening day will also be able to vote for their favourite 'next big thing' within the showcase, with the winner to be announced on Sunday 23 October. Genki Health & Beauty, last year's recipient of the Best New CAM Product Award 2010 with its Genki Haramaki, is back for 2011 defending its title with its new Healbamboo Charcoal Knee Support.

New Products Showcase 2011 participants include:

- Aura-Soma – Pegasus Perfumes
- BioCare® – MitoGuard; Cranberry Intensive; BioMulsion®GLA; BioMulsion®OmegaPlex; Body Balance; & ImmunoBerry
- Bionutri – Fish Oil 1200mg SHA 5=1 EPA
- Bodytox – Lavender Sleep Patches; Les Fleurs de Bach Eaux D'elixirs; & Flavoured Coconut Cooking Creams
- Enjoy Better Health – Youthful Looks; Hard Working Hands; & Eczema Body Lotion
- First Grade International – Kara Dairy Free Milk
- Genki Haramaki – Healbamboo Charcoal Knee Support.
- Guarana Co – Kean's Supreme Greens
- Herbalveda – Organic Herbal Powders
- Holistic Supplies – Vulsini Mobile Stone Heater
- Lifestream Detox Range
- NatureStore LP - Activated Liquid Calcium supplement; & Respiratory Training Device
- NES Health – NES miHealth
- Pharmacare Europe – Bioglan Super Fish Oil
- Pukka Herbs – Firming Face Oil
- Quantum Nutrition Labs - Max B; Natural Folate; & Quantum Bioactive CoQ10
- Re:Creation – SCS (Spectral Correctional System)
- Springfield Nutraceutical – Collasense Undenatured Collagen
- Symprove MultiStrain Live Probiotic
- The Aromatherapy Company – Organic Mother to Be Range; & Organic Beautiful Baby

“New products provide practitioners and health store retailers with lots of fresh ideas – they keep things interesting year after year. Thousands of buyers visit the showcase hoping to discover the next big thing, and exhibitors rely on it as another tool to generate awareness of their products,” said Zoe Campbell, event manager of camexpo.

For further information and to register, please visit [www.camexpo.co.uk](http://www.camexpo.co.uk) (use priority code CAMEX024 to register in advance for £5.50). Please note, entry prices may vary with different promotional codes.

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*camexpo has been shortlisted for Best UK Trade Show Exhibition (Under 2,000m<sup>2</sup>) at the Association of Event Organisers (AEO) Excellence Awards for three consecutive years. In July 2011, it was awarded Highly Commended by the AEO judges.*

*camexpo is the UK's leading event for complementary and alternative healthcare. It is the key event of the year for practitioners, therapists, students and independent health store retailers looking to source all the latest CAM products and services, keep up-to-date with new industry developments, and invest time in their own professional training and development.*

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

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