



New natural beauty brands confirmed for Natural & Organic Products Europe trade show

Pukka Ayurveda, award-winning natural make-up specialists Sappho, Unica Cosmetics, Australis Distribution, and Austria's Pure Green Brands are just some of the first time exhibitors ready to meet thousands of UK and European professional beauty and personal care buyers, when the UK's only dedicated natural beauty and spa trade event returns to London's Olympia on 1-2 April 2012.

Showcasing thousands of natural and organic beauty and personal care brands from over 200 exhibitors, the Natural Beauty & Spa show at Natural & Organic Products Europe annually provides specialist retailers and buyers – from health stores, department stores, supermarkets, pharmacies, beauty salons, spas, hotels, and wholesalers – with the widest choice of natural, organic, Fairtrade, free-from and eco-friendly products from suppliers all around the world.

According to recent research by Organic Monitor, global sales of natural and organic beauty products were projected to reach 9 billion US dollars by the close of 2011, and 14 billion in 2015, (source: Global Market for Natural & Organic Personal Care Products, published in November 2011). With increased availability – both online and in the high street – playing a major factor in this market's continued growth, event director Simon Barry, who has worked on the show for the past nine years, has personally witnessed many former niche exhibitors become internationally-recognised brands with mass-market appeal:

“Companies like Bulldog Natural Grooming, Green People, and Natracare were virtually unknown outside of the industry before they exhibited at Natural & Organic Products Europe and now they have a huge consumer following,” says Barry. “Over the last decade, there has been a definite shift in consumer awareness and an increased demand for natural, more sustainably and ethically produced, natural personal care products. And, based on the evidence, it's a trend that's going to continue. What's great for today's retailers and, obviously, their customers is that they've never had so much choice – with exciting new organic start-ups and game-changing natural beauty pioneers to established cosmetic companies all adding their natural brands into the mix.”

It's a sentiment echoed by many of the show's loyal visitors, including Al Overton, beauty buyer at Planet Organic, a big fan of the show's diverse range of cutting-edge exhibitors. “Natural & Organic Products Europe is an essential trade event for us to meet with suppliers and discover the best natural beauty brands from around the world” says Overton.

Whilst first time visitor Jane Scrivner, managing director of her own renowned natural and organic beauty brand and internationally bestselling author of *Detox Yourself*, is equally upbeat, commenting that the 2011 show had “been great for finding interesting products to enhance our existing product range”.

Exhibitors looking to strengthen and expand their presence in both the UK's and Europe's natural and organic beauty market this year, include Blend Collective, creators of unique bodycare products made with pure essential oil blends; natural skincare supplier Manakedi, Manic Botanic, showcasing skincare products from The Netherlands; Savonnerie, whose handmade bodycare products are made by blending botanical extracts and therapeutic essential oils; and The Soap Deli, with its vegetable oil based soaps and body butters. They join returning exhibitors Weleda; organic skincare supplier Suti; Fairtrade baby care brand Organic Monkey; The Green People Company; Rhodes to Heaven, with its signature “all-in-one” eco-economical beauty products; The Australian Botanics Company; Danish-based Urtekram; Dr. Bronner's; The Green Grocery; Naturtint; JÄSÖN Natural Products; Essential Care, and many more.

New features at the show include the Pukka Beauty Lounge, a dedicated area for top beauty buyers and press to enjoy first-hand an Ayurvedic treatment using the latest Pukka Skincare Collection. Plus, there'll also be plenty of opportunity for buyers to refresh their international ranges, with overseas pavilions from France, Brazil, USA, Italy, and Latvia.

With innovation flourishing within the natural beauty sector, the importance of Natural & Organic Products Europe as an essential industry event is perhaps best reflected by the sheer number of new launches timed specifically to now coincide with the show. Visitors seeking real differentiation will find an eclectic selection of all the latest brand developments on display in this year's New Product Showcase, plus there's also a host of unique speciality product offerings to source across the show floor – along The Fairtrade Trail, Vegetarian Trail, and Free-from Trail.

Natural Beauty & Spa at Natural & Organic Products Europe on 1-2 April 2012 is free to attend for pre-registered trade visitors and relevant press representatives only. As in previous years, the Natural Beauty & Spa Theatre, sponsored by Dr. Bronner's Magic Soaps and Kinetic Natural Products Distributer, will feature key sessions on market trends and developments

on both days of the show, with full programme details to be announced next month. To register, please visit <http://www.naturalproducts.co.uk> (and quote priority code NPE12050 when prompted).

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<http://www.facebook.com/pages/Natural-Organic-Products-Europe/100622126677939>

Natural & Organic Products Europe is the UK's biggest trade show for the natural products, health food and organic sectors. It is the key event of the year for independent health store retailers, wholesalers and distributors, supermarket and multiple buyers, and specialist and organic shop owners looking to source the very best in natural, organic, biodynamic, fair trade, artisan and sustainable products. VISITOR INFORMATION:

Admission: Free to all trade visitors

Location: The Grand Hall Olympia, Kensington, London W14 8UX

Opening hours: Sunday 1 April 9.30–17.30 & Monday 2 April 9.30–17.00

Diversified Business Communications (UK) Ltd (Diversified UK) is a fast growing event organising and publishing company based in Brighton. Diversified UK publishes Natural Products and the Natural Beauty Yearbook. In addition to Natural & Organic Products Europe, the company also organises camexpo – the UK's leading event for complementary and alternative healthcare; lunch! – the UK's premier out of home food and drinks trade event; office; office INTERIORS; The Service Desk & IT Support Show, and, new for 2012, Natural Products Scandinavia.*

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