



## Fair trade beauty flourishing at Natural & Organic Products Europe 2012

### *Europe's biggest natural beauty and spa event announces Fairtrade Trail participants*

Diversified Business Communications UK, the organisers of the Natural & Organic Products Europe trade show, are celebrating this year's Fairtrade Fortnight with news that almost a quarter of its Natural Beauty & Spa exhibitors will be showcasing fairly traded products at the 2012 event, which takes place on 1-2 April at Olympia, London.

According to the latest figures released by The Fairtrade Foundation this week, sales of Fairtrade products across all categories enjoyed a 12% growth over 2011 to reach an estimated retail value of £1.32bn – making the UK the largest market for fairly traded products in the world.

In 2009, Essential Care – who is returning to the show in 2012 for its fourth consecutive year – was among the first five UK beauty companies whose products were granted a license to carry the FAIRTRADE Mark. Since then, the number of natural beauty products on the market containing one or more Fairtrade certified ingredients has risen considerably and includes many current Natural & Organic Products Europe exhibitors – such as Organic Monkey and Green People (plus terre d'Oc, Melvita and TIANA Fairtrade Organics, who produce certified Ecocert Fair Trade products). Due to the relative newness of this fast-growing category, exhibitors showcasing both fairly traded and Fairtrade certified products will be included along the show's popular Fairtrade Trail.

"Increasing awareness about ethical and sustainable sourcing, and helping workers around the world get a better deal, means consumers are now taking a much closer look at how, and where, the ingredients for their everyday products are produced," says Natural & Organic Products Europe's event director Simon Barry. "The show's Fairtrade Trail seeks to highlight the wealth and diversity of products on offer across the event. And with more and more fairly traded natural beauty and personal care products now available, retailers that don't give their customers an option to buy fair trade could be missing out on a potentially huge source of revenue."

New natural beauty and spa exhibitors participating in this year's Fairtrade Trail include Pukka Ayurveda, with its new active organic skincare range which uses the ancient Indian wisdom of Ayurveda; Kea Nature (Karité Europe Africa), a French-based company that imports 100% natural, fair trade vanilla Shea butter from Mali in West Africa to produce its natural Shea butter soaps; South African Pure Beginnings, with its Phytotrade accredited organic baby skincare range; Wild – who combine natural, fair trade Baobab, Marula and Cape Chestnut oils with Shea Butter from Africa to produce its body care range; Organic Monkey – the first Fairtrade certified range of baby skincare products in the UK; Lotions and Potions, whose high quality products promote social awareness and holistic health; Nablus soap BV, with its range of locally-sourced natural extra virgin olive oil soap created by a unique handmade process; Vinies Ayurvedas Soul, with its new, unique range of Ayurveda skincare and bodycare products; and Tropic Skin Care, founded by BBC Apprentice finalist Susan Ma, which will be launching new additions to its range of 100% natural, plant derived skin care at the show.

Whilst returning exhibitors joining this year's Fairtrade Trail include France's largest certified organic beauty brand – Melvita; Essential Care, award-winning creators of the first UK skincare and makeup certified to both Organic and Fairtrade standards; Green People™, whose award winning organic beauty range celebrates its 15th anniversary this year; evolve beauty, whose certified organic range of natural products for skin, body and hair, use fair trade ingredients sourced from Morocco (Argan oil labeled Fairtrade by the French association Bio Partenaire) and Peru (Inchi oil labeled Fairtrade by The Max Havelaar Foundation); Lansinoh Laboratories Inc, with its Earth Friendly Baby™ range of natural baby toiletries; The Eco Bath Co, with its range of FSC certified natural sisal/bristle body brushes, natural loofah, pumice stones, and handmade soaps; Urtekram (certified Fairtrade by FLO-CERT GmbH) with its EcoCert certified organic toiletries range; and Pravera – UK and Ireland distributor for lavera natural cosmetics, French cosmetic and bodycare range terre d'Oc, natural perfume Florascent, premium skincare range Primavera, feminine hygiene brand Organyc, Sodasan natural and organic soaps, oral hygiene range Monte Bianco, and MADARA skincare.

There will also be a wealth of fairly traded natural beauty and spa products available from many exhibitors across the show floor. Among them are Austrian-based Planet Pure; TIANA Fairtrade Organics; Dr. Bronner's Magic Soaps; non-profit trade association PhytoTrade Africa; Suma specialist wholesalers; Essential Trading Co-operative; Unica cosmetics 100% natural & organic; Himalaya UK, which imports 80% of its products from Auroville, located in South India, an international project recognised by UNESCO for its achievements; Salty Lamps; NHR Organic Oils; The Health Store; Tree of Life UK; The Organic Herb Trading Company; and Imkerij de Traay BV, with its Bee natural BDIH-certified body care range and Badger balms.

As in previous years, the show's Natural Beauty & Spa Theatre, sponsored by Dr. Bronner's Magic Soaps and Kinetic Natural Products Distributer, will boast two seminars by fair trade and organic, beauty pioneers Dr. Bronner's Magic Soaps. The first – 'Setting up International Fairtrade projects' – will feature Dr Gero Lesson, an environmental scientist, who as Dr. Bronner's director of special operations coordinates the company's Fairtrade and organic supply projects (12pm, Sunday 1 April). Whilst returning speaker Mike Bronner, vice-president of Dr. Bronner's Magic Soaps and grandson of its founder Dr Emmanuel Bronner, will take a critical look at common cosmetic chemicals in 'Behind the label' (3pm, Monday 2 April).

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 professional beauty and personal care 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.

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. To register, please visit <http://www.naturalproducts.co.uk> (and quote priority code NPE12050 when prompted).

Members of relevant trade and consumer beauty media can reserve press passes to Natural & Organic Products Europe by contacting Emma-Louise Jones at [ejones@divcom.co.uk](mailto:ejones@divcom.co.uk) (please note, press passes are not available to advertising or PR representatives and additional details may be requested to verify journalistic activity before a press pass is issued).

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

*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 (please note, members of the public are not permitted and visitors may be asked to provide proof of their trade status on entry)*

*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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