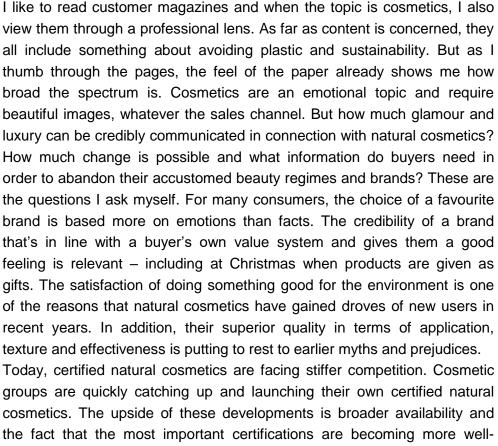
Nürnberg, Germany 15. – 18.2.2022

# VIVANESS2022

into natural beauty



## Trapped in the comfort zone



Additional information and corresponding brand identities are needed in order to be visible amidst the multitude of offerings and, just as importantly, to fill information gaps. Natural cosmetics brands have stand out if they want to attract people who are ready to step outside their comfort zones and try something new.

known. Consequently, their image on the market is changing.

Elfriede Dambacher, owner of the Naturkosmetik Konzepte consultancy, is an international cosmetics industry expert and author www.naturkosmetik-konzepte.de



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