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VIVANESS2018

into natural beauty



VIVANESS 2018: “Meet the Newcomers”

yverum: exclusive natural skin care

Looking back on their company's five-year success story, the founders of Düsseldorf-based Yverovel GmbH, Marc Baeuerle and Iris Janssen, are delighted about the popularity of the concept for their natural cosmetic brand yverum – ‘naturally yours’. “Our innovative and exclusive products are a hit with natural cosmetic retailers, beauticians, day spas, and the German and international consumers who order them from our web shop,” says Iris Janssen. The high concentration of “miracle ingredient” hyaluron is what makes the anti-aging range both effective and very economical. Janssen explains what sets Yverovel apart: “We offer a compact and transparent range of products with exclusive formulations that also come in very attractive packaging.”

The range has been complemented by an alcohol-free cleanser for highly sensitive skin containing argan, jojoba and babassu oils. And since the spring of 2017, it has also featured a very special, lightly tinted lip balm with the proprietary formulation SEPILIFT®. “With regular use, the lip balm makes the lips look smoother,” says Iris Janssen. All yverum products are vegan, a fact that is acknowledged in media reports about “green beauty”, as is the company’s eco-friendly packaging from sustainably managed forests. Even the plant-based adhesive is vegan.

yverum (www.yverum.de) is one of exhibitors at the Pavilion for Young Innovative Companies, which receives funding from the Federal Ministry for Economic Affairs and Energy (BMWi) and is designed for newcomers and start-ups from Germany. At VIVANESS, the international trade fair for natural and organic cosmetics from 14 - 17 February 2018, a total of 10 companies will be showcasing their products and solutions at this pavilion located in Hall 7A.

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