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VIVANESS2018

into natural beauty



VIVANESS 2018: “Meet the Newcomers”

aroma garden: the quintessence of nature

Florent Raimond is convinced of the holistic and therapeutic healing and nurturing potential of essential oils. Gold also plays an important role in aroma garden's formulations. The company came about as the result of a skin problem within the family, as Florent Raimond couldn't rest until he had developed a care product from essential oils to treat the very sensitive skin of his wife and three children. He was seeking a solution that would be good for their sensitive skin and help bring it back into balance. And he also wanted to use this knowledge to help others. Raimond created two face care product lines made from plant extracts and 15 highly concentrated essential oils and at the beginning of 2016 he launched the company aroma garden.

A lot has happened since then: Just one year later, aroma garden won the German Beauty Award in the category “Best Nature Brand”. “There's been a great response to our work and a lot of enthusiasm among users of our facial care products Divine and Gold,” says Raimond. “We are really getting a lot of nice feedback from our customers.” A good product is the best form of advertising, as the successful marketing of the products in Germany and the rapid spread to international markets confirms. Raimond is delighted that aroma garden is already available in 17 countries. In Asia in particular, the COSMOS-certified plant-based cosmetics are proving very popular. Raimond attributes this to the skin-lightening properties of strawflowers, an ingredient of the Divine skin care range. “Many Asian women attach a lot of importance to having a pale complexion,” he explains. Thanks to increasing online retail worldwide, supplying customers all over the world is no longer a major challenge, says Raimond. Aroma garden is also planning to extend its product range. A lip balm with 24-carat fine gold particles and essential oils has been on the market since September, while a third range of skin cleansers will be launched in 2018.

aroma garden (www.aromagarden.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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