

Nürnberg, Germany 14.–17.2.2018

VIVANESS2018

into natural beauty



Breeze: International Newcomers VIVANESS

Amatera: efficient and innovative customized cosmetics

amatera is an innovative, natural, high-end cosmetic brand with efficient and precious selected organic skincare ingredients. More than a simple label, **amatera** is a philosophy of life standing up for a wise and trustable Nature.

After extensive research focused on skin needs, **amatera** laboratories has developed an exclusive natural formula of 12 precious vegetable oils with complementary active ingredients. This unique and powerful synergy, called "**formula a12**", represents the key differentiator of **amatera**'s cosmetics. Thanks to this disruptive innovation, **amatera** has designed a true, significant, **global** and **universal** skincare formula that adapts to all skin types and responds to either **women's or men's needs**. Without chemicals, **formula a12** is offered as an "à la carte" buffet to the skin which can exactly draw what it needs to maintain and improve its natural beauty.

amatera is constantly looking for the best natural and active ingredients carefully selected from all around the world. Our leitmotiv is to offer only premium and healthy products. **amatera**'s laboratories are extremely vigilant and apply quality criteria far beyond standard norms. **amatera** refuses to put any polemic ingredients in its formulas and is really proud to have obtained the **vegan** and **cruelty-free PETA label**.

amatera is launching its first line of 5 essential daily skin care cosmetics and has translated its philosophy into all its products. This new Essential Line is 100% efficient, natural, vegan and cruelty-free.

Veranstalter Organizer

NürnbergMesse GmbH
Messezentrum
90471 Nürnberg
Germany
T +49 9 11 86 06-0
F +49 9 11 86 06-82 28
info@vivaness.de
www.vivaness.de
www.vivaness.com

Vorsitzender des Aufsichtsrates Chairman of the Supervisory Board

Dr. Ulrich Maly
Oberbürgermeister der
Stadt Nürnberg
Lord Mayor of the
City of Nuremberg

Geschäftsführer CEOs

Dr. Roland Fleck, Peter Ottmann

Registergericht
Registration Number
HRB 761 Nürnberg

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