

Nürnberg, Germany 14.–17.2.2018

VIVANESS2018

into natural beauty



VIVANESS 2018: “Meet the newcomers”

sultana cosmetics: Moroccan family recipes reinterpreted

For Amal Boutahar, many wonderful cosmetic products are tied to her home country of Morocco. She has a degree in business administration and has lived in Germany for nearly 20 years now, but has never really let go of this heritage. After the birth of her children, she studied the old family recipes in more detail, was inspired by them and began to experiment. The results were holistic natural cosmetics. “Beautiful luxurious care products can be made using typical Moroccan ingredients like argan oil, cactus fig oil, blue camomile and rose wax,” explained Ms Boutahar, who founded her company, sultana cosmetics, in Frankfurt.

It is particularly important to her that the raw materials come from fair sources, and she works primarily with women’s cooperatives in Morocco, but the products themselves are made in Germany. “Made in Germany” is still valued by the majority of consumers, but customers are also paying more and more attention to sustainability and fair sourcing. Ms Boutahar ensures that sustainability is never neglected by working with a small factory that makes her creams in small batches. This means they are always fresh for consumers. “Mass production doesn’t work,” she said. Her packaging also has to meet high standards, and the elaborately designed wooden boxes are made in a workshop for disabled people. She hopes to find customers for these luxurious natural cosmetics at VIVANESS’s pavilion for newcomers. She said, “I will be presenting my products there for the first time and look forward to talking to potential customers.”

sultana cosmetics (www.sultana-cosmetics.de) will be one of the exhibitors in the Pavilion for Young Innovative Companies. This pavilion is being supported by the German Federal Ministry for Economic Affairs and Energy (BMWi) and is aimed at newcomers and start-ups based in Germany. 10 companies altogether will be presenting products there in hall 7A at VIVANESS, the International Trade Fair for Natural and Organic Personal Care (www.vivanness.de/en), which takes place from 14 to 17 February 2018.

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