

Nürnberg, Germany 13.– 16.2.2019

# VIVANESS2019

into natural beauty



PRESS RELEASE

September 2018

## VIVANESS 2019: the meeting place for the international natural and organic personal care sector

- Trade fair presents the latest trends and innovations
- Highlights: Breeze and German newcomers
- “Let’s talk VIVANESS” goes into its second round

From 13 to 16 February 2019, VIVANESS, the international trade fair for natural and organic personal care, will take place at the Nuremberg exhibition grounds parallel to BIOFACH, the world's leading trade fair for organic food. Once again, the annual industry gathering for the international natural and organic cosmetics sector expects to welcome more than 260 exhibitors from around 35 countries that will exclusively showcase natural and organic cosmetic products according to strictly defined admission criteria. With its unique blend of pioneers and newcomers that set the trends at the event, VIVANESS shows just how diverse and innovative natural and organic cosmetics can be. In addition, the VIVANESS Congress and the “Let’s talk VIVANESS” networking zone that was specially created in 2018 are a source of sound content and inspiring ideas for all exhibitors and visitors.

At the last round in 2018, the broad spectrum of the combined VIVANESS and BIOFACH fairs attracted a total of 50,200 visitors from 134 countries. “At the forthcoming round of VIVANESS from 13 to 16 February 2019, all industry stakeholders can look forward to a comprehensive overview of international trends and innovations from the natural and organic cosmetics sector. With its rigorous admission criteria and at the same time impressive diversity of products from the sector, VIVANESS has positioned itself as the international platform for natural and organic cosmetics and in 2019 will once again provide inspiration for the cosmetics sector,” says Danila Brunner, Executive Director VIVANESS and BIOFACH.

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#### Ideelle Träger

#### Supporting organizations

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## **Innovative: a helping hand for genuine natural talents**

To support trendy young companies, artisan workshops and niche brands in natural and organic cosmetics, there's a dedicated section at VIVANESS for international newcomers. Breeze, a special display area in the walkway to Hall 7A, is one of the highlights of the trade fair. Around 20 international exhibitors from countries such as Belarus, France, South Korea, Hungary and the USA provide creative inspiration with their cutting-edge concepts and products. The "Innovation made in Germany" pavilion, which is subsidised by the German Ministry for Economic Affairs and Energy (BMWi) to enable 10 young innovative companies from Germany to take part in VIVANESS, is the embodiment of sheer innovative strength and is exactly where specialist buyers from all over the world will find the inspiring insider tips they are looking for.

## **Novelty Stand/Best New Product Award**

The popular Novelty Stand is further proof that VIVANESS is the first port of call for innovations. It provides a compact overview of the latest trends and presents product innovations from the natural and organic cosmetics sector to a large audience. In 2019, trade visitors can once again vote for their favourites from seven categories for the VIVANESS **Best New Product Awards**.

## **Concentrated expertise and networking opportunities**

Apart from the comprehensive product display, VIVANESS is also the meeting place where industry players get together on a personal level. The VIVANESS Congress, for example, is an international forum of experts for knowledge-sharing and dialogue. All exhibitors and visitors can look forward to interesting presentations on current trends, ideas, innovations and future strategies covering areas such as market, trade, communication and packaging. Networking takes centre-stage at the "Let's talk VIVANESS" zone, which goes into its second round in 2019. In a relaxed atmosphere, it brings visitors together with industry-specific experts like publishers, consultants or certification agencies.

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## Ideally prepared with the VIVANESS Newsroom

In the digital VIVANESS Newsroom ([www.vivaness.de/en/news](http://www.vivaness.de/en/news)), exhibitors, visitors, journalists and all natural cosmetics industry stakeholders will find the latest news about VIVANESS at a glance. It includes interviews, trend reports, articles by experts and information on German and international newcomers to the natural cosmetics sector.

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