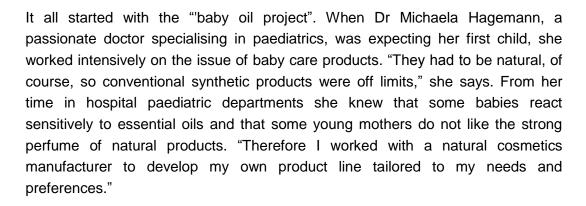
Nürnberg, Germany 14. – 17.2.2018

VIVANESS2018

into natural beauty

VIVANESS 2018: "Meet the Newcomers"

The boep – the project that became a business



The products were so popular with her friends that Michaela Hagemann decided to start marketing them through a small online shop and social media. As the name was a bit too long, "the baby oil project" was shortened to "the boep". That was at the end of 2015. Meanwhile, "the boep" is managed by a team of five, and the seven COSMOS-certified and dermatologically tested baby care products have made the leap to the commercial market.

The subtly scented care products are based on almond oil and are very popular. They are selling so well that "the boep" offers a family-sized 500 ml bottle of the body lotion. "Our fans are primarily mothers who also like to use the lotion themselves. We are also expanding our product range," says the delighted founder of the company. "We aim to supply high-quality products for the modern, informed and green lifestyle. This is reflected in the product formulations and also in our design," says Hagemann. She continues to provide creative input, designing and maintaining the company's website herself, for example. The project also includes gift sets with high-quality organic clothing in sustainable packaging. And that's the story of how the baby oil project turned into a proper small company.

The boep (www.dasboep.de) is one of the 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 startups from Germany. At VIVANESS, the international trade fair for natural and organic personal care (www.vivaness.de) from 14 -17 February 2018, you will find the 10-company pavilion in Hall 7A.



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