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PRESS RELEASE

December 2020

Natural & Organic Cosmetics Conference postponed in 2021

- **2020: successful 13th round of the Natural & Organic Cosmetics conference**
- **2021: focus of interest on VIVANESS 2021 eSPECIAL with live-streamed VIVANESS Congress**

The Natural & Organic Cosmetics Conference, which is organised and hosted in partnership with VIVANESS, the International Trade Fair for Natural and Organic Personal Care, once again impressed the numerous representatives from the cosmetics sector who attended its 13th round in September 2020. The effects of the coronavirus pandemic on the sector, and altered consumer behaviours, were a recurring theme in all presentations and discussion panels. Due to the dynamic developments and effects of the pandemic, VIVANESS, the International Trade Fair for Natural and Organic Personal Care and BIOFACH, the World's Leading Fair for Organic Food, will not be held as the usual physical event at Exhibition Centre Nuremberg in 2021 but will be an exclusively digital experience. In 2021, NürnbergMesse, the organiser of BIOFACH and VIVANESS, will concentrate on successfully hosting the BIOFACH/VIVANESS 2021 eSPECIAL from 17-19 February, including a live streaming of the world's largest organic food and natural and organic cosmetics congress. The Natural & Organic Cosmetics Conference will therefore take a break this year.

Danila Brunner, Director of BIOFACH and VIVANESS: "We would like to thank Wolf Lüdge, the proprietor of naturkosmetik verlag, who has decided to take on another challenge and not to continue organizing the Natural & Organic Cosmetics Conference. Likewise, we would like to thank the entire team for the successful development and implementation of the Natural & Organic Cosmetics Conference in Berlin over the past four years. As the organisers of VIVANESS, our focus is now on producing a successful digital

**Veranstalter
Organizer**
NürnbergMesse GmbH
Messezentrum
90471 Nürnberg
Germany
T +49 9 11 86 06-49 09
F +49 9 11 86 06-49 08
besucherservice@nuernbergmesse.de
www.biofach.de
www.vivaness.de

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Finanzen und für Heimat
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edition of the International Trade Fair for Natural and Organic Personal Care in 2021 along with our usual high-calibre congress presented by expert speakers. And we are also looking ahead to 2022, when the sector will meet again in Nuremberg for VIVANESS and the VIVANESS Congress!”

Barbara Böck, Katja Spangler, Saskia Viedts
T +49 911 86 06-83 29
saskia.viedts@nuernbergmesse.de

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