

Nürnberg, Germany 13.– 16.2.2019

VIVANESS2019

into natural beauty



PRESS RELEASE

13 February 2019

VIVANESS 2019: natural and organic cosmetics sector comes to Nuremberg from all over the world

- More diverse than ever – 284 exhibitors from 41 countries
- Trends at VIVANESS: probiotic natural and organic cosmetics, Nordic beauty and zero-waste products

From 13 to 16 February 2019, the Exhibition Centre Nuremberg will transform itself into an international arena for the natural and organic cosmetics sector when the 13th round of VIVANESS, international trade for natural and organic personal care, takes place alongside BIOFACH, the world's leading trade fair for organic food. At this annual sector gathering, 284 exhibitors from 41 countries ensure a highly international flair and will include the Philippines and Serbia for the first time. Over a four-day period, trade visitors will discover a unique range of the latest products and insider tips, including those featured at the "Innovation made in Germany" Pavilion and special show Breeze. The Novelty Stand is also a great place to do a tour of the latest trends. This year, the trends on display at VIVANESS include probiotic natural cosmetics, Nordic beauty and zero-waste products. The VIVANESS Congress guarantees high-calibre industry expertise, while the special show "Let's talk VIVANESS" is a popular venue for networking.

Petra Wolf, member of the NürnbergMesse management board, comments: "The motto of this year's VIVANESS could be 'More diverse than ever.' We are looking forward to welcoming pioneers, newcomers and niche brands from 41 countries that make the trade fair in Nuremberg the most important hub for natural and organic cosmetics from all over the world. VIVANESS not only delivers inspiration but also provides guidance. Its strict admission criteria and two supporting organizations COSMOS and NATRUE are what set it apart from competing international events in the sector. It's a role that is becoming increasingly important amid the growing focus on sustainable beauty products."

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COSMOS



NATRUE



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Novelty stand: natural and organic cosmetics trends in 2019

At VIVANESS, the natural and organic cosmetics segment once again reinforces its standing as a trendsetter. Creative packaging solutions, ingredients or brand concepts – there's a lot to discover at the Novelty Stand, with 155 new products already registered. This year's trends include probiotic natural and organic cosmetics with innovative active ingredients, Nordic beauty products using active ingredients from arctic plants, and zero-waste products with environmentally friendly packaging concepts. These products could be making their way onto cosmetic aisle shelves in the coming season. Also trending at VIVANESS are high-functionality lifestyle and sports products, dermaceutical cosmetics for specific skin care needs, and modern oral health and dental products. Guided tours of the Novelty Stand help give an impression of the latest trade fair trends. In addition, trade visitors can vote for their favourites in seven categories to choose the Best New Product Award, which will be presented on Friday: www.vivanness.de/noveltystand

Genuine natural talents: newcomers impress at two special display areas

At the "Innovation made in Germany" Pavilion, ten ambitious newcomers based in Germany will present their innovations this year. The pavilion for young innovative companies is subsidised by the German Federal Ministry for Economic Affairs and Energy (BMWi) and enables start-ups from the natural cosmetics sector to take part in VIVANESS: www.vivanness.de/en/newcomer. A total of 24 other German and international newcomers will present their companies and their products at the special show Breeze in the walkway from NCC Ost to Hall 7A. Young labels, trendy niche brands and small manufacturing workshops from eight different countries, including Belarus, France, Italy, Latvia, South Korea and Hungary – are waiting to be discovered here: www.vivanness.de/en/breeze

Networking meet-up for natural and organic cosmetics specialists

As well as the comprehensive product display, VIVANESS also provides a great deal of "green know-how". The VIVANESS Congress is the ideal venue for acquiring knowledge and inspiration. The range of topics covered in a total of 19 different sessions includes current issues ("ISO 16128: what happens now?"), a survey of the market ("The natural and organic cosmetic market 2018: facts, figures and market forecasts") and the challenges of digital marketing ("Relation status between bloggers and organic brands – is it complicated?"): www.vivanness.de/congress.

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Another highlight is the attractive special networking hub “Let’s talk VIVANESS”, which goes into its second round this year and invites trade visitors, exhibitors, service providers and media representatives to relax and network in an atmosphere designed for communication and featuring attractive catering facilities.

VIVANESS 2020: all signs point to growth

The sustained trend of incorporating ethical and ecological aspects into the choice of cosmetics continues to contribute to the growth of VIVANESS. It has already been determined that in 2020 the international trade fair for natural and organic personal care will move into the new, modern, light-flooded Hall 3C, which was designed by Zaha Hadid Architects and will offer VIVANESS optimal development and design options into the future.

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