

Nürnberg, Germany 14.–17.2.2018

# VIVANESS2018

into natural beauty



## VIVANESS 2018: “Meet the newcomers”

### FAIR SQUARED: innovative products for women

FAIR SQUARED, originally a British company, moved to Germany in 2013. Thanks to its extensive range of fairly traded and vegan products for facial and body care, items from the natural cosmetics company are available through many specialist trade channels. It has also become very successful in other European countries and is having an impact even further afield too. There are Hebrew, Japanese and Korean versions of the FAIR SQUARED website as well, for example.

Managing Director Oliver Gothe said, “VIVANESS is a very important event for us.” He is looking forward to being able to present a whole host of innovative products once again. FAIR SQUARED concentrates on an area that is neglected by the natural cosmetics industry in Mr Gothe’s opinion: female intimate care. “Lots of women are looking for skin-friendly and natural products,” Mr Gothe explained. The gentle products made from fairly traded apricot kernels, which are of course a natural raw material, are the main component of the expanded intimate care series. This means FAIR SQUARED is supporting a women’s cooperative in Pakistan, which is also in keeping with one of the company’s fundamental concerns. According to Mr Gothe, the newly developed “Intimate Peeling”, “After Shave Spray” and “Intimate Washing Lotion” are excellent companions for intimate shaving, as is an intimate deodorant cream made by the company. All FAIR SQUARED products are 100 % fair trade, vegan and halal, and bear the Natrue seal. “After all, we all want the products we use to have been produced by people who are treated justly and fairly, and to be environmentally friendly,” Mr Gothe said.

The managing director describes the menstrual cup made from Fairtrade natural rubber as a special innovation. He ranks it above products made from silicone or plastic, because its raw material is renewable and compostable, and therefore genuinely environmentally friendly. Natural rubber is a raw material that FAIR SQUARED has been using for many years. Natural rubber condoms have been part of the product range since day one. Other useful products made from the material are in the works.

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#### Registergericht Registration Number

HRB 761 Nürnberg

#### Ideelle Träger Supporting organizations

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FAIR SQUARED ([www.fairsquared.info](http://www.fairsquared.info)) 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](http://www.vivanness.de)), which takes place from 14 to 17 February 2018.