

Nürnberg, Germany 26.– 29.7.2022

# VIVANESS 2022

into natural beauty



PRESS RELEASE

January 2023

## VIVANESS 2023: newcomers, start-ups and innovations

- **Start-ups and newcomers focus on a holistically sustainable approach**

From 14 to 17 February 2023, the international natural and organic cosmetics and organic food sector will gather for its annual sector get-together. VIVANESS, International Trade Fair for Natural and Organic Personal Care will then take place in Nuremberg alongside BIOFACH, World Leading Trade Fair for Organic Food. “VIVANESS and BIOFACH are the No. 1 hub for new products, trends, innovations and inspirational ideas. In the exhibition halls and congress, the community comes together, discusses the latest relevant topics and shares news and views,” says Danila Brunner, Exhibition Director VIVANESS and BIOFACH. “Every year, the two pavilions for innovative young companies, the special show Breeze and the novelty stands are a particular highlight of the event. It is impressive and inspiring to talk with and experience the dynamism of young start-ups and discover products from newcomers and pioneers alike at the Novelty Stands.”

If you look at the product range displayed by start-ups at the “Innovation made in Germany” pavilion at VIVANESS 2023 you’ll repeatedly come across terms like solid cosmetics, zero waste, circular beauty, vegan or pure. But in the case of the start-ups, the organic concept is being realised over and beyond the product as such. These companies are underpinned by philosophies, ideas and strategies that strive to develop products that are holistically sustainable, from supply chain through production to corporate culture.

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## **Paving the path – for stronger climate protection!**

However, the newcomers do not just have their own sustainable production on the agenda. Start-ups are also actively contributing to climate protection by financing various projects. Teethlovers, for example, plants a sapling for every product sold, as trees absorb CO<sub>2</sub> and provide living organisms with oxygen and other nutrients. At VIVANESS, the company will present its sustainably packaged tooth powder. The start-up company Rose and Ann covers its own energy needs with green electricity, recording and continually reducing its power consumption. Newcomer Spirit of Rügen uses solar energy from its own solar panels and keeps transport routes short by using mainly regional ingredients or growing their own in a medicinal herb garden.

## **Paving the path – for inclusion and respect for humans and animals!**

Many start-ups are reducing ingredients and packaging to the bare essentials – all ingredients are at the same time the product's active agents. MARI&ANNE, for example, is also relying on "Mach Mal More Less" (make more with less), using the smallest possible amount of water and 100% natural ingredients in its products, which are also biodegradable and vegan or vegetarian. The company has also set itself the goal of establishing a business that supports people with Down syndrome. The impetus for this came from the owner's daughter, Marina, who has Down's, and for whom an official inclusive workplace position was created in 2021.

The start-up ili elua is all about protecting health. At VIVANESS 2023 it will showcase its natural sun care products that reflect the company's holistic approach to sustainability – from the ingredients to the corporate culture. With its products, the company supports the DKMS LIFE patient initiative *look good feel better*, which aims to improve the well-being of cancer patients and enhance their quality of life as a result.

The company nakt® Stoffschmiede also uses 100% plant-based ingredients for its make-up removal cloths, which are PETA vegan certified and therefore cruelty-free. This start-up also relies on local production under fair conditions and works with Diakonie Darmstadt (the social services arm of the Lutheran church) to support establishments for the socially disadvantaged.

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## **Paving the path – for species protection and diversity!**

The start-up 4PeopleWhoCare is also on a mission and has committed to protecting biological diversity on its doorstep. Therefore, with every product sold, 4PeopleWhoCare reinvests in the nature from which it recovers raw materials and works with various partners to plant flowering meadows throughout Germany. Not only are they visually attractive; but they are also effective as CO2 storage and provide a habitat for numerous insects. As pollinators and a source of nutrients for many living organisms, they make a huge contribution to safeguarding biological equilibrium. At VIVANESS 2023, visitors can try the company's product line of solid care articles. The "Daumenschmaus" hand cream, which won the VIVANESS Best New Product Award in 2022, will be on display alongside various new products.

## **Government-subsidised pavilion "Innovation made in Germany" and special show Breeze**

Start-ups and young companies from Germany will present themselves and their products at VIVANESS and BIOFACH via the "Innovation made in Germany" pavilion, which is subsidised by the BMWi (German Ministry for Economic Affairs and Energy). At this pavilion, featuring 15 VIVANESS and 35 BIOFACH start-ups, visitors can try and taste new products in what is sure to be a feast for the senses.

Visitors meet international start-ups at the special show Breeze.

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