



Press Release

NATRUE at VIVANESS 2020



The international natural and organic cosmetics and personal care sector will meet from 12 to 15 February 2020 in Nuremberg for VIVANESS, the International Trade Fair for Natural and Organic Personal Care. NATRUE, the non-profit International Natural and Organic Cosmetics Association and official honorary sponsor of VIVANESS, will co-exhibit on the NATRUE Pavilion with brands and manufacturers of the natural and organic cosmetic sector and will present the latest updates in NATRUE's Standard.

A new concept: the NATRUE Village

Having the NATRUE Pavilion at its center, the NATRUE Village will be a brand-new concept whose objective is to bring NATRUE members, label users and NATRUE Approved Certifiers together to show the common values for high quality, transparency and authenticity that the NATRUE Label represents. As in previous years, the NATRUE Pavilion will host NATRUE's joint stand with label users from various countries, such as Germany, France, Italy and Switzerland. The stands surrounding the NATRUE Pavilion will be those of some of NATRUE's founders, such as Weleda, PRIMAVERA, Laverana and LOGOCOS. Other NATRUE members and label users such as Dr. Bronner's, Fair Squared, Farfalla or Santaverde will also be part of the NATRUE Village.



The NATRUE Pavilion in VIVANESS 2020

NATRUE will co-exhibit in the **NATRUE Pavilion (Hall 3C – 341)** at VIVANESS 2020 with the following NATRUE label users and third-party manufacturers:





True Friends of
Natural and Organic
Cosmetics

Know all about the NATRUE Label



The NATRUE Team warmly invites all VIVANESS visitors to the NATRUE Pavilion (Hall 3C – 341) from 12 to 15 February 2020 to find out more about the work of NATRUE and the NATRUE Label. In the VIVANESS 2020 edition, visitors will have the opportunity to have an immersive experience in the NATRUE world by visiting the NATRUE Pavilion and the NATRUE Village, in which all NATRUE label users will present their brands and their latest products. Detailed information about the NATRUE label as well as about the certification process to obtain it will also be available in NATRUE's stand as well as in NATRUE Approved Certifiers' stands.

Keep up to date with the latest developments in the NOC sector

The latest version of the NATRUE Standard will be presented at VIVANESS 2020 along with key developments in the natural and organic cosmetics sector and key trends for 2020, which will be covered by Dr Mark Smith, NATRUE's Director General, in the presentation "Evolving Legislation: in 2020, what's impacting the natural and organic cosmetics sector?". Dr Mark Smith will also participate in the panel discussion "Backing the Certified Organic Sector in the EU". Dr Hana Mušinović, NATRUE's Regulatory and Scientific Manager, will be part of a presentation and panel discussion about the benefits of sustainable palm oil in the cosmetic industry with representatives from RSPO and FiBL. More details about the dates and times of VIVANESS Talks will be published in January 2020.

Stay tuned and follow NATRUE in [Facebook](#), [LinkedIn](#) and [Twitter](#) for more details.

We look forward to meeting you at VIVANESS 2020!



The NATRUE Team

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About NATRUE

NATRUE is an international non-profit organisation located in Brussels. It has promoted and protected authentic natural and organic cosmetics since its creation in October 2007. The NATRUE label sets a high standard which guarantees quality, integrity and transparency so consumers worldwide may identify and enjoy natural cosmetics truly worthy of that name. To date, over 6,300 products and more than 280 raw materials are NATRUE certified. If you want to know more details about NATRUE certified products, you can check NATRUE's online database at www.natrue.org.

NATRUE · International Natural and
Organic Cosmetics Association

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