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VIVANESS2018

into natural beauty



VIVANESS: Column Elfriede Dambacher

Looking back and ahead

Anticipation is the purest form of pleasure, people say. I agree with that. I'm already looking forward to VIVANESS 2018, especially the inspiring encounters, exciting presentations and beauty trends that are waiting to be discovered in the world of natural cosmetics. My work can only benefit from being so close to the market right at the beginning of the year. And when I scroll through this year's product innovations, I can see there are many new things.

I'm finding new natural cosmetics and personal care products that focus on the conservation of our resources. There are cutting-edge products to discover that do without water completely but are still very easy to use, and new brands that present innovative packaging concepts. The long list of innovations also shows, however, that the world of natural cosmetics is constantly developing and now offers the right product to suit any need. When I look through the list of exhibitors, I can see brands and products that are picking up on the latest beauty trends. This is a development that I am personally very pleased about, because it has been a long time coming, and it's taken a great deal of energy, stamina and passion before natural cosmetics were able to cover such a wide range of applications.

Modern combinations of active ingredients and fine textures are based on sophisticated manufacturing processes that live up to the name "natural cosmetics". Research and development experts in the cosmetics industry confirm that natural cosmetics are now leading the way when it comes to emulsions. Incidentally, the effectiveness of most natural cosmetics has been proven in studies and the results are comparable with any other cream. Natural cosmetics are thus making history, offering real alternatives today for everything from anti-ageing creams to skincare problem solvers – and they are doing so without petroleum derivatives.

Let's take a brief look back at 2017: It was a dynamic year for natural cosmetics. The market clearly picked up speed and changed rapidly due to of increasing digitisation. It is not saturated yet by any means, but more and more people are getting involved. Unfortunately, not all distribution channels are benefitting, and this brings some challenges. In addition, increasing digitisation is changing the market. As a "non-digital native", I'm

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constantly amazed at the speed at which product ranges, shopping behaviours and consumer needs are shifting. The indicators from 2017 show clearly that we are in the midst of a digital revolution which is bringing major changes for everyone involved in the market. I am convinced that this new development will allow plenty of room for all sorts of brand and retail concepts. It's good to know that global demand for gentler and more natural cosmetics products is not letting up. So it's time to make the best of our head start here and get to Nuremberg!

Elfriede Dambacher, owner of the consultancy company *naturkosmetik konzepte*, is an international industry expert, Programme Director of the Natural Cosmetics Conference and the publisher of various market studies.

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