

Nürnberg, Germany 14.–17.2.2018

# VIVANESS2018

into natural beauty



## VIVANESS 2018: “Meet the newcomers”

### Anakena: natural cosmetics from passion – and from love to nature

“My journey to natural and organic cosmetics has been shaped by a complete respect for the environment, our planet and the people who use my products,” says Petra Klimscha. It is 10 years now since the founder and owner of the Anakena – Natural Cosmetics brand began manufacturing the handmade natural soaps that she taught herself to make. She does this in a very special place, namely Easter Island, which is where she lives. In this magical place, she takes herbs, roots and flowers from her organic garden, uses algae from the sea or volcanic earth and allows her imagination free rein.

Her soap range, which includes approximately 35 products, is increasing in popularity all the time, with more and more people buying and loving the soaps. The joy she brings her customers with her high-quality soap creations is confirmation to her that her chosen path is the right path for her and makes her want to create other high-quality natural and organic cosmetics like shower gels, shampoos, face creams and body lotions. Many of the ingredients come from Polynesia. Ms Klimscha says, “Conjuring up a smile on the faces of others and helping them get through their everyday lives with my cosmetics is what drives me.” Adding another motive, she says, “It also makes me happy to follow a valuable path in society in an ethical and environmentally friendly manner.”

“The treasures of the South Pacific packaged in nice tubes are what we want to offer our customers,” she explains. She dreams of her Anakena – Natural Cosmetics brand one day being recognised as a synonym of top-quality natural cosmetics and wants using them to feel like a “short holiday in the South Pacific for the soul.”

She makes this confession too: “I have made my passion my profession.” As she is impressed with Germany as a natural and organic cosmetics country as well and firmly believes that the demand for them will continue to grow here, she has registered Anakena as a brand in Europe. She is delighted to have the opportunity to present her products at VIVANESS.

Anakena ([www.anakena.de](http://www.anakena.de) is still under construction) 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

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##### CEOs

Dr. Roland Fleck, Peter Ottmann

#### Registergericht

##### Registration Number

HRB 761 Nürnberg

#### Ideelle Träger

##### Supporting organizations

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Fair for Natural and Organic Personal Care, ([www.vivanness.de](http://www.vivanness.de)), which takes place from 14 to 17 February 2018.

