

Nürnberg, Germany 12.– 15.2.2020

# VIVANESS 2020

into natural beauty



PRESS RELEASE

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## VIVANESS 2020: a breath of fresh air for natural and organic cosmetics

- 10th round of Breeze features start-ups and niche brands
- Newcomers from Germany at “Innovation made in Germany” pavilion

Innovative, independent, international and young are the characteristics of a new aspirational generation of beauty brands. Two VIVANESS formats offer them the ideal platform. For the 10th time, international natural and organic cosmetic start-ups, newcomers and niche brands will present themselves at the special show Breeze during VIVANESS from 12 to 15 February 2020. The “Innovation made in Germany” pavilion provides a venue for natural talent from Germany. The more than 35 companies on these two special display areas are sure to bring a breath of fresh air to the new Hall 3C and the entire natural and organic cosmetics sector.

It's no secret that independent, innovative young companies with a mission are increasingly influencing the beauty sector and setting trends. At the beginning of the year, Tina Müller, CEO of Douglas GmbH, explained: “The founder stories of the indie brands are just as individual as the understanding of beauty in our society.” At Douglas, sales of these brands grew three times faster than established brand names in the last seven years.

This general trend in the beauty market also applies to the natural and organic cosmetic sector. Increasingly, consumers are seeking individualised natural products tailored to their personal needs. They want these products to suit their lifestyle and beauty care rituals but at the same

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time satisfy ethical requirements and avoid damaging the environment. “Our world is changing at breakneck speed with huge ramifications,” said Wolf Lüdge, Managing Director of naturkosmetik verlag, at the Natural Cosmetics Conference in Berlin in the autumn. “The concept of ‘living consciously and mindfully’ is becoming less of a trend and more of a necessity.” Innovative solutions are not just required in the formulations of natural and organic cosmetic brands but also in their packaging. For a growing number of conscious consumers, sustainability and avoiding plastic are becoming more and more important. Striking proof of the need for forward-looking solutions is the sharply increasing number of people using natural and organic cosmetic products for beauty and skin care. According to Elfriede Dambacher from naturkosmetik konzepte, natural and organic cosmetic sales in the German market were up eight percent in the first half of 2019 to EUR 1.26 billion.

At VIVANESS, for example at the special show Breeze, global trends start to take shape. These include innovations in the areas “beauty from within” and “diversity”, or individualised products for facial, body, beard and hair care. Ethical consumption is making inroads around the world, especially among the younger generation. As a result, sustainable and functional packaging concepts and refill systems are attracting more and more attention.

## **Success stories – stepping stone to the market**

Over the years since the launch of the special show Breeze in 2011, more than 100 companies from 15 different countries, including Australia, various European nations, South Africa, Uganda and the USA, have presented their products on this platform. For many of the trendy young labels with their special concepts, Breeze was the perfect stepping stone to VIVANESS and the market. The same is true of the “Innovation made in Germany” pavilion, which is subsidised by the German Federal Ministry for Economic Affairs and Energy (BMWi). Since 2016 it has been an effective platform at VIVANESS for the innovative strength of young companies based in Germany.

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The trade fair offers the perfect ambience for innovative ideas, because the audience consists of industry professionals seeking inspiring new products. As many participants confirm, it is well worthwhile exhibiting at Breeze or the special pavilion. It is not uncommon for people to find the right business partners in the Nuremberg exhibition halls. This is what happened, for example, to US dental care brand My Magic Mud. The former Breeze exhibitor not only found its German sales partner here but also another VIVANESS exhibitor that produces bio-plastic toothbrushes and now supplies the US company. Jānis Kesa from Wild Cosmetics is a staunch repeat exhibitor: The DABBA brand switched from the Breeze special show to VIVANESS, found an international sales partner and is now back at Breeze with its new Bad Weather skincare range for men. In Kesa's experience: "Breeze is the ideal place for a brand just starting out on its journey to major success in the cosmetics sector. You are in the spotlight there the whole time. Most trade fair visitors looking for something new and trendy don't want to miss the opportunity to visit this area of VIVANESS. Purchasing officers, retailers, media representatives, bloggers and influencers all come here to discover something new and get their dose of fresh ideas."

## **VIVANESS as a 'brand incubator'**

What can trade visitors to VIVANESS look forward to in 2020 at the "Innovation made in Germany" pavilion and Breeze? There will definitely be lots of new products. Alongside innovations from VIVANESS exhibitors there are aspirational young labels, innovative natural and organic cosmetic start-ups and trendy niche brands, creative designs and cutting-edge packaging to discover. VIVANESS, especially the two special display areas, functions as a kind of brand incubator for young labels and is a major port of call for trend scouts.

The special display areas have an informal atmosphere, where distributors can learn directly from the founders and manufacturers about the missions that they are pursuing and the trends they have inspired. It's a treasure trove of fresh ideas and highlights for their product ranges.

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“At VIVANESS even small labels and start-ups get the chance to present their products to an international audience,” says Anna Baltruschat, founder of the young company Afrolocke. She is taking part in Breeze for the first time. “We are looking forward to new trading partners, good conversations and nurturing our existing and potential contacts.”

With around 300 exhibitors expected, including a large number of newcomers, VIVANESS in Hall 3C from 12 to 15 February 2020 promises to be “the place to be” for natural and organic cosmetics experts from all around the world.

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