

Nürnberg, Germany 12.– 15.2.2020

# VIVANESS2020

into natural beauty



PRESS RELEASE

12 February 2020

## VIVANESS 2020 hosts annual gathering for natural and organic cosmetics sector

- 292 exhibitors from 42 countries in new Hall 3C
- VIVANESS trends: “Zero waste bathroom”, “All about hemp”, “Dental care” and “Packaging”

When VIVANESS, the International Trade Fair for Natural and Organic Personal Care, hosts the sector’s annual gathering from 12 to 15 February 2020, NürnbergMesse will become the central hub for all cosmetics experts. Thanks to its relocation into Hall 3C, which has won awards for its sustainability, the next round of the exhibition is set to impress on an even larger display area, and has broken a new record of 292 exhibitors. The companies from 42 countries, including Namibia and New Zealand for the first time, will give the event a highly international flair as they showcase their exciting new products. The new generation in the sector is also being promoted: For example, innovative young companies from Germany provide plenty of inspiration at the government-funded pavilion of the same name, while international newcomers can reap the benefits of the dedicated special display area Breeze. The VIVANESS Congress guarantees sound expertise on all aspects of the natural and organic cosmetics sector. The special display area “Let’s talk VIVANESS” offers a central forum for knowledge-sharing and networking. This year, the trends at the exhibition are “Zero Waste Bathroom”, “All about Hemp”, “Dental Care” and “Packaging”.

“In 2020 VIVANESS will be more diverse and international than ever before! The demand for natural and organic cosmetics remains dynamic. The cosmetic market continues to move towards more natural products, while buzzwords like ‘sustainability’ are being reflected in consumer behaviour,” says Petra Wolf, Member of the Management Board of NürnbergMesse. “VIVANESS is becoming all the more important as

**Veranstalter**

**Organizer**

NürnbergMesse GmbH  
Messezentrum  
90471 Nürnberg  
Germany  
T +49 9 11 86 06-0  
F +49 9 11 86 06-82 28  
info@vivaness.de  
www.vivaness.de  
www.vivaness.com

**Vorsitzender des Aufsichtsrates  
Chairman of the Supervisory Board**

Albert Füracker, MdL  
Bayerischer Staatsminister der  
Finanzen und für Heimat  
Bavarian State Minister of Finance  
and Regional Identity

**Geschäftsführer**

**CEOs**

Dr. Roland Fleck, Peter Ottmann

**Registergericht**

**Registration Number**

HRB 761 Nürnberg

**Ideelle Träger**

**Supporting organizations**

COSMOS



NATRUE



Nürnberg, Germany 12.– 15.2.2020

# VIVANESS 2020

into natural beauty



a sector gathering that presents natural and organic cosmetics according to strict admission criteria, provides guidance and transparency for commerce and industry and brings decision-makers and market experts together in one place once a year. The partnership with supporting organizations COSMOS and NATRUE also ensures that the discussions, knowledge-sharing and inspiration here in Nuremberg are of a consistently high international standard.”

## **Thematic focus area “New Products & Trends” features trend wall for first time**

With its 292 exhibitors from 42 countries, VIVANESS underpins the innovative strength of the natural and organic cosmetics sector and provides an international trading platform where new products and trends can be discovered once a year. This aspect of the exhibition is reinforced through its thematic focus area “New Products & Trends”. This year, the current trends at VIVANESS are “Zero Waste bathroom”, “All about Hemp”, “Dental care” and “Packaging”. For the first time, the trade fair trends will be presented in a visually appealing form on a trend wall located in the passageway between Hall 1 and Hall 3C: [www.vivaness.de/en/trends](http://www.vivaness.de/en/trends). At the same time, the Novelty Stand is the ideal port of call to get a separate compact overview of innovations in natural and organic cosmetics. In 2020 there will be a total of 197 products to discover at the VIVANESS Novelty Stand, and trade visitors can vote for their favourites in seven different categories for the Best New Product Award: [www.vivaness.de/noveltystand](http://www.vivaness.de/noveltystand)

With a new record of 30 participating exhibitors from 11 countries including the UK, Croatia and New Zealand, trendy young companies, small-scale manufacturers and niche brands from all over the world are waiting to be discovered at the special display area Breeze: [www.vivaness.de/en/breeze](http://www.vivaness.de/en/breeze). Another Eldorado for trend scouts is the VIVANESS Pavilion “Innovation made in Germany”, where the BMWi (Federal Ministry for Economic Affairs and Energy) provides funding for ten German start-ups to take part in the trade fair and present their products to an international audience of industry professionals: [www.vivaness.de/en/newcomer](http://www.vivaness.de/en/newcomer).

Nürnberg, Germany 12.– 15.2.2020

# VIVANESS2020

into natural beauty



## **Spotlight on the latest topics in the sector: thematic focus area “Know-how & Learning”**

Through its thematic focus on “Know-how & Learning”, VIVANESS is underlining its role as a global networking hub for natural and organic cosmetics experts. At the VIVANESS Congress, a total of 19 separate sessions provide expert input on the latest issues affecting the sector. The issues under discussion include the latest challenges (“Eco design and sustainable packaging: must-haves or nice-to-have?”), status reports on the market (“Natural and organic cosmetics market 2019: data, facts and forecasts”) and open discussion forums (“Backing the certified organic sector in the EU”): [www.vivaness.de/vivaness-congress](http://www.vivaness.de/vivaness-congress)

At “Let’s talk VIVANESS”, the spotlight is also on high-calibre knowledge-sharing. This special display area brings “green” expertise together in one place and connects trade visitors with relevant knowledge-carriers such as publishers, consultancies, certification agencies and for the first time, packaging specialists.

## **VIVANESS Newsroom – the ideal preparation for the event**

In the VIVANESS digital newsroom ([www.vivaness.de/en/news](http://www.vivaness.de/en/news)), exhibitors, visitors, journalists and all natural cosmetics sector players will find the latest news about VIVANESS at a glance. Look forward to interviews, trend reports, expert columns, and information on German and international newcomers to the natural and organic cosmetics sector.

## **Contact for press and media**

Christina Kerling, Jasmin McNally  
T+ 49 911 86 06-85 21  
[jasmin.mcnally@nuernbergmesse.de](mailto:jasmin.mcnally@nuernbergmesse.de)

For all press releases, further information, photos and videos, see the Newsroom at: [www.vivaness.de/en/news](http://www.vivaness.de/en/news)

Further services for journalists and media contacts:  
[www.vivaness.de/press](http://www.vivaness.de/press)