

Nürnberg, Germany 15.– 18.2.2022

VIVANESS 2022

into natural beauty



PRESS RELEASE

November 2021

Generation start-up has strong priorities: To be sustainable, ethical, renewable and forward-looking

- **VIVANESS 2022: Experience innovations and young companies live on site**

Nowadays, innovations need to be sustainable. This has long been true of the natural and organic cosmetics sector. Yet its strong commitment to innovation imposes new challenges on the sector. New brands in particular are putting the term sustainability into a wider context and often associate their product ideas with political statements on animal welfare, climate protection and the use of natural ingredients. At VIVANESS, the international trade fair for natural and organic personal care, which will be held from 15 to 18 February 2022, trade visitors can get to know a large number of newcomers and their innovations. Young German companies can be found at the Pavilion for Innovative Young Companies, which is subsidised by the German Federal Ministry for Economic Affairs and Energy (BMWi), while international start-ups come under the spotlight at the special show Breeze.

Attributes like conscious and circular beauty, recycling, refill, zero waste, regenerative, solid or vegan cosmetics, sustainable sourcing and climate-neutral manufacturing and packaging are becoming increasingly important among manufacturers of natural and organic cosmetics and in the entire beauty industry. At the same time, “green concepts” are becoming increasingly popular with consumers, as testified by the fact that natural and organic cosmetics are currently the only growth segment in the German cosmetics market. In 2020 alone, this segment welcomed more than 1.3 million new customers, and according to the Natural Cosmetics Sector Monitor, increased sales to around €1.46 billion. The most recent generation of start-ups in particular is making a significant impact. Not only do their product developments have to satisfy holistic and ethical criteria; they also need to be regenerative, forward-looking and meaningful. Last autumn, the online magazine *deutsche-startups.de* ran the headline “The almost uncanny

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boom in beauty start-ups” and listed more than 25 young brands. Many of them are positioning themselves with sustainable, regional, climate-friendly, environmentally benign, natural products. These entrepreneurs are driven by the awareness that a fundamental shift along the entire supply chain, from the origin of the raw materials to the shop shelves, is urgently needed for the future of the planet. But individual experiences, or the needs and preferences of their circle of friends, often play a key role as well. They prompt young people to take the initiative to develop solutions to problems that satisfy the requirements of our times and the need to make life more sustainable.

Ambassadors for change: innovative, smart and courageous

The success of young brands is confirmed by current developments: With courage, new and fresh product concepts, and perseverance, more than half of the winners of the VIVANESS 2021 eSPECIAL Best New Product Award came from the ranks of young brands. For example, “wasserneutral GmbH” with its reusable make-up remover pads, or “4peoplewhocare UG” with its solid hand cream “Daumenschmaus” in a refill pack. Their names alone reflect their mission and show that many young niche brands and start-ups are ambassadors for change. Through their products for resource-efficient, natural personal care they are trying to strike all the right ecological notes, from fair sourcing through to sustainable packaging. And as they are generally well connected through their community’s digital networks, they know what their community wants.

Discover innovative brands at VIVANESS

It is precisely for these start-ups and niche brands that VIVANESS offers the subsidised pavilion “Innovation made in Germany” and the special show Breeze for international newcomers. Both areas are a must-do for any specialist buyer looking for inspiration and new brands. In 2022, for example, Dutch exhibitor SUIT Matters – Nude Skincare will be part of Breeze. The young company describes the ingredients in its vegan care products as “simple and transparent” and “no-nonsense”. One of 13 participants in the German pavilion is the young brand “NATURALSOPHY” from Frankfurt, which will be presenting fully organic active ingredient skin care for babies and adults in regenerative packaging. The young parents developed their natural skin care range because of their dissatisfaction with conventional products. Meanwhile, they are selling their products worldwide.

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The founders of the “Nakt” brand describe the brand’s mission as “integrating sustainable innovations into everyday life.” Its make-up remover pads are vegan, reusable and produced locally, making them a prime example of “conscious beauty”.

In the modern digital age, face-to-face encounters are becoming more important among young brands too.

Newcomers and start-ups often manage the marketing of their products by themselves and are targeting customers using approaches that are unconventional, digital, and far removed from the usual channels on the shelves of bricks-and-mortar retail stores. Using social media tools to market products is commonplace within their communities. Tik Tok, Instagram and similar platforms help young brands to present, advertise and sell their innovative products to the right target group, although here too, the competition is becoming more intense. Even though digital formats offer a lot of possibilities, the newcomers are all still looking forward to their appearance at VIVANESS. The young brands that have already registered for the event say that they cannot wait to meet retail partners, potential customers and competitors, persuade them of their innovations and generally expand their knowledge of the market.

VIVANESS 2022: be inspired, live on site in Nuremberg

With its comprehensive product display and unique diversity, VIVANESS offers inspiration and innovation as well as a reliable reference point based on stringent admission criteria in what is a dynamically evolving and changing market. A host of new products at the Novelty Stand, a strong showing by innovative young companies and start-ups, and a high-calibre congress programme will make VIVANESS a not-to-be-missed event for the beauty industry from 15 to 18 February 2022.

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