



# NATRUE's Bloggers and Press Tour VIVANESS 2020

13th of February from  
11.00 to 12.30

Meeting point:  
NATRUE Village  
(Hall 3C - stand 341)



Register your participation to this tour with  
Claire Dove at [natrue@publiclink.de](mailto:natrue@publiclink.de)

Deadline for registrations: 7th February.

## Tour's program

- ❁ Presentation about the NATRUE Label by Ana Ledesma, NATRUE's Communications Officer.
- ❁ Guided tour in the NATRUE Pavilion: know the latest natural and organic NATRUE certified cosmetics in the market!
- ❁ Guided tour in the NATRUE Village: know some of NATRUE's founding members and learn more about their sustainable practices and the formulation of their products.
- ❁ Quiz about NATRUE.



## NATRUE at VIVANESS Congress



**12th February**  
12:00 - 12:45



**13th February**  
17:00 - 18:00



**14th February**  
11:00 - 11:45



**Dr. Mark Smith**  
Director General  
at NATRUE

*Evolving legislation:  
In 2020, what's  
impacting the  
natural and organic  
cosmetics sector?*



**Dr. Mark Smith**  
Director General  
at NATRUE

*Backing the  
certified organic  
sector in the EU*



**Dr. Hana Mušinović**  
Regulatory and  
Scientific Manager at  
NATRUE

*Sustainable Palm Oil: a  
resource for the  
cosmetic industry to  
achieve environmental  
and social goals*



True Friends of  
Natural and Organic  
Cosmetics

The NATRUE Team will be happy to welcome you at stand 341 in Hall 3C from 12 to 15 February 2020.

For requests for interviews or meetings with NATRUE representatives during VIVANESS, please contact Claire Dove at [natrue@publiclink.de](mailto:natrue@publiclink.de)

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