



Media Information

Wetzlar, September 2017

10th Edition of the Natural & Organic Cosmetics Conference: Embracing Change

A full house during the anniversary edition of the Natural & Organic Cosmetics Conference: Now for the 10th time the naturkosmetik verlag, in cooperation with the NürnbergMesse, had invited participants to Berlin. Approximately 250 decision makers and experts from research, consulting, retail, media and the industry attended the Conference. "I am convinced that our program has hit the nail on the head!" With these words, Wolf Lüdge, Conference organizer and managing director naturkosmetik verlag, opened the Natural & Organic Cosmetics Conference 2017 at the Ellington Hotel together with program chairwoman Elfriede Dambacher and Barbara Böck, press representative BIOFACH/VIVANESS.

"10 years of **Natural & Organic Cosmetics Conference** – 10 years with the iPhone" – just like the digitalization is conquering the world, the development of the natural and organic cosmetics industry progresses inexorably. With this bold comparison, industry expert Elfriede Dambacher (naturkosmetik konzepte) commenced her presentation: natural and organic cosmetics have brought a breath of fresh air to the saturated cosmetics market, doubling the market volume over the last decade. With a market share of 8,5 % (16,5 % including nature-inspired cosmetics) and a volume of 1,150 billion € in 2016, the natural and organic cosmetics market in Germany has become the strongest market in Europe. Approx. 9 million consumers today purchase natural and organic cosmetics several times a year. And the demand has not ceased: In the first six months of 2017, the industry again reported a growth of approx. 2 %.

Today, natural and organic cosmetics are a natural part of every cosmetics assortment. What does this mean for industry and retail? How does the industry need to position itself to meet future demands? "Natural and organic cosmetics are increasingly moving between mainstream and niche", states Elfriede Dambacher. "To meet the challenges of the future, we need to look beyond our current vantage point, keep our eyes peeled, and take the major societal changes into consideration. Essentially, there are two forces that the industry needs to stand up to: the worldwide increase of demand and digitalization. They are affecting the entire market and changing not only the purchasing behavior."



On the first Conference day, the renowned futurologist Michael Carl (2b AHEAD ThinkTank GmbH) focused on the core topic of **digitalization** with a thought-provoking presentation. The futurologist, consultant, journalist and theologian impressively depicted the power of digitalization and its effects: throughout all industries, it is putting production processes, supply chains and communication on a new foundation, creating a shift in the balance of power and changing every aspect of the customers' living environment. The expert called for more communication and to start talking to people. His recommendation to the industry: individuality instead of standards, being open-minded, integrate new forms of communication, flexibility, courage, credibility, identity, responsibility – and a positive outlook on the future.

Keynote speaker Dr. Kay Hafner (Hafner & Cie.) provided insights on the topic of **digital change from the corporate perspective**, casting a critical glance at brand policies. According to his experience, many brands underestimate the gradual process of digital change. His message: digital change is a cultural change. Companies have to be committed to implement digitalization throughout all corporate processes. For Dr. Hafner, this also includes a distinct focus on customer needs.

The informative contributions to the topic of **Packaging Trends** as well as the internationally-oriented panel topics **Booming Markets in Asia** and **From Fairtrade to Realtrade** were met with keen interest from the audience. In Panel A, experts on the Asian markets from Japan, China and South Korea provided insights into the development of natural and organic cosmetics in their countries: Pacific Asia is, after Europe, the second largest market for cosmetics. Similar to the US and Europe, consumer behavior is shifting towards natural and organic cosmetics.

In Panel B, the topic of fairtrade provided future-oriented best practice examples from Africa. Participants included the Commercial Counsellor from the Namibian Embassy as well as experts and entrepreneurs engaged in Nigeria and Namibia. The vision: The transfer of manufacturing processes to the countries of origin of raw materials.

A lively discussion with media and retail experts concluded the Conference. All participants agreed that digitalization, globalization, increasing demand and a changing consumer behavior requires consideration and re-thinking, paired with embracing changes and a healthy degree of readiness to take risks. However, one shouldn't lose sight of the USP of natural and organic cosmetics. "With all the changes we are facing, it is important to always understand who you are and what you stand for," Wolf Lüdge summed up the conclusions in his farewell speech.

With its multi-faceted anniversary program, the **Natural & Organic Cosmetics Conference** has established itself as a sophisticated trend conference. Contributions from renowned experts, international market and trend analyses, innovative best practice examples, lively discussions and multiple opportunities to network offer valuable orientation for industry and retail and provide distinct impulses for the challenges of the future.



The next Natural & Organic Cosmetics Conference will be held September 25-26, 2018 at the Ellington Hotel Berlin.



VIVANESS2018
into natural beauty

The next VIVANESS, international trade fair for organic cosmetics, will be held February 14-17, 2018, in Nuremberg.

Please find further information and the Download-Service at:
www.naturkosmetik-branchenkongress.de

Contact for Conference Participation:

Mrs. Beate Vogel

Tel. +49 170 813 12 45

b.vogel@naturkosmetik-verlag.de

Media Contact:

Britta John

b.john@naturkosmetik-verlag.de

naturkosmetik verlag GmbH & Co. KG
Hauser Gasse 19 b
35578 Wetzlar

The naturkosmetik verlag, based in Wetzlar, Germany, hosts the annual international Natural & Organic Cosmetics Conference in Berlin in cooperation with the NürnbergMesse, organizer of the VIVANESS. As of January 1, 2017, Wolf Lüdge has assumed the management of the naturkosmetik verlag from Elfriede Dambacher.