



## Media Information

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## Natural & Organic Cosmetics Conference 2014:

### Natural & Organic Cosmetics in continuous motion – changing parameters in the market

The market for natural and organic cosmetics has lost none of its drive – quite the contrary. In the German market, the largest European market, natural and organic cosmetics have achieved significant results within the first half-year 2014.

The first six months closed with a growth exceeding 10 %. Only a few months prior to the Natural and Organic Cosmetics Conference in Berlin (October 7-8, 2014) this development generates positive signals.

The Trend Analysis of the *Naturkosmetik Branchenmonitor* (Natural and Organic Cosmetics Trade Monitor), published quarterly by the naturkosmetik verlag in Dortmund, Germany, under the direction of trade expert Elfriede Dambacher, confirms that the demand for quality and natural products continues.

But the parameters in the market have evolved and the market development depicts the resulting reactions: The assortments are becoming greener and the supply increasingly international. Natural and organic cosmetics have arrived in the premium segment and are equally successful as the private label brands at large-scale sales floors.

But the market for natural and organic cosmetics has to continue to meet the changing parameters in the future. The Natural and Organic Cosmetics Conference will therefore focus on the current topic, how evolving consumer demands will influence the market. Keynote Speaker Professor Dr. Harald Welzer, Director FUTURZWEI, Stiftung Zukunftsfähigkeit in Berlin, will supply provocative theses and hereby initiate suggestions on how the economy and society will develop and more consumers will look for varying forms of consumption – promising a lively discussion reaching far into the future.

Trend Researcher Lola Guldenberg will center on changing boundaries: „Today's consumers have acquired an environmental authority and comprehend the context. In the market for natural and organic cosmetics, the former terminology as to ‚what is natural‘ and ‚what is artificial‘ are not sufficient anymore, requiring increasing differentiation.“

With a view towards the Natural and Organic Cosmetics Conference in Berlin, the focus will center on a specific topic: In order to meet the demands of the future, industry and retail need to meet the consumers' shopping expectations and create the expected shopping environment – in both stationary and online retail.

During the Conference, the international cosmetics expert Mark Wuttke, USA, will demonstrate that this is not a phenomenon exclusive to the German and European markets and provide an insightful global perspective on natural cosmetics at this years' Conference. Wuttke states, that although natural and organic cosmetics occupy less than 5 % of the global cosmetic market place, there are sizable opportunities for growth in natural cosmetics if the industry can transition from "product focus" to "customer focus".

**The Conference is held October 7-8, 2014, at the Hotel Ellington in Berlin.**

Conference language is German/English with simultaneous translation offered.

**On the day prior to the Conference, the popular Trendtour Berlin will be offered, taking participants to the hotspots of natural & organic cosmetics in Berlin, presenting interesting retail concepts. October 6, 2.00-6.00 p.m.**

Program chairwoman and organic cosmetics expert Elfriede Dambacher, managing director of the publishing company naturkosmetik verlag in Dortmund, hosts the Natural Cosmetics Conference in cooperation with the NürnbergMesse, organizer of VIVANESS, the leading trade fair for natural cosmetics.

**Please find further information and downloads at:**

[www.naturkosmetik-branchenkongress.de](http://www.naturkosmetik-branchenkongress.de)

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