



Media Information

NATURAL & ORGANIC COSMETICS CONFERENCE 2015

Successful cosmetics conference – international networking – dynamic development

Dortmund, October 12, 2015 – with the forecast of a growth of 10 % for 2015, the eighth Natural & Organic Cosmetics Conference set an important signal right at the onset of the Conference. The need for strong brands and precisely addressing consumers interested in organic cosmetics were key topics of this year's Natural & Organic Cosmetics Conference. The resulting approaches for the future orientation of the market were actively discussed October 6-7 in Berlin.

More than 240 participants from all over the world, including numerous international decision makers from the industry, retail, research and associations, came together in the capital city to gather information about future approaches, trends and the changing consumer expectations.

With future-oriented presentations offering a look beyond, prestigious experts in the panels and lively discussions, the Conference presented a detailed view of current as well as multi-faceted topics – highlighted from new vantage points.

The first Conference day focused on the market. The presentation by program chairwoman and trade expert Elfriede Dambacher clearly depicted how quickly the market is undergoing changes and which opportunities and challenges will arise. The subsequent presentation by Dr. Wolfgang Adlwarth from GfK SE began with the forecast of a revenue growth of 10 % for organic cosmetics by end of August 2015. The expert stated in detail how the continuing demand can be explained and which consumer groups will be relevant in the future. While in the past years organic cosmetics targeted the „purists“, these are now undergoing changes and are determined by the „responsible self-stagers“ – a target group not complying with given rules, but instead combining the seemingly uncombinable. This results in new requirements for the entire cosmetics industry. Contradictions become part of life, deficiencies are showcased. The communication and shopping behavior of this potential target group may no longer be compared to former market conditions, requiring a new approach from all market participants. This once again underlined the importance of e-commerce and local, appealing shopping locations.



Alina Scheinker from Euromonitor in London described the effects on the international cosmetics market. She portrayed current trends, but also the reactions of the industry concerning the strong trend for green cosmetics.

The keynote-presentation by Prof. Dr. Ulrich Reinhardt of the BAT Foundation for Future Studies allowed an informative outlook on social changes and possible consequences for retailers and the cosmetics market.

In the afternoon, the lively discussion about the D A CH-Region showed the similarities and differences of the German-speaking markets, but also offered potential approaches for learning from the neighbors.

The first Conference day closed with the presentation about gender marketing and once more depicted the importance of distinct consumer communication to reach its full potential.

The second Conference day centered on brand development. Felix Schaefer from Schaefer market research offered exclusive survey results about the perception of organic cosmetics in comparison to near-natural and conventional cosmetics. The experiment illustrated how a sound expansion of brand portfolios can extend customer reach in pharmacies and perfumeries – a fascinating approach for industry and retail.

An interested audience followed the contributions in the two discussion forums A and B on the second Conference day. Panel A covered the topic BIG DATA natural & organic cosmetics and the relevance of social media in communication. Prof. Fabian Sippel from klartxt GmbH supplied a detailed introduction, Ute Holtmann from EHI Institute presented survey results and the best practice example showcased the young startup company Brooklyn Soap Company and their fresh ideas for the development of an organic cosmetics brand. Panel B picked up on the current topic of ethic labels and questioned how much differentiation can be communicated.

The discussion focused on the presentation by Farhan Tufail, Director of Halal Certification Services GmbH, about halal certification of raw materials and cosmetic products.

The presentation by Christoph Engl, Managing Director of Brand Trust GmbH, was considered to be one of the highlights of the Conference. His captivating insights about the development of strong brands and how the conversion from a generic brand of „natural cosmetics“ to a differentiated, strong natural cosmetic brand can be successful, thrilled and inspired the audience.



During the afternoon one of the panels also focused on the planned ISO-guidelines. A panel with international experts, complemented by 2-minute statements from relevant certifying organizations, allowed the audience to gain a substantiated picture of the latest developments and an assessment from the experts.

Once more the two Conference days showed the importance for this dynamic market to focus on future-oriented topics and for international discussions. With lively discussions and presentations from international experts, the eighth Natural & Organic Cosmetics Conference once more offered valuable insights for the future development of the market. In addition to the industry highlight VIVANESS, the international trade fair traditionally held in Nuremberg in February, the Natural & Organic Cosmetics Conference is considered as another industry highlight in the fall.

Participants of the Natural & Organic Cosmetics Conference 2015 once again were very pleased and confirmed that the Conference turned out very well. For more than 80 %, expectations were met and sometimes even exceeded. Participants consider information about current topics as equally important as the opportunity for international networking. This opportunity once again arose during the traditional networking-highlight, the get-together on the evening of the first Conference day.

Positively received was also the artistic finale of the Natural & Organic Cosmetics Conference. The business theatre Art of Change presented an unusual review of the Conference and played a positive final chord thanks to a scenic outlook on the coming years, with a distinct message: natural and organic cosmetics will remain a major part of the entire cosmetics market and will remain in the focus of growth.

Elfriede Dambacher, program chairwoman and trade expert, was pleased with the success of the Conference: „Every year the Conference addresses more key players worldwide and confirms once more how important communication at a key level is beyond the day-to-day business. We would like to offer that opportunity again next year during the Conference held September 27-28, 2016.“

Participants and Conference partners also offered positive feedback:

Michael Glückstadt, Fair Squared GmbH

„Advantage gained by information in the world of cosmetics.“

Susanne Stoll, redSpa Media GmbH

„Very interesting speakers, a great variety of topics and an inspiring program offering ample opportunities for networking. An industry event with added-value.“



Silvia Holzgruber-Riess, Wala Austria, AT

„The best `nourishment´ for daily business in a long time.“

Gundula Böger-Heidenreich, Edeka Minden-Hannover GmbH

„A well-balanced and interesting platform for the natural and organic cosmetics market. A broad spectrum for manufacturers, retail, market research and development.“

Maria Lüder-Specht, Quenax AG, CH

„A very successful mix consisting of an interesting Conference and rewarding networking.“

Sofia Bozoukova, Pro SiebenSat1 Media SE

„Very informative and inspiring, keep going!“

Meike Rauschen, natureme, Parfümerie Douglas GmbH

„An great opportunity to network and getting to know the industry as well as great and interesting participants.“

Uli Osterwalder, BASF PCN, Monheim

„The Conference offers a good overview and outlook on the natural and organic cosmetics industry.“

Seema Shende, Vana Retreats, India

“Thank you very much for the courtesy extended and hospitality during the Conference. It was worth coming, innovative, informative and interactive. Many congratulations for the success.”

Susanne Jaenichen, Dr. Straetmans GmbH

„I enjoy attending and do so every year, as the mix of topics is great and I am always inspired anew.“

S. Selçuk Mumcu. Director of Sales – International, Aubrey Organics, Inc., USA

"If you are a believer that right questions lead to right answers, then attending the Natural Cosmetics Conference should be high on your list. Following two intensive days in Berlin, new questions are being formulated that are likely to lead to organizational changes. Here is the caveat, while no one has all the data, the Natural Cosmetics Conference has made an enormous effort to bring different data sets and then let experts interpret them for what it could mean for our industry. From gender marketing to online sales impact in the European market, from general marketing concepts to demographic time bombs that will lead to massive changes in the coming decades, very informative and thought provoking ideas were evaluated in the context



of the natural cosmetics industry. Result: I am returning back with new sets of questions that can only contribute to more ideas and new concepts on how we conduct our business in the coming years.”

Gerald Herrmann, Organic Services, Munich

„For those interested in natural and organic cosmetics or active members of the industry, being present at the Conference is a must.“

Moritz Aebersold, Contura Consulting, Basel, CH

„As an active contributor and interested participant, I have returned home with valuable impulses following two intensive days at the Conference. I consider the Conference to be a valuable focal point for the industry to nurture contacts with long-time business partners, friends, the media and last but not least potential new clients.“

Danila Brunner, Director of Events, BIOFACH / VIVANESS, NürnbergMesse

„Two interesting Conference days offered a multitude of interesting discussions and many inspirations for all participants. Once again the Natural & Organic Cosmetics Conference confirmed: The future needs to be shaped. The next opportunity for professional exchanges at the highest level will be offered by the VIVANESS 2016 in Nuremberg, the central product-, knowledge- and networking platform for the natural and organic cosmetics industry. We are already looking forward to experience the joint spirit of the industry at the trade fair.“

Program chairwoman and organic cosmetics expert Elfriede Dambacher, managing director of the publishing company naturkosmetik verlag in Dortmund, hosts the Natural & Organic Cosmetics Conference in cooperation with the NürnbergMesse, organizer of VIVANESS. The next leading international trade fair for natural cosmetics will be held February 10-13, 2016, in Nuremberg.

The next Natural & Organic Cosmetics Conference will take place September 27-28, 2016, at the Ellington Hotel Berlin.



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