



Media Information



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ISO-Guidelines: Natural & Organic Cosmetics Conference provides platform for controversial topic

A currently much discussed topic within the entire cosmetics industry are the expected ISO-Guidelines. Critics fear that the new guidelines for organic cosmetics could water down the formerly existing standards. Also against the backdrop that the market for natural and organic cosmetics continued to grow in the first half of 2015: With a strong sales growth of 8 % through all distribution channels, organic cosmetics keep setting the pace. But the growth over the last several years is a source of covetousness in the market.

Already there is a differentiation in the market: Consumers have the choice between certified organic cosmetics and products with individual natural certifications. The boundaries are increasingly blurred, since next to certified (with well-known labels) organic cosmetics there are various claims with individual standards for naturalness, which also influence the market. So aside from the market for certified organic cosmetics, foremost those brands are experiencing growth that are authentically offering their own natural certifications.

With the expert's discussion, the Natural & Organic Cosmetics Conference will provide a platform for the market-relevant topic of the expected industry regulations and the planned ISO-Guidelines for organic cosmetics – a controversial topic that could lead to additional uncertainties in the market. „The market is looking for and needing answers, how a differentiation between organic cosmetics and those with new claims based on the ISO-Guidelines can be made in the future“, states Program Chairwoman Elfriede Dambacher. Particularly from this vantage point the discussion with experts at this year's Natural & Organic Cosmetics Conference should prove to be fascinating. The international market experts will focus on possible impacts on the organic cosmetics market.

The complex subject will receive a multi-faceted setting and be discussed in depth, supported by putting the facts on the discussion table, as well as statements from relevant certifying organizations.

The participants of the Natural & Organic Cosmetics Conference may once again look forward to an interesting and multi-faceted program. The trade platform will again attract international participants from the industry and retail, offering ample opportunities for in-depth and international networking.

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 NürnbergMesse, organizer of VIVANESS, the leading trade fair for natural cosmetics.

The upcoming Natural and Organic Cosmetics Conference is held October 6-7, 2015, at the Hotel Ellington Berlin, Germany.

Conference language is German/English, simultaneous translation is provided.

On the day prior to the Conference, the popular Trendtour Berlin will take participants to newly discovered hotspots of natural cosmetics in the city of Berlin (2 – 6 p.m.)

Please find further information at:

www.naturkosmetik-branchenkongress.de

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