



Media Information

Wetzlar, January, 2017

Change of Management at the naturkosmetik verlag successfully completed – Natural & Organic Cosmetics Conference 2017: Corporate culture as success factor

On January 1, 2017, Wolf Lüdge assumed the management of the publishing company naturkosmetik verlag from Elfriede Dambacher. The natural and organic cosmetics industry can now benefit from two competent service providers: the naturkosmetik verlag GmbH & Co. KG managed by Wolf Lüdge will continue to coordinate and carry out the international Natural & Organic Cosmetics Conference in Berlin.

Elfriede Dambacher and her consulting company naturkosmetik konzepte will increase the focus on the market developments and will continue to publish the quarterly Natural & Organic Trade Monitor (Naturkosmetik BRANCHENMONITOR).

With Wolf Lüdge, the naturkosmetik verlag has been repositioned – the new manager of the established publishing company has extensive knowledge of the green lifestyle segment. His managerial expertise and his experience gathered in several companies will provide new impulses and shape the future of the naturkosmetik verlag in an innovative way.

The naturkosmetik verlag, now based in Wetzlar, will continue to host the international Natural & Organic Cosmetics Conference in cooperation with the NürnbergMesse, organizer of the VIVANESS. Elfriede Dambacher will again act as Program Chairwoman of the tenth edition of the **Natural & Organic Cosmetics Conference**, which will be held **September 26-27, 2017**, in Berlin.





The trade highlight in the fall will proceed to once again offer a platform for current topics of the industry, as the natural and organic cosmetics industry is facing new challenges. The market for natural beauty products is continuing its dynamic development, but increased competitive displacement, aggressive predatory pricing in the mature German market and several new brands placed on the international cosmetics map have led to changes in the market.

Wolf Lüdge: „In an already complex market environment the social transformations are bringing on additional changes. Companies need to meet this ambivalence and in doing so continue to develop and communicate their value orientation as a factor for success.“ This year's Natural & Organic Cosmetics Conference will examine this field of tension from new vantage points and present solution approaches.

The next Natural & Organic Cosmetics Conference will be held September 26-27, 2017, at the Hotel Ellington in Berlin, with Elfriede Dambacher acting as program chairwoman and under new general management by Wolf Lüdge.

The next VIVANESS, international trade fair for organic cosmetics, will be held February 15-18, 2017, in Nuremberg. Visit us at booth 7A-734 in hall 7A. We look forward to meeting you!

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The publishing company 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.