



MEDIA information

Natural and Organic Cosmetics Conference 2014

Perspectives 2020 – International Networking – Shift of Paradigm

Dortmund, October 9, 2014 – „Customer Journey“: The marketing term describing the customer buying process was – with a view towards the future – one of the focal points of the Conference. The changing customer journey and the resulting conclusions for brand management, retail and communication were actively discussed in Berlin October 7-8.

More than 200 participants from seven countries, e.g. decision makers from the industry, retail and research, traveled to the German capital to gather information about future-oriented perspectives, trends and the changing consumer behaviour in the cosmetics market – with, of course, a view towards the international markets.

With future-oriented presentations, expert panels and in part controversial discussions, the Conference provided a comprising view of the multifaceted and current subjects – allowing insights from varying perspectives.

The Conference commenced with the presentations by Elfriede Dambacher and Dr. Susanne Eichholz-Klein (Institut für Handelsforschung, Cologne), providing important and current data, facts and knowledge about the development of the market and retail, as well as the changes in recent years. From the start of the event, the relevance and the growing importance of e-commerce for natural and organic cosmetics became obvious.

The presentations by renowned trend researchers and futurologists were received with great interest: The experts provided an outlook on social changes and possible effects on the cosmetics market. The keynote presentations by trend researcher Lola Guldenberg and futurologist Prof. Dr. Harald Welzer regarded the topic of future viability from different perspectives. Lola Guldenberg's descriptive presentation created an awareness of the necessity to specifically address consumers to reach them on an emotional level, as consumer participation within the market is changing brand management – and requires a change of view on the company level.

Prof. Dr. Harald Welzer proposed a *reductive modernity*, requesting a more radical change of views, not only within the companies, but also in the private environment. Together with the audience the futurologist fathomed new approaches how these transformations may be implemented.



The contributions about the changing customer journey depicted the necessity of new communication approaches, particularly to reach new target groups. One conclusion of the Conference: marketing concepts need to adapt to the changing behaviour of internet users, especially younger groups, in order to be successful. Several presentations about e-commerce and best practice examples from the retail segment demonstrated how to successfully work with the internet and its customers.

Once more the profound discussions showed that the segment of natural and organic cosmetics could develop its great potential – if the powers unite and they are able to expand common features beyond traditional marketing concepts

Mark Wuttke, international expert from the US, proposed a forward-looking focus on the benefits of natural and organic cosmetics and an expansion of the communication beyond the brand communication, in order to increase consumer knowledge of natural and organic cosmetic benefits. The French contribution by Betty Santonnat (COSMEBIO) encouraged this proposal and provided four scenarios of how the market could develop by 2025.

Both of the expert panels on the second Conference day centered on retailing. The presentation by retail consultant Alexander von Keyserlingk showed how important the emotional aspect at the POS has become: His approach „retail with soul“ was supported by innovative best practice examples.

The lively closing discussion with participants from Switzerland, France, Germany and the US emphasized key points, picking up on current topics discussed at the Conference and highlighted challenges and possibilities in the dynamic market of natural and organic cosmetics.

The Natural and Organic Cosmetics Conference, now in its 7th edition, has established itself as a valuable international platform not only due to the multifaceted program. Participants valued the inspiring expert contributions and the opportunity to network on a national and international level. Once again the traditional get-together on the first Conference day proved to be a networking-highlight, enabling valuable contacts.

Elfriede Dambacher, Program Chairwoman and natural cosmetics expert, was pleased with the success of the Conference: „Once again the Conference confirmed that we tapped the current topics and that the program is well received by the audience from the entire beauty trade. Enabling contacts for all participants is particularly important to us and we are pleased when new encounters are made possible, especially unexpected ones that lead to new ideas and inspirations.“

Positive feedback also from participants and Conference partners after the two-day event held at the Ellington Hotel Berlin:



Dr. Gero Leson, Director Special Operations, Dr. Bronner's Magic Soaps (USA)

„I attended the Conference for the first time and it offered an excellent combination of current and well-presented information on key topics of natural cosmetics and fundamental issues, for example the provocative lecture by Prof. Welzer. The networking with competent and interested participants from the industry posed a great opportunity to gather knowledge about several players in the European natural cosmetics segment. My sincere thanks for such a dynamic and well organized event.“

Karin Kinzel, Managing Director, Tautropfen Naturkosmetik GmbH (D):

„Multifaceted topics, interesting participants and fascinating contacts! The Conference offers ample opportunities to gain entrance into the natural and organic cosmetics trade as a newcomer.“

Michael Pfister, pure green group (AT):

„I am going home with interesting new thoughts, which I will evaluate and hopefully be able to implement to optimize things.“

topac GmbH, arvato entertainment (D)

„The Natural and Organic Cosmetics Conference was well organized and offered a great program, with various inspirations for our daily business.“

Stefan Mulder, Lornamed GmbH (D)

„I experienced two interesting days during which I gathered many positive impressions: The Conference was well organized and offered an interesting program. Many interesting contacts with other participants were made.“

Udo Funke, Director Exhibitions, NürnbergMesse

„An impressive and lively cosmetics trade presented itself during the two days in Berlin. The event clearly showed how well the Natural Cosmetics Conference and the VIVANESS complement each other. Tightly packed seating rows here and busy fair grounds there confirm the dynamics of the cosmetics trade and the relevance of knowledge- and networking platforms as the VIVANESS and the Natural Cosmetics Conference. Both events are becoming increasingly more international – a great development! We are looking forward to once again experience this spirit in Nuremberg in February.“

Ramon Stroink, Managing Director, Weleda AG (D-A-CH)

„A must for industry and retail.“

Jan Kolbusz, Stowarzyszenie Ekosystem-Dziedzictwo Natury (PL)

„The participants presented so many great ideas – for me a wonderful opportunity to rethink and question my personal conception of marketing natural cosmetics. The Conference was a valuable experience for me and enabled me to learn something new.“

Sabine Kästner, PR Spokesperson, Laverana GmbH & Co.KG (D)

„The Natural Cosmetics Conference is always very conversational – and that makes it unique.“

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.

The next VIVANESS is held February 11-14, 2015 in Nuremberg.



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



please find further information and downloads at:
www.naturkosmetik-branchenkongress.de

Contact for Conference Participation:

Ms. Beate Vogel

b.Vogel@naturkosmetik-verlag.de

Participation Hotline: 0049 (0) 170 8131245

Media Contact:

Ms. Britta John

b.john@naturkosmetik-verlag.de or presse@naturkosmetik-verlag.de

naturkosmetikverlag UG (haftungsbeschr.)

Tel: +49 (0) 231. 98 22 99 60

Fax: +49 (0) 231. 98 22 99 59

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