



MEDIA INFORMATION



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Natural & Organic Cosmetics Conference 2015

En route towards nature: Natural & Organic Cosmetics Conference 2015

The industry event is heading towards the future – current topics in the focus

For the international market an annual growth of 10 % for the next few years has been forecasted. The German market generated more than a billion Euro with natural and organic cosmetics last year – as a result the changes in the cosmengletics market are occurring at an even faster pace. In the saturated cosmetics market, the powers are shifting faster than anticipated. Evocative media reports about critical ingredients, the increasing importance of ethically motivated consumption and the questions about the expected ISO-guidelines are further fueling the market.

But does that mean „Headed forward towards nature“? On one side the assortments are becoming greener, on the other hand committed consumers are expressing their sophisticated expectations. Within the market there is a great desire, consumers are reacting rapidly. Boundaries are becoming increasingly blurred, former achievements are not ensured.

This year´s **Natural & Organic Cosmetics Conference**, which will take place **October 6 & 7, 2015, at the Ellington Hotel Berlin**, will once again provide innovative impulses.

Future-oriented scenarios, discussions with consumers, lateral thinkers and international experts will be the focal point of the program 2015.

The topics of the Natural & Organic Cosmetics Conference:

- Natural cosmetics – organic cosmetics – near-natural cosmetics – who is in the lead?
- Brand or label – what´s the driving force?
- Natural/organic cosmetics and prestige cosmetics – what do consumers expect?
- Natural/organic cosmetics amidst niche and mainstream – Goodbye POS?
- Dedicated consumers – what needs to be done?
- Communication on all channels – a contradiction?
- ISO-guidelines: a blessing or a curse?

During the Natural & Organic Cosmetics Conference, prominent keynote speakers will pick up on current topics of the natural and organic cosmetics market. **Dr. Christoph Engl**, Managing Director of Brand Trust GmbH, will pointedly discuss the relevance of brand management. A future-oriented view will be provided by **Professor Dr. Ulrich Reinhardt** of the BAT-Stiftung für Zukunftsfragen (foundation for future studies) in an interesting debate about the radical changes in retail.



In addition, consumers and journalists will discuss what they expect from a brand and at the POS. Furthermore, the Natural & Organic Cosmetics Conference will exclusively present the results of a study about consumer expectations, comparing natural and organic cosmetics and prestige cosmetics. The Conference will also provide current facts and data and offer interesting discussions, such as the international podium with prestigious participants debating the expected ISO-guidelines, which will be of relevance for the entire cosmetics market. The audience can observe how international experts evaluate the situation and which conclusions they are drawing.

On both Conference days international experts will offer insights into the market. Best Practice examples show contrary opinions about the use of social media and its importance for brand development. On the second Conference day the emphasis of Panels A and B will be on topics crucial to the industry. The focal point 2015: The topic of communication, which will be profoundly explored under the motto „Big Data Natural and Organic Cosmetics“, as well as the relevance of ethical certification such as halal, kosher or vegan.

As a popular highlight of the cosmetics industry, the Natural & Organic Cosmetics Conference in the Fall – alongside the industry highlight VIVANESS in Spring – is an important event to meet and greet participants from the industry and retail.

Participants may look forward to an interesting and future-oriented Conference. Participants will be international decision makers of the entire cosmetics industry. Next to the Conference program, the event offers ample opportunities for international networking. Within a short period of time the Natural & Organic Cosmetics Conference has been established as an important platform for interactions of the entire cosmetics industry.

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 and downloads at:

www.naturkosmetik-branchenkongress.de

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