



Press Release

NATURAL COSMETICS CONFERENCE 2013

Future-oriented Concepts – International Networking

Dortmund, September 30, 2013 – The consolidation of the identity of natural cosmetics, the differentiation from so-called greenwashing products and sustainability as a traditional feature of the organic cosmetics trade – the lively discussions during the Natural Cosmetics Conference in Berlin September 24-25, 2013, centered on these and other current topics.

More than 150 participants from 11 nations, foremost decision makers from the industry, retail and research, gathered in the Capital for information about the current topics of the natural cosmetics trade. Presentations, discussion panels and also sometimes controversial discussions allowed for a 360-degree view of current topics. The different perspectives from within the trade – from raw material suppliers to producers to food retail and the perfumery – enabled insights behind the scenes of various market segments.

With multi-faceted presentations from leading experts, the Conference offered a comprehensive portfolio of information along the entire value chain. Foremost the showcased concepts for the Point of Sale sparked the interest of the audience.

Future-oriented concepts for the organic cosmetics market were addressed, as well as consumer behaviour: Where do customers shop and why, what are the buying motives and what does this entail for retail and brands? Sustainability was a central focus: will this feature suffice in the future for market growth and to make the market efficient for the future? Also, another synopsis of the Conference, pragmatism is required from all participants, without abandoning the achievements of the past. Natural cosmetics have to take on a distinct position as the market is opening and only concepts that go beyond the classic marketing issues will allow a successful and distinct positioning of the organic cosmetics trade.

The lively closing panel centered on the current topics: Participants from different market segments and the audience voiced perspectives and highlighted the various challenges and desires within the trade with sometimes controversial points of view – the pointedly expressed aspects of Wolfgang Gründinger, Speaker of the Stiftung für die Rechte zukünftiger Generationen, supported the animated discussion.



Elfriede Dambacher, program chairwoman and organic cosmetics expert, was pleased with the success of the Conference: „uniting industry insiders and other experts allowed for stimulating food for thought, which may be forward-looking for the organic cosmetics market. Due to the value shift in the society and the increasing competition, organic cosmetics are facing immense challenges, which need to be met with credibility as well as with innovative new concepts.“

With a neuroscientific view, Bert M. Ohnemüller, managing director of the neuromerchandising group in Frankfurt, focused on the Point of Sale. His presentation about emotionalism at the POS pointed out the available potential and urged to increasingly promote the benefits of natural cosmetics. Inspiring ideas for the POS were also offered by Jens Lönneker, owner and managing director of the market research institute rheingold salon in Cologne, showcasing a realistic view of customers, the decision making processes and buying motives, based on depth psychology. Beyond national borders, Moritz Aebersold, Contura Consulting, Basel, and Ewa Grigar, Kline International, provided insights about the emerging organic cosmetic markets in Asia and the US.

Naturally not only with its comprehensive agenda the Natural Cosmetics Conference, held for the fifth time, has established itself as an important platform for the cosmetics trade. Highly valued by participants were the extensive possibilities for international networking. The traditional networking-highlight, the get-together on the evening of the first Conference day, provided valuable chances to contact other guests and experts.

Much positive feedback about the two-day Conference at the Ellington Hotel Berlin was provided by Conference partners and participants:

Udo Funke, manager events Nuremberg Fair (NürnbergMesse)

„The Natural Cosmetics Conference is the meeting point for producers and retail. This year’s high-ranking participants and the large number of guests, depicted this development. It was especially obvious that the Conference supported national and international networking.“

Bert M. Ohnemüller, managing director neuromerchandising group

„From my experience, it was a very inspiring and foremost relevant event with interesting content and positive networking.“



Mechthild Wichmann-Kramp, director merchandise drugstore, familia Handelsmarkt

„A very innovative and informative Conference with very open communication. A visit is worthwhile!“

Wolf Lüdge, Salus Haus GmbH

„Presentations with valuable content, addressing solutions required by the cosmetics trade with a view from the world, the market and the customer – a valuable glimpse beyond the horizon!“

Gerald A. Herrmann, managing director Organic Services

„The Natural Cosmetics Conference has underlined that it is the significant platform for future-oriented topics of the entire cosmetics industry, which is becoming greener. Organic cosmetic companies are presented with the necessity for change and a clear definition of their concepts and credibility. Topics such as sustainability, the entire value chain but also customer-friendly formulations require a convincing answer.“

Dr. Wilfried Petersen, managing director sales & marketing Dr. Straetmans GmbH

„Once again this year’s Conference presented a multi-faceted, extensive agenda addressing various topics, which are interwoven. The Conference provided me with a valuable view beyond the horizon of the normal working world, with the possibility of learning about the requirements of the entire cosmetics trade.“



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 Natural Cosmetics Conference will be held October 7-8, 2014, at the Ellington Hotel in Berlin.



The next VIVANESS, international trade fair for natural cosmetics, will take place in Nuremberg, February 12-15, 2014.

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