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Media information

Natural & Organic Cosmetics Conference 2014:

Natural & Organic Cosmetics 2020

Growth strategies of the future and future oriented scenarios will be the focus of speeches and presentations at the Natural & Organic Cosmetics Conference in October in Berlin, Germany – debates with differing positions and the discussions of international experts will center on these topics as well.

The natural and organic cosmetics market is gaining ground. The shelves are stocked, but the success and failure-rates are rising. Retail needs new incentives to reach the target groups interested in natural and organic cosmetics. The market now needs strong brands delivering future-oriented trends: path-breaking innovations are necessary. Growth strategies of the future – with a broader view – will therefore be the focus of the program of the Natural & Organic Cosmetics Conference in Berlin.

Futurologist Prof. Dr. Harald Welzer and **Trend Researcher Lola Güldenber** will offer future-oriented incentives in their keynote-presentations, how the industry and retail can meet the cultural changes impacting the entire cosmetics market and particularly the natural & organic cosmetics market.

„During the multifaceted Conference, international experts will examine the market, offer Best Practice examples and new approaches in retail, which take the changing buying habits into account“, explains Elfriede Dambacher, Program Chairwoman and organizer of the Conference.

The Topics of the Natural & Organic Cosmetics Conference:

- Growth strategies of the future
- Design of the future: Packaging campaign for natural & organic cosmetics
- The new self-image of consumers
- Research online – purchase offline: New approaches in retail
- Resource-effective means for new customers
- Slowretail: Individualization in retail
- Consolidating advantages: expanding international markets



The future is where the customers are. The debate with experts on the first Conference day will therefore center on the topic of what natural and organic cosmetics customers expect and how they orient themselves. Under the motto *out of the box* experts, journalists and bloggers will discuss the expected transparency and the safety of natural cosmetics relevant to them.

On the second Conference day, participants may look forward to a prominent panel, which will – in cooperation with the Conference attendees – discuss and establish growth strategies for the natural and organic cosmetics trade.

Panel A and B on the second Conference day will center on topics which shall enable the participants to gain additional knowledge of R&D and retail.

With the presentation „Slowretail“ by retail consultant **Alexander von Keyserlingk**, Panel A will present an approach for individualizing retail which seems predestined for natural and organic cosmetics. The following dialogue with Best Practice-examples will discuss different and innovative retail solutions.

Panel B centers on the future-oriented topic of ensuring the supply of raw materials. The presentations about relevance and consequences of raw material supply by **Gerald A. Herrmann** (Organic Services) and **Dr. Gero Leson** (Dr. Bronner's, USA) promise lively discussions.

Quality is demonstrated also with the evidence of confirmed effectiveness of natural and organic ingredients. Which skin tests really make sense demonstrates the presentation given by Dr. Gerrit Schlippe, managing director dermatest GmbH, which will round up the topic of R&D.

Trade insiders and everyone interested in the current changes of the cosmetics market may look forward to an inspiring and future-oriented Conference. The platform addresses all decision makers of the beauty trade. Aside from a multifaceted Conference program, there will be ample opportunities for discussions and international networking.

The Conference is held October 7-8, 2014, at the Hotel Ellington in Berlin.

Conference language is German/English with simultaneous translation offered.



On the day prior to the Conference, the popular Trendtour Berlin will be offered, taking participants to the hotspots of natural & organic cosmetics in Berlin, presenting interesting retail concepts. October 6, 2.00-6.00 p.m.

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. Elfriede Dambacher is the publisher of the Natural Cosmetics Yearbook and the Natural Cosmetics Trade Monitor, offering a quarterly overview of the entire natural and organic cosmetics market.

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

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