

Nürnberg, Germany 15.– 18.2.2017

VIVANESS2017

into natural beauty



PRESS RELEASE

October 2016

VIVANESS 2017: natural cosmetics on a grand stage

- Round two of VIVANESS on stage
- Innovations and trends in the natural cosmetics industry

From 15 to 18 February 2017, what will already be the eleventh edition of VIVANESS, the International Trade Fair for Natural Personal Care, is taking place at the same time as BIOFACH, the World's Leading Trade Fair for Organic Food. Around 250 exhibitors from over 30 countries are once again expected at the exhibition characterised by innovations and achievements in the natural personal care sector. It's the event's excellent mix that makes it successful: VIVANESS offers numerous highlights and an enormous range of natural cosmetics, but is also unmissable because it brings together the traditional with the modern and pioneers with newcomers in a unique manner. These present products to industry professionals from all the relevant sales channels, i.e. natural food specialist stores and also retailers such as specialised online stores, chemists, drugstores and perfumeries.

Danila Brunner, the VIVANESS and BIOFACH director, said: "VIVANESS provides industry players with a comprehensive overview of international trends and innovations, and stands out because of its clear focus on its profile and natural cosmetics that have to meet stringent approval criteria. In 2016, we were able to impress our customers with the new ideas we'd realised and numerous highlights – and we will now be continuing in that direction in order to consistently achieve that level of customer satisfaction. We are particularly happy to be working with our honorary sponsors, COSMOS and NATRUE.

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VIVANESS – where the natural cosmetics industry shows its innovative side

Natural cosmetics specialist buyers from all over the world know exactly what their goal is at VIVANESS: They are hunting for innovations and real inside tips, and their visit at the trade fair takes them to the Novelty Stand, the “Young Innovative Companies” pavilion (the stand for “newcomers” in the German natural cosmetics industry) and also Breeze, a presentation involving young international brands with path-breaking concepts. 180 beauty innovations were showcased at the Novelty Stand last year. 10 companies presented products in the “Young Innovative Companies” pavilion, and 14 took part in Breeze.

VIVANESS on stage: natural cosmetics rock the stage

VIVANESS celebrated its 10th anniversary in February 2016 with the premiere of its stage programme VIVANESS on stage. In 2017, natural cosmetics will already be in the spotlight for the second time when they take to the stage again in hall 7A. Visitors will not only be treated to the most popular make-up trends live on stage, but also to lively and inspiring discussions on the industry’s latest themes and issues.

VIVANESS Congress: the industry’s latest themes and issues examined

The 2017 VIVANESS Congress will offer concise presentations on current trends, ideas and innovations, as well as future strategies for the market of tomorrow. Four topic areas will be focused on this time: markets and analyses, trade and sales, consumer insights and communication, and design and performance.

Markets and framework conditions will be handled in the same way as the effects of digitalisation on trade and sales, and social media, digitalisation, bloggers and co., and their influence on consumers’ living environments will be covered in a similar manner to concepts for the mainstream and niche markets. With regard to design and performance, experts will discuss innovative raw material concepts, active substances, effectiveness and sustainable packaging solutions.

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Every channel from the chemist to the online store

Natural cosmetics are available in all sorts of trade and sales channels today, and it's those that indicate cosmetics and drugstore expertise that are the most successful in Germany. VIVANESS is aimed at buyers from all traders, i.e. buyers from cosmetics retailers and perfumeries (including those in department stores), chemists, health food shops, drugstores, natural food specialist stores, organic supermarkets, wholesalers, importers, exporters, the healthcare sector, and manufacturers of cosmetics and drugstore products. Online specialist stores are becoming more important, with more and more natural cosmetics fans ordering their beauty products from them.

The best possible preparation with the app and event planner

Exhibitors and visitors can view the entire programme at a glance in the digital event planner at www.vivanness.de/programme or in the VIVANESS app (www.vivanness.de/app). In the PRESENTATIONS area, presentations can be listed according to the user's personal interests.

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