

# Natural Cosmetics Conference 2015

Facts - Markets - Perspectives

# 2015 Naturkosmetik Branchenkongress

Fakten - Märkte - Perspektiven



- International Top-Experts  
We will connect you!
- Up-to-date: International natural & organic cosmetics market
- Use your chance to network and meet decision makers from the cosmetics trade

- Internationale TOP-Experten  
Wir bringen Sie ins Gespräch!
- Up-to-date: Der internationale Naturkosmetikmarkt
- Nutzen Sie die Chance zum Networking und treffen Sie Entscheidungsträger aus der gesamten Beautybranche

[Berlin, Germany]  
6. – 7.10.2015

Special:  
Trendtour Berlin  
am 5.10.2015



## Herzlich willkommen zum Naturkosmetik Branchenkongress 2015

### Vorwärts zur Natur?

Seit Jahren ist Naturkosmetik das stärkste Wachstumssegment im Kosmetikmarkt. Im reifen deutschen Markt wurde im vergangenen Jahr über eine Milliarde Euro mit Naturkosmetik erwirtschaftet und für den internationalen Markt werden 10 % Wachstum p.a. für die nächsten Jahre prognostiziert. Diese Entwicklung fordert alle Marktteilnehmer im gesamten Kosmetikmarkt heraus: Auf der einen Seite wird das Angebot immer „grüner“, auf der anderen Seite formulieren engagierte Konsumenten ihre anspruchsvollen Erwartungen. Die Begehrlichkeiten im Markt sind groß, Konsumenten reagieren schnell. Grenzen verschwimmen zunehmend, bisher Ereichtes ist nicht gesichert. Zudem bringt der ethisch motivierte Konsum weitere Differenzierungen mit sich. Ein neues Selbstverständnis ist gefragt.

Diskutieren Sie diese aktuellen Themen mit Zukunftsforschern, Querdenkern und internationalen Experten und lassen Sie sich von spannenden Diskussionsrunden und Gesprächen inspirieren!

### Diese Themenschwerpunkte erwarten Sie:

- Naturkosmetik – Biokosmetik – naturnahe Kosmetik – wer hat die Nase vorn?
- Marke oder Siegel – was ist die treibende Kraft?
- Naturkosmetik und Prestigekosmetik – was erwarten Konsumenten?
- Naturkosmetik zwischen Nische und Mainstream – POS ade?
- Engagierte Konsumenten – was tun?
- Kommunikation auf allen Kanälen – ein Widerspruch?
- ISO-Richtlinie: Fluch oder Segen?

### Der internationale Teilnehmerkreis:

Geschäftsführung und Entscheidungsträger aus den Bereichen Marketing & Vertrieb der Kosmetik- und Naturkosmetikbranche, Forschung & Entwicklung, Herstellung, Einkauf & Beschaffung, Hersteller, Entwicklungs- und Produktionsbetriebe, Private Label, Zulieferbetriebe, Drogerie- und Kosmetikhandel, Apotheken, Reformhäuser, Naturkosmetik- und Bio-Fachhandel, Parfümerien, LEH sowie Kauf- und Warenhäuser, Groß- und Einzelhandel, Einkaufsgemeinschaften, Dienstleistungsbetriebe, Agenturen und Verbände aus ganz Europa.

**Tagungssprache:** Deutsch/Englisch mit Simultanübersetzung

### Trendtour Berlin

Lassen Sie sich von unserer Tour quer durch Berlin inspirieren und informieren Sie sich über das aktuelle Naturkosmetikangebot in spannenden Shops und neu entdeckten Hotspots. **5. Oktober 2015 14:00 – 18:00 Uhr**

**Get-together sponsored by VIVANESS | 6.10.2015 um 18:30 Uhr**

**VIVANESS**  
International Trade Fair for Natural Personal Care  
Internationale Fachmesse für Naturkosmetik

Zeit zum Entspannen, für Kontakte und Gespräche  
in der ELLINGTON-Naturkosmetik-Lounge.

**Table Top-Ausstellung/Presentation:**

**Alban Muller**  
INTERNATIONAL

**lokay**  
natürlich nachhaltig

**Eco-Cert**

**COSMETIQUE BIO CHARTRE COSMÉTIQUE**

**WIRK-NATUR**

**FKUR**  
plastics - made by nature®

**symex**  
mixing technology

**Organic Services**  
syntheses. strategies. solutions.

**COSMOS ORGANIC**

**Kongresspartner/Conference Partners:**



## Welcome to the Natural & Organic Cosmetics Conference 2015

### Headed forward towards nature?

For years, natural and organic cosmetics have been the market segment generating the largest growth. The mature German market generated more than a billion Euro with natural and organic cosmetics last year, for the international market an annual growth of 10 % for the next few years has been forecasted. This development challenges all participants of the entire cosmetics market. 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 large desire, consumers are reacting rapidly. Boundaries are becoming increasingly blurred, former achievements are not ensured. Ethically motivated consumption is leading to additional differentiation. A new self-conception is necessary.

Discuss current topics with futurologists, lateral thinkers and international experts and be inspired by interesting discussion groups and conversations!

### You may expect these key topics:

- 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?

### The international participants:

Senior executives and decision-makers from marketing & sales of the cosmetics and natural & organic cosmetics segment, research & development, manufacturing, purchasing, development and production facilities, private labels, suppliers, drugstore and cosmetic retailers, pharmacies, health food shops, organic retailers, perfumeries, food retail stores and department stores, wholesalers, retailers, purchasing groups, service providers, agencies and associations from all over Europe.

**Congress language:** German/English, simultaneous translation provided

#### Trendtour Berlin:

Be inspired by our tour all over Berlin and learn more about the current cosmetic assortments in interesting shops and newly discovered hotspots in the city. **October 5, 2015 2:00 – 6:00 p.m.**

#### Get-together sponsored by VIVANESS | October 6, 2015, 6:30 p.m.

**VIVANESS**  
International Trade Fair for Natural Personal Care  
Internationale Fachmesse für Naturkosmetik

Time to relax, for conversations and meeting new contacts at the ELLINGTON-Natural Cosmetics Lounge.

---

#### Medienpartner/ Media Partners:

---

**bp**  
beauty press™  
INTERNATIONAL PR NETWORK

**cosmia**

**INSIDE beauty**  
DAS FACHMAGAZIN FÜR DIE PARfüMERIEBRANCHE

**spa highlights**

**premium  
beauty  
news.com**

**BIO  
LINEAIRES**

**COSSMA**

**KEY|SALE**  
Retailer-Magazin für Parfümerie und Kosmetik

**EURO  
COSMETICS**  
DAS INTERNATIONALE FACHMAGAZIN FÜR DIE  
KOSMETIK- UND RIECHSTOFF-INDUSTRIE

**www.ORGANIC-  
Market.  
Info**

**l'OBSErvatoire  
de COSmétiques**  
L'OBSErvatoire de COSmétiques



Elfriede Dambacher



Professor Dr. Ulrich Reinhardt



Dr. Christoph Engl



## Hier referieren die Experten:

### Keynotes

**Professor Dr. Ulrich Reinhardt,**  
BAT-Stiftung für Zukunftsfragen

#### Zukunft im Handel – Was kommt? Was bleibt? Was geht?

Was prägt Europas Zukunft? Wie wollen und werden wir morgen konsumieren? Und passiert zukünftig wirklich alles nur noch online? Diesen und anderen Fragen widmet sich der Vortrag des Zukunftswissenschaftlers.

**Dr. Christoph Engl,**  
Managing Director, Brand Trust GmbH

#### Marken folgen nicht, sie führen.

Märkte sind gesättigt und Produkte austauschbar, Marketing bringt nicht mehr den gewünschten Erfolg. In solchen Umfeldern setzt sich nur noch durch, wer über Dominanz verfügt und Relevanz schafft. Wert wird wichtiger als Preis, Begehrlichkeit wichtiger als Bekanntheit.

**6.10.2015**

### Experten-Diskussion I

#### Das neue Selbstverständnis engagierter Konsumenten

- Welche Bedürfnisse werden nicht bedient?
- Was muss sich bei Naturkosmetik ändern?
- Wie behauptet sich Naturkosmetik?

#### Es diskutieren:

**Björn Moschinski**, veganer Starkoch, **Ida König**, Bloggerin, **Gabriele Reupohl**, biouty Magazin, **Renée Zucker**, Journalistin, **Vincent Gallon**, Chefredakteur, Premium Beauty News (FR), mit den Zukunftsfor-schern **Prof. Dr. Harald Welzer** und **Prof. Dr. Ulrich Reinhardt**

**Moderation:** Petra Schwarz

## Unsere Referenten

**Dr. Wolfgang AdlwARTH**, Division Manager Strategisches Marketing, GfK, Nürnberg (DE) | **Dr. Christoph Engl**, Managing Director, Brand Trust GmbH, Nürnberg (DE) | **Ulrich Heinze**, CHC Chemieberatung, Köln (DE) | **Ute Holtmann**, EHI Retail Institute, Köln (DE) | **Prof. Dr. Ulrich Reinhardt**, BAT-Stiftung für Zukunftsfragen, Hamburg (DE) | **Annemike Salonen**, Inhaberin, business2women, München (DE) | **Felix Schaefer**, Managing Director, SCHAEFER market research GmbH, Hamburg (DE) | **V-Prof. Fabian Sippl**, Geschäftsführer, klartxt GmbH, Hannover (DE) | **Alina Scheinker**, Research Analyst, Euromonitor International, London (GB) | **Farhan Tufail**, Geschäftsführer, Halal Certification Services, Rheinfelden (CH)

**Performance Business Theatre:** **Ulrich Hartmann**, Partner Art of Change – Business Theatre Berlin und München (DE)

**Special Guest:** **Prof. Dr. Harald Welzer**, Zukunftsstiftung FUTURZWEI, Berlin (DE)

## Programmvorsitz

**Elfriede Dambacher**, naturkosmetik konzepte und Geschäftsführerin naturkosmetik verlag Dortmund (DE), Herausgeberin des Naturkosmetik Branchenmonitors

## Moderation

**Moritz Aebersold**, Inhaber, Contura Consulting, Basel (CH), **Petra Schwarz, Journalistin**, SCHWARZ SEHEN. SCHWARZ HÖREN. SCHWARZ BUCHEN., Berlin (DE)

**7.10.2015**

### Experten-Diskussion II

#### ISO-Richtlinien und die Folgen

- Worauf muss sich die Branche einstellen?
- Verliert Naturkosmetik ihre Vorreiterposition?
- Chance oder Risiko für den Naturkosmetikmarkt?

#### Es diskutieren:

**Ulrich Heinze**, CHC Chemieberatung, Köln (DE), **Alban Muller**, Inhaber, Alban Muller International (FR), **S. Selçuk Mumcu**, Director of Sales – International, Aubrey Organics Inc. (USA), **Michael Pfeiffer**, Inhaber, Pfeiffer Consulting (DE + USA), **Moritz Aebersold**, Inhaber Contura Consulting AG, Basel (CH), **Stefan Mulder**, Vice President Marketing Europe, Lornamead GmbH (DE), ergänzt mit Statements von NATRUE, Ecocert, Cosmebio, BDIH.

**Moderation:** Petra Schwarz

## Sponsoren/Sponsors:





## Listen To Our Experts:

Keynotes

**Professor Dr. Ulrich Reinhardt,**  
BAT-Foundation for Future Studies

### The Future of Retailing – What's coming? What's staying? What's going?

What is shaping Europe's future? How will we and want to consume tomorrow?

And will everything really only take place online? These and other questions will be the focus of the presentation by the futurologist.

**Dr. Christoph Engl,**  
Managing Director, Brand Trust GmbH

### Brands don't follow, they lead.

Markets are saturated, products interchangeable, marketing does not supply the desired success. In such environments only those displaying dominance and creating relevance will succeed. Value is becoming more important than price, covetousness more important than prominence.

## Our Speakers

**Dr. Wolfgang AdlwARTH,** Division Manager Strategic Marketing, GfK, Nuremberg (DE) | **Dr. Christoph Engl,** Managing Director, Brand Trust GmbH, Nuremberg (DE) | **Ulrich Heinze,** CHC Chemieberatung, Cologne (DE) | **Ute Holtmann,** EHI Retail Institute, Cologne (DE) | **Prof. Dr. Ulrich Reinhardt,** BAT-Foundation for Future Studies, Hamburg (DE) | **Annemike Salonen,** Owner, business-2women, Munich (DE) | **Felix Schaefer,** Managing Director, SCHAEFER market research GmbH, Hamburg (DE) | **V-Prof. Fabian Sippel,** Managing Director, klartxt GmbH, Hannover (DE) | **Alina Scheinker,** Research Analyst, Euromonitor International, London (GB) | **Farhan Tufail,** Managing Director, Halal Certification Services, Rheinfelden (CH) | **Performance Business Theatre: Ulrich Hartmann,** Partner Art of Change – Business Theatre Berlin and Munich (DE) | **Special Guest: Prof. Dr. Harald Welzer,** Foundation ZukunftsFähigkeit FUTURZWEI, Berlin (DE)

## Program Chairwoman

**Elfriede Dambacher,** owner of the consulting company naturkosmetik konzepte, managing director of the publishing company naturkosmetik verlag in Dortmund (DE) and publisher of the Natural & Organic Cosmetics Trade Monitor.

## Moderators

**Moritz Aebersold,** Owner, Contura Consulting, Basel (CH), **Petra Schwarz,** Journalist, SCHWARZ SEHEN. SCHWARZ HÖREN. SCHWARZ BUCHEN., Berlin (DE)

**Oct. 6, 2015** Discussion forum I

### The new self-conception of committed consumers

- Which demands are not met?
- What are necessary changes for natural & organic cosmetics?
- How natural & organic cosmetics prevail

#### Discussion Participants:

**Björn Moschinski,** vegan Celebrity Cook, **Ida König,** Blogger, **Gabriele Reupohl,** biouty Magazine, **Renée Zucker,** Journalist, **Vincent Gallon,** editor-in-chief, Premium Beauty News (FR), in a discussion with Futurologists **Prof. Dr. Harald Welzer** and **Prof. Dr. Ulrich Reinhardt**

**Moderator: Petra Schwarz**

**Oct. 7, 2015** Discussion forum II

### ISO-Guidelines and their consequences

- What may the industry expect?
- Are natural & organic cosmetics losing their pioneering role?
- An opportunity or a risk for the natural & organic cosmetics market?

#### Discussion Participants:

**Alban Muller,** Owner, Alban Muller International (FR), **S. Selçuk Mumcu,** Director of Sales – International, Aubrey Organics Inc. (USA), **Michael Pfeiffer,** Owner, Pfeiffer Consulting (DE + USA), **Moritz Aebersold,** (CH), **Stefan Mulder,** Vice President Marketing Europe, Lornamead GmbH (DE), complemented by statements from NATRUE, Ecocert, Cosmebio, BDIH.  
**Moderator: Petra Schwarz**

## Programm: Dienstag, 06.10.2015

8.45 - 9.30 Uhr

*Registrierung, Empfang mit Kaffee und Tee*

9.30 - 9.35 Uhr **Begrüßung**

Elfriede Dambacher, Programmvoritzende  
**Grußwort:** VIVANESS, NürnbergMesse GmbH

9.35 - 10.00 Uhr

**Naturkosmetik – schöner Schein?**

- Vorwärts zur Natur – wo liegen die Hürden?
- Deutschland – Naturkosmetik Musterland?
- Wachstum international – Diskrepanz in den Märkten

Elfriede Dambacher, naturkosmetik konzepte (D)

10.00 - 10.30 Uhr

**Konsum zwischen Inszenierung und Authentizität**

- Ist Naturkosmetik noch attraktiv genug?
- Generation Y – was überzeugt?
- Konsum zwischen Genuss und Verantwortung

Dr. Wolfgang Adlwirth, Division Manager Strategisches Marketing, GfK, Nürnberg (DE)

10.30 - 11.15 Uhr **Meetingpoint: Kaffee- und Teepause**

11.15 - 12.00 Uhr

**Globale Schönheit: Weiteres Potenzial für Natürlichkeit**

- Trends im globalen Beauty-Markt – Hautpflege im Fokus
- Natürlichkeit und ihre differenzierte Wahrnehmung
- Beispiele von Naturkosmetikmarken mit weltweitem Erfolg
- Wo liegen die Perspektiven für Naturkosmetik?

Alina Scheinker, Research Analyst, Euromonitor International, London (GB)

12.00 - 12.45 Uhr

**Einkaufsverhalten der Zukunft – wie verändert sich der Handel?**

- Was kommt?
- Was bleibt?
- Was geht?

**Keynote**

Prof. Dr. Ulrich Reinhardt, BAT-Stiftung für Zukunftsfragen, Hamburg (DE)

12.45 - 14.00 Uhr **Mittagspause**

14.00 - 15.30 Uhr

**Das neue Selbstverständnis engagierter Konsumenten**

- Welche Bedürfnisse werden nicht bedient?
- Was muss sich bei Naturkosmetik ändern?
- Wie behauptet sich Naturkosmetik?

Björn Moschinski, veganer Starkoch, Ida König, Bloggerin, Gabriele Reupohl, biouty Magazin, Renée Zucker, Journalistin, Vincent Gallon, Chefredakteur, Premium Beauty Media (FR), diskutieren mit den Zukunftsforchern Prof. Dr. Harald Welzer und Prof. Dr. Ulrich Reinhardt

**Moderation:** Petra Schwarz

15.30 - 16.15 Uhr **Meetingpoint: Kaffee- und Teepause**

16.15 - 17.15 Uhr

**Von den Nachbarn lernen:**

**Naturkosmetik in der D A CH Region**

Gespräch mit Vertretern aus Österreich und der Schweiz zu den Unterschieden und Gemeinsamkeiten im deutschsprachigen Markt

Verena Egger, Category Manager Selfcare, Migros (CH), Martin Bangerter, Präsident, Drogistenverband (CH), Wilhelm Luger, Geschäftsführer, CulumNatura (AT), Mag. Alexander Ehrmann, Saint Charles Apotheke (AT)

**Moderation:** Moritz Aebersold

17.15 - 17.45 Uhr

**Gender Marketing – auf die Ansprache kommt es an!**

- Männer kommunizieren anders – Frauen auch!
- Marktpotenziale durch die richtige Ansprache erschließen
- Wie funktioniert ausbalancierte Markenwahrnehmung?

Annettemie Salonen, Inhaberin, business2women, München (DE)

17.45 - 18.00 Uhr

**Rückblick und Schlussfolgerungen des ersten Kongressstages mit internationalen Gästen**

ab 18.30 Uhr

**Get-together sponsored by VIVANESS**

Lassen Sie sich überraschen! Freuen Sie sich auf das entspannte Get-together in der ELLINGTON-Naturkosmetik-Lounge.

## Programm: Mittwoch, 07.10.2015

8.00 Uhr **Empfang**

8.30 - 9.15 Uhr

**Luxus – Wirksamkeit – Natürlichkeit**

- Naturkosmetik und Prestigekosmetik im Vergleich
- Gibt es Glaubwürdigkeitslücken?
- Wo liegt das Potenzial für die einzelnen Marken?

Felix Schaefer, Managing Director, SCHAEFER market research GmbH, Hamburg (DE)

9.15 - 10.45 Uhr

**FORUM A**

**Big Data Naturkosmetik:**

- Authentische Kommunikation – ein Widerspruch?
- Social Media – nur was für junge Wilde?
- Wo ist Skepsis angesezt?
- Neueste Forschungsergebnisse aus dem Handel

Befürworter und Skeptiker – ein Gespräch mit Felix Ermer, CEO, The Brooklyn Soap Co. und Ute Holtmann, EHI Retail Institute.

**Referenten:** V-Prof. Fabian Sippel, Geschäftsführer, klarxt GmbH, Hannover (DE), Ute Holtmann, EHI Retail Institute, Köln (DE)

**Moderation:** Elfriede Dambacher

**Dialog**

9.15 - 10.45 Uhr

**FORUM B**

**Halal-Zertifizierung für Rohstoffe und Kosmetikprodukte**

- Relevanz für Naturkosmetik

**Referent:** Farhan Tufail, Geschäftsführer, Halal Certification Services, Rheinfelden (CH)

Gespräch mit den Forumteilnehmern:

**Noch mehr Zertifizierung – was ergibt Sinn?**

- Vegan – halal – koscher – fair trade
- Zertifizierte Naturkosmetik plus Ethik-Siegel – ein Oxymoron?

**Moderation:** Moritz Aebersold

**Dialog**

10.45 - 11.30 Uhr **Meetingpoint: Kaffee- und Teepause**

11.30 - 11.40 Uhr

**Austausch der Ergebnisse aus den beiden Foren im Plenum**

11.40 - 12.30 Uhr

**Marken folgen nicht, sie führen**

- Erfolg in saturierten Märkten
- Werte sind wichtiger als der Preis
- Begehrlichkeit ist wichtiger als Bekanntheit

Dr. Christoph Engl, Managing Director, Brand Trust GmbH, Nürnberg (DE)

**Keynote**

12.30 - 13.30 Uhr **Mittagspause**

13.30 - 15.15 Uhr

**ISO-Richtlinien und die Folgen**

- Worauf muss sich die Branche einstellen?

• Verliert Naturkosmetik ihre Vorreiterposition?

• Chance oder Risiko für den Naturkosmetikmarkt?

Alban Müller, Inhaber, Alban Müller International (FR), S. Selçuk Mumcu, Director of Sales – International, Aubrey Organics Inc. (USA), Michael Pfeiffer, Inhaber, Pfeiffer Consulting (DE + USA), Moritz Aebersold, (CH), Stefan

Mulder, Vice President Marketing Europe, Lornamead GmbH (DE), ergänzt mit Statements von NATRUE, Ecocert, Cosmebio, BDIH

**Einführung:** Ulrich Heinze, CHC Chemieberatung, Köln (DE)

**Moderation:** Petra Schwarz

**Experten-Diskussion II**

15.15 - 15.45 Uhr

**Big Picture Naturkosmetik –**

**Rückblick und Ausblick** szenisch dargestellt von Art of Change, dem Businesstheater aus München und Berlin. Lassen Sie sich überraschen und inspirieren!

15.45 - 16.00 Uhr

**Verabschiedung durch den Veranstalter und die VIVANESS**

## Program: Tuesday, Oct. 6, 2015

8.45 - 9.30 a.m.

*Registration and reception with coffee and tea*

9.30 - 9.35 a.m. **Welcoming speech**

Elfriede Dambacher, Program Chairwoman

*Greeting words: VIVANESS NürnbergMesse GmbH*

9.35 - 10.00 a.m.

**Natural & Organic Cosmetics – a pretty pretense?**

- Headed towards nature – where are the hurdles?
- Germany – natural & organic cosmetics model country?
- Growth international – discrepancy in the markets

Elfriede Dambacher, naturkosmetik konzepte (D)

10.00 - 10.30 p.m.

**Consumption – staging vs. authenticity**

- Are natural & organic cosmetics still appealing enough?
- Generation Y – what's convincing?
- Consumption – between pleasure and responsibility

Dr. Wolfgang Adlwirth, Division Manager Strategic Marketing, GfK, Nuremberg, (DE)

10.30 - 11.15 a.m. **Meetingpoint: Coffee break**

11.15 - 12.00 noon

**Global Beauty and the Rising Potential for Natural**

- Leading trends in the global beauty market – focus on skin care
- The different faces of natural – varied perceptions of natural
- Case studies of organic/natural brands which have become global players
- Future geographical and category prospects for natural beauty

Alina Scheinker, Research Analyst, Euromonitor International, London (GB)

12.00 - 12.45 p.m.

**Shopping behaviour of the future – how is retail changing?**

- What's coming?
- What's staying?
- What's going?

Prof. Dr. Ulrich Reinhardt, BAT-Foundation for Future Studies, Hamburg (DE)

**Keynote**

12.45 - 2.00 p.m. **Lunch break**

**Discussion forum I**

2.00 - 3.30 p.m.

**The new self-conception of committed consumers**

- Which demands are not met?
- What are necessary changes for natural & organic cosmetics?
- How natural & organic cosmetics prevail

Björn Moschinski, vegan Celebrity Chef, Ida König, Blogger, Gabriele Reupohl, biouty Magazine, Renée Zucker, Journalist, Vincent Gallon, editor-in-chief, Premium Beauty Media (FR), in a discussion with Futurologists Prof. Dr. Harald Welzer and

Prof. Dr. Ulrich Reinhardt

**Moderator:** Petra Schwarz

3.30 - 4.15 p.m. **Meetingpoint: Coffee break**

4.15 - 5.15 p.m.

**Learning from the neighbors:**

**natural & organic cosmetics in D A CH-countries**

A discussion with representatives from Austria and Switzerland about differences and similarities in German-speaking markets.

Verena Egger, Category Manager Selfcare, Migros (CH), Martin Bangert, President, Drogistenverband (CH), Wilhelm Luger, Managing Director, CulurnNatura (AT), Mag. Alexander Ehrmann, Saint Charles Apotheke (AT)

**Moderator:** Moritz Aebersold

5.15 - 5.45 p.m.

**Gender Marketing – the approach is crucial**

- Men communicate differently – women do too!
- Revealing market potentials through the ideal approach
- How does balanced brand perception work?

Annemike Salonen, Owner, business2women, Munich (DE)

5.45 - 6.00 p.m.

**Conclusion and review of the first Conference day with international guests**

**Beginning at 6.30 p.m.**

**Get-together sponsored by VIVANESS**

Look forward to a relaxed get-together at the ELLINGTON Natural Cosmetics Lounge.

## Program: Wednesday, Oct. 7, 2015

8.00 a.m. **Reception**

8.30 - 9.15 a.m. **Luxury – Efficacy – Naturalness**

- Natural- and prestige cosmetics in comparison
- Is there a credibility gap?
- Where is the potential for the brands?

Felix Schaefer, Managing Director, SCHAEFER market research GmbH, Hamburg (DE)

9.15 - 10.45 a.m.

**PANEL A**

**Big Data Natural & Organic Cosmetics:**

- Authentic communication – a contradiction?
- Social Media – only for the young and the wild?
- Where is scepticism necessary?
- Retail: the latest research results

Supporters and sceptics discussing the use of social media with Felix Ermer, CEO, The Brooklyn Soap Co. and Ute Holtmann, EHI Retail Institute.

**Speakers:** V-Prof. Fabian Sippel, Managing Director, klartxt GmbH, Hannover (DE), Ute Holtmann, EHI Retail Institute, Cologne (DE)

**Moderation:** Elfriede Dambacher

**Dialogue**

9.15 - 10.45 a.m.

**PANEL B**

**Halal-Certification for raw materials and cosmetic products**

- Relevance for natural & organic cosmetics

**Speaker:** Farhan Tufail, Managing Director, Halal Certification Services, Rheinfelden (CH)

Discussion with the participants:

**Even more certification – what's making sense?**

- Vegan – halal – kosher – fair trade
- Certified natural & organic cosmetics plus an ethics seal – an oxymoron?

**Moderation:** Moritz Aebersold

**Dialogue**

10.45 - 11.30 a.m. **Meetingpoint: Coffee break**

11.30 - 11.40 a.m.

**Discussion of both panel conclusions in plenary**

11.40 a.m. - 12.30 p.m.

**Brands don't follow, they lead**

- Success in saturated markets
- Values are more important than price
- Covetousness is more important than prominence

**Dr. Christoph Engl**, Managing Director, Brand Trust GmbH, Nuremberg (DE)

**Keynote**

12.30 - 1.30 p.m. **Lunch break**

**Discussion forum II**

1.30 - 3.15 p.m.

**ISO-Guidelines and their consequences**

- What may the industry expect?
- Are natural & organic cosmetics losing their pioneering role?
- An opportunity or a risk for the organic cosmetics market?

**Alban Muller**, Owner, Alban Muller International (FR), S. Selçuk Mumcu, Director of Sales – International, Aubrey Organics Inc. (USA), Michael Pfeiffer, Owner, Pfeiffer Consulting (DE + USA), Moritz Aebersold, (CH), Stefan Mulder, Vice President Marketing Europe, Lornamead GmbH (DE), complemented by statements from NATRUE, Ecocert, Cosmebio, BDIH.

**Introduction:** Ulrich Heinze, CHC Chemieberatung, Cologne (DE)

**Moderator:** Petra Schwarz

3.15 – 3.45 p.m.

**Big Picture Natural & Organic Cosmetics –**

**Review and Perspectives** A scenic presentation by Art of Change, the Business Theatre from Munich and Berlin. Be surprised and inspired!

3.45 - 4.00 p.m.

**Farewell from the organizers and VIVANESS**



INFOPOST INTERNATIONAL  
Ein Service der Deutschen Post

ALLEMAGNE Port payé

## Anmeldung Naturkosmetik Branchenkongress 2015

Ja, ich nehme am 6. und 7. Oktober 2015  
in Berlin teil.

Ja, ich nehme an der Trendtour Berlin am  
5. Oktober von 14 - 18 Uhr teil.

## Registration Natural Cosmetics Conference 2015

Yes, I would like to attend on 6 and 7  
October 2015 in Berlin.

Yes, I would like to go on the Berlin Trend  
Tour on 5 October from 2.00 - 6.00 p.m.

**Online:** [www.naturkosmetik-branchenkongress.de/Anmeldung](http://www.naturkosmetik-branchenkongress.de/Anmeldung)

**E-Mail:** [kongress@naturkosmetik-verlag.de](mailto:kongress@naturkosmetik-verlag.de) | **FAX:** +49 (0) 231 9822 99 59

**Konferenz Telefon:** +49 (0) 231 9822 99 60

Name  
Surname

Vorname  
First name

Firma  
Company

Position/Abteilung  
Position/department

E-Mail  
E-mail

Straße  
Street

PLZ, Stadt  
Postcode, town

Rechnungsadresse (falls abweichend)  
Invoice address (if different)

Telefon  
Telephone

Fax  
Fax

Ich kenne die vollständigen Teilnahmebedingungen, die ich unter  
[www.naturkosmetik-branchenkongress.de/anmeldung](http://www.naturkosmetik-branchenkongress.de/anmeldung) einsehen kann.

I am aware of and acknowledge the complete terms of participation, which I can  
view at [www.naturkosmetik-branchenkongress.de/anmeldung](http://www.naturkosmetik-branchenkongress.de/anmeldung).

Ja, ich bin damit einverstanden, dass Sie mich über zukünftige Veranstaltungen  
oder Neuheiten aus dem Verlag per Brief, E-Mail oder Telefon informieren. Meine  
Einwilligung dazu kann ich jederzeit widerrufen: E-Mail genügt:  
[kongress@naturkosmetik-verlag.de](mailto:kongress@naturkosmetik-verlag.de)

Yes, I consent to be informed about upcoming events or new products from the  
verlag by letter, e-mail or phone. I can withdraw my consent at any time by  
e-mailing: [kongress@naturkosmetik-verlag.de](mailto:kongress@naturkosmetik-verlag.de)

Datum  
Date

Unterschrift  
Signature

**Teilnahmebedingungen:** Die Teilnahmegebühr inkl. Tagungsunterlagen, Kongressverpflegung, Getränken inkl. Abendveranstaltung am 1. Kongresstag beträgt € 1.690 zzgl. 19% MwSt. pro Person. Frühbucherpriis: Bei Anmeldung bis zum 20. Juli 2015 beträgt die Teilnahmegebühr € 1.450 zzgl. 19% MwSt. Erfragen Sie unsere Handels- und Mehrbuchervergünstigung an 3 Personen. Trendtour Berlin 290 € inkl. Führung und Fahrtkosten. Die Teilnahmegebühr ist sofort nach Erhalt der Rechnung fällig. Die Rechnung gilt als Registrierungsbestätigung. Eine Stornierung (nur schriftlich) ist bis vier Wochen vor dem Kongress möglich. Danach fallen 50 % der Tagungsgebühren an, wenn Sie nicht einen Ersatzteilnehmer benennen. Bei kurzfristigen Stornierungen (acht Tage vor dem Kongress) oder bei Nichterscheinen werden die gesamten Tagungsgebühren fällig. Der Veranstalter behält sich vor, Themen und Referenten abzuändern. **Datenschutzinformation:** Der Veranstalter naturkosmetik verlag UG (haftungsbeschr.) Dortmund verwendet die im Zuge der Anmeldung erhobenen Daten im geltenden gesetzlichen Rahmen. Mit Ihrer Unterschrift geben Sie Ihre Einwilligung, dass wir Sie auch per E-Mail, telefonisch oder postalisch kontaktieren und über zukünftige Veranstaltungen informieren dürfen. Sie können der **Nutzung Ihrer Daten** dazu jederzeit gegenüber dem naturkosmetik verlag e.dambacher (UG), Huckarder Str. 10-12, 44147 Dortmund, widersprechen. **Zimmerkontingent:** Im Tagungshotel steht Ihnen ein begrenztes Zimmerkontingent zum Preis ab 118 € zur Verfügung. Bitte nehmen Sie die Reservierung direkt im Hotel unter dem Stichwort „Naturkosmetik Branchenkongress“ vor: [www.ellington-hotel.de](http://www.ellington-hotel.de), Tel.: +49 (0) 30 / 68 31 50.

**Conditions of Participation:** The Conference attendance fee incl. Conference material, food & beverages incl. evening event on the first Conference day is € 1.690 plus value-added tax per person. Attendance fee for early bookers up to July 20, 2015, is € 1.450 plus value-added tax per person. Trendtour Berlin: 290 €, incl. guides and bus tour. Hotel rooms: The Conference Hotel offers a limited number of rooms with rates starting at € 118. Please make your reservations directly at the hotel using the keyword „Naturkosmetik Branchenkongress“: [www.ellington-hotel.de](http://www.ellington-hotel.de).

Please find further information and our complete terms of conditions on our website: [www.naturkosmetik-branchenkongress.de](http://www.naturkosmetik-branchenkongress.de)

**Veranstalter / Organizer:**  
naturkosmetikverlag



naturkosmetik verlag e. dambacher  
UG (haftungsbeschränkt)  
Huckarder Str. 10-12, D-44147 Dortmund  
Tel +49 (0) 231 / 206 16 97  
[www.naturkosmetik-branchenkongress.de](http://www.naturkosmetik-branchenkongress.de)

**Information / Teilnahme  
Information / Participation:**

Beate Vogel  
[b.vogel@naturkosmetik-verlag.de](mailto:b.vogel@naturkosmetik-verlag.de)  
+49 (0) 231 / 98 22 99 60  
+49 (0) 170 / 81 31 24 5

**in Kooperation mit /  
in Cooperation with:**

**VIVANESS**  
International Trade Fair for Natural Personal Care  
Internationale Fachmesse für Naturkosmetik

[www.vivaness.com](http://www.vivaness.com)

**Tagungshotel /  
Conference Hotel:**

ELLINGTON HOTEL BERLIN  
Nürnberger Straße 50-55,  
D - 10789 Berlin  
Tel.: +49 (0) 30 / 68 31 50  
[www.ellington-hotel.com](http://www.ellington-hotel.com)



## Media Information

### NATURAL & ORGANIC COSMETICS CONFERENCE 2015

#### Successful cosmetics conference – international networking – dynamic development

**Dortmund, October 12, 2015** – with the forecast of a growth of 10 % for 2015, the eighth Natural & Organic Cosmetics Conference set an important signal right at the onset of the Conference. The need for strong brands and precisely addressing consumers interested in organic cosmetics were key topics of this year's Natural & Organic Cosmetics Conference. The resulting approaches for the future orientation of the market were actively discussed October 6-7 in Berlin.

More than 240 participants from all over the world, including numerous international decision makers from the industry, retail, research and associations, came together in the capital city to gather information about future approaches, trends and the changing consumer expectations.

With future-oriented presentations offering a look beyond, prestigious experts in the panels and lively discussions, the Conference presented a detailed view of current as well as multi-faceted topics – highlighted from new vantage points.

The first Conference day focused on the market. The presentation by program chairwoman and trade expert Elfriede Dambacher clearly depicted how quickly the market is undergoing changes and which opportunities and challenges will arise. The subsequent presentation by Dr. Wolfgang Adlwarth from GfK SE began with the forecast of a revenue growth of 10 % for organic cosmetics by end of August 2015. The expert stated in detail how the continuing demand can be explained and which consumer groups will be relevant in the future. While in the past years organic cosmetics targeted the „purists“, these are now undergoing changes and are determined by the „responsible self-stagers“ – a target group not complying with given rules, but instead combining the seemingly uncombinable. This results in new requirements for the entire cosmetics industry. Contradictions become part of life, deficiencies are showcased. The communication and shopping behavior of this potential target group may no longer be compared to former market conditions, requiring a new approach from all market participants. This once again underlined the importance of e-commerce and local, appealing shopping locations.



Alina Scheinker from Euromonitor in London described the effects on the international cosmetics market. She portrayed current trends, but also the reactions of the industry concerning the strong trend for green cosmetics.

The keynote-presentation by Prof. Dr. Ulrich Reinhardt of the BAT Foundation for Future Studies allowed an informative outlook on social changes and possible consequences for retailers and the cosmetics market.

In the afternoon, the lively discussion about the D A CH-Region showed the similarities and differences of the German-speaking markets, but also offered potential approaches for learning from the neighbors.

The first Conference day closed with the presentation about gender marketing and once more depicted the importance of distinct consumer communication to reach its full potential.

The second Conference day centered on brand development. Felix Schaefer from Schaefer market research offered exclusive survey results about the perception of organic cosmetics in comparison to near-natural and conventional cosmetics. The experiment illustrated how a sound expansion of brand portfolios can extend customer reach in pharmacies and perfumeries – a fascinating approach for industry and retail.

An interested audience followed the contributions in the two discussion forums A and B on the second Conference day. Panel A covered the topic BIG DATA natural & organic cosmetics and the relevance of social media in communication. Prof. Fabian Sippel from klartxt GmbH supplied a detailed introduction, Ute Holtmann from EHI Institute presented survey results and the best practice example showcased the young startup company Brooklyn Soap Company and their fresh ideas for the development of an organic cosmetics brand. Panel B picked up on the current topic of ethic labels and questioned how much differentiation can be communicated.

The discussion focused on the presentation by Farhan Tufail, Director of Halal Certification Services GmbH, about halal certification of raw materials and cosmetic products.

The presentation by Christoph Engl, Managing Director of Brand Trust GmbH, was considered to be one of the highlights of the Conference. His captivating insights about the development of strong brands and how the conversion from a generic brand of „natural cosmetics“ to a differentiated, strong natural cosmetic brand can be successful, thrilled and inspired the audience.



During the afternoon one of the panels also focused on the planned ISO-guidelines. A panel with international experts, complemented by 2-minute statements from relevant certifying organizations, allowed the audience to gain a substantiated picture of the latest developments and an assessment from the experts.

Once more the two Conference days showed the importance for this dynamic market to focus on future-oriented topics and for international discussions. With lively discussions and presentations from international experts, the eighth Natural & Organic Cosmetics Conference once more offered valuable insights for the future development of the market. In addition to the industry highlight VIVANESS, the international trade fair traditionally held in Nuremberg in February, the Natural & Organic Cosmetics Conference is considered as another industry highlight in the fall.

Participants of the Natural & Organic Cosmetics Conference 2015 once again were very pleased and confirmed that the Conference turned out very well. For more than 80 %, expectations were met and sometimes even exceeded. Participants consider information about current topics as equally important as the opportunity for international networking. This opportunity once again arose during the traditional networking-highlight, the get-together on the evening of the first Conference day.

Positively received was also the artistic finale of the Natural & Organic Cosmetics Conference. The business theatre Art of Change presented an unusual review of the Conference and played a positive final chord thanks to a scenic outlook on the coming years, with a distinct message: natural and organic cosmetics will remain a major part of the entire cosmetics market and will remain in the focus of growth.

Elfriede Dambacher, program chairwoman and trade expert, was pleased with the success of the Conference: „Every year the Conference addresses more key players worldwide and confirms once more how important communication at a key level is beyond the day-to-day business. We would like to offer that opportunity again next year during the Conference held September 27-28, 2016.“

#### **Participants and Conference partners also offered positive feedback:**

##### **Michael Glückstadt, Fair Squared GmbH**

„Advantage gained by information in the world of cosmetics.“

##### **Susanne Stoll, redSpa Media GmbH**

„Very interesting speakers, a great variety of topics and an inspiring program offering ample opportunities for networking. An industry event with added-value.“

**Silvia Holzgruber-Riess, Wala Austria, AT**

„The best 'nourishment' for daily business in a long time.“

**Gundula Böger-Heidenreich, Edeka Minden-Hannover GmbH**

„A well-balanced and interesting platform for the natural and organic cosmetics market. A broad spectrum for manufacturers, retail, market research and development.“

**Maria Lüder-Specht, Quenax AG, CH**

„A very successful mix consisting of an interesting Conference and rewarding networking.“

**Sofia Bozoukova, Pro SiebenSat1 Media SE**

„Very informative and inspiring, keep going!“

**Meike Rauschen, natureme, Parfümerie Douglas GmbH**

„An great opportunity to network and getting to know the industry as well as great and interesting participants.“

**Uli Osterwalder, BASF PCN, Monheim**

„The Conference offers a good overview and outlook on the natural and organic cosmetics industry.“

**Seema Shende, Vana Retreats, India**

„Thank you very much for the courtesy extended and hospitality during the Conference. It was worth coming, innovative, informative and interactive. Many congratulations for the success.“

**Susanne Jaenichen, Dr. Straetmans GmbH**

„I enjoy attending and do so every year, as the mix of topics is great and I am always inspired anew.“

**S. Selçuk Mumcu. Director of Sales – International, Aubrey Organics, Inc., USA**

„If you are a believer that right questions lead to right answers, then attending the Natural Cosmetics Conference should be high on your list. Following two intensive days in Berlin, new questions are being formulated that are likely to lead to organizational changes. Here is the caveat, while no one has all the data, the Natural Cosmetics Conference has made an enormous effort to bring different data sets and then let experts interpret them for what it could mean for our industry. From gender marketing to online sales impact in the European market, from general marketing concepts to demographic time bombs that will lead to massive changes in the coming decades, very informative and thought provoking ideas were evaluated in the context

**Natural Cosmetics Conference**  
Facts - Markets - Perspectives

of the natural cosmetics industry. Result: I am returning back with new sets of questions that can only contribute to more ideas and new concepts on how we conduct our business in the coming years."

**Gerald Herrmann, Organic Services, Munich**

„For those interested in natural and organic cosmetics or active members of the industry, being present at the Conference is a must.“

**Moritz Aebersold, Contura Consulting, Basel, CH**

„As an active contributor and interested participant, I have returned home with valuable impulses following two intensive days at the Conference. I consider the Conference to be a valuable focal point for the industry to nurture contacts with long-time business partners, friends, the media and last but not least potential new clients.“

**Danila Brunner, Director of Events, BIOFACH / VIVANESS, NürnbergMesse**

„Two interesting Conference days offered a multitude of interesting discussions and many inspirations for all participants. Once again the Natural & Organic Cosmetics Conference confirmed: The future needs to be shaped. The next opportunity for professional exchanges at the highest level will be offered by the VIVANESS 2016 in Nuremberg, the central product-, knowledge- and networking platform for the natural and organic cosmetics industry. We are already looking forward to experience the joint spirit of the industry at the trade fair.“

Program chairwoman and organic cosmetics expert Elfriede Dambacher, managing director of the publishing company naturkosmetik verlag in Dortmund, hosts the Natural & Organic Cosmetics Conference in cooperation with the NürnbergMesse, organizer of VIVANESS. The next leading international trade fair for natural cosmetics will be held February 10-13, 2016, in Nuremberg.

**The next Natural & Organic Cosmetics Conference will take place September 27-28, 2016, at the Ellington Hotel Berlin.**



**Contact for Conference participation:**

Ms. Beate Vogel

[kongress@naturkosmetik-verlag.de](mailto:kongress@naturkosmetik-verlag.de)

**Media Contact:**

Mrs. Britta John

[b.john@naturkosmetik-verlag.de](mailto:b.john@naturkosmetik-verlag.de)

naturkosmetik verlag e. dambacher UG (haftungsbeschr.)  
Kongressmanagement

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

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

Under the menu option media you will find additional information and banners for downloading on our website [www.naturkosmetik-branchenkongress.de](http://www.naturkosmetik-branchenkongress.de). The item foto-service offers photos from the Natural & Organic Cosmetics Conference 2015 free for publication.

[www.naturkosmetik-branchenkongress.de/naturkosmetik-branchenkongress/de/foto-service.html](http://www.naturkosmetik-branchenkongress.de/naturkosmetik-branchenkongress/de/foto-service.html)

