



Press Release

NATRUE at VIVANESS 2020

The international natural and organic cosmetics and personal care sector will meet once again at VIVANESS in Nuremberg, Germany from 12 to 15 February 2020. NATRUE, the non-profit International Natural and Organic Cosmetics Association and official honorary sponsor of VIVANESS, will be co-exhibiting on the “NATRUE Pavilion” with global manufacturers, presenting joint stakeholder initiatives and the latest regulatory updates in the natural and organic cosmetics sector.

A new concept: the NATRUE Village

Having the NATRUE Pavilion at its center, the NATRUE Village will be a brand-new concept whose objective is to bring together NATRUE members, label users and NACs to show the unity and common values under the NATRUE Standard. While the NATRUE Pavilion will keep hosting NATRUE’s joint stand with label users’ representatives of Germany, France, Italy and Switzerland, the individual stands surrounding it will be those of NATRUE’s pioneering members.

Key facts about the NATRUE Pavilion in VIVANESS 2020

NATRUE is delighted to announce that the following label users and third-party manufacturers will join us in the NATRUE Pavilion at VIVANESS 2020:

Beauty Garden (France), **Dermoplant** (France), **Enolea** (Italy), **Hej Organic** (Germany), **Natural Organic Naturkosmetik** (Germany), **Premium Cosmetics GmbH** (Germany), **Überwood** (Germany), **Vedic Aroma** (Switzerland).

The NATRUE Pavilion will be located at **Hall 3C**. More information about the stand number will be announced in the coming months.

We’re looking forward to meeting you!

The NATRUE team will be happy to receive all visitors at our stand in the NATRUE Pavilion during the fair days (from 12 to 15 February 2020). More details about the opening ceremony, the NATRUE Press Day and NATRUE’s presentation by Dr Mark Smith, NATRUE’s Director General, about key developments in the natural and cosmetics sector and NATRUE’s Standard latest updates will be published soon. Stay tuned and follow us in [Facebook](#), [LinkedIn](#) and [Twitter](#) for more information.

About NATRUE:

NATRUE is an international non-profit organisation located in Brussels. It has promoted and protected authentic natural and organic cosmetics since its creation in October 2007. The NATRUE label sets a high standard which guarantees quality, integrity and transparency so consumers worldwide may identify and enjoy natural cosmetics truly worthy of that name. To date, over 6,200 products and more than 270 raw materials are NATRUE certified. If you want to know more details about NATRUE certified products, you can check NATRUE’s online database at www.natrue.org.