

# Natural Cosmetics Conference 2013

[Berlin, Germany]  
[24. – 25.9.2013]

## Press Release

### Natural Cosmetics Conference 2013

#### Sustainability – Value-oriented Management – Identity

For the third time, the annual Natural Cosmetics Conference will take place at the Hotel Ellington in Berlin on 24 & 25. September 2013. Once again the Conference will offer an international platform for intensive networking and the discussion of current trade topics. The Conference will foremost focus on the topics of sustainability and value-oriented management.

The two Conference days will focus on how reality and discrepancies are becoming increasingly blurred when sustainability is concerned, how the growing natural cosmetics market is facing the increasing competition with new concepts and how the identity of natural cosmetics can be authentically presented in the future.

Aside from current market data, the agenda offers interesting discussions, experts, trend reports and Best Practice examples.

Once again the participants may choose between two focus topics: Panel A covers brands, distribution and retail concepts, Panel B will highlight questions concerning research, development and production.

This year's keynote speakers will reflect on the focus topic of credibility with different perspectives:

**Wolf Lotter**, author, journalist and co-founder of the economy magazine „brand eins“, emphasises that authenticity and trust are hard business factors which will be decisive for future success.

**Prof. Dr. Dr. h.c. Friedrich Glasl**, lecturer at the University Salzburg and consultant at Trigon Entwicklungsberatung, Salzburg, Austria, focuses on

authentic leadership within the framework of his presentation on market efficient company development.

Several presentations and discussions will focus on the topic „customers between luxury and naturalness“, highlighting new customer expectations: Is the market developing a new mentality? Which messages and claims are really reaching the consumers?

The Conference will also cover the topic of the emerging markets in Asia and USA and present new possibilities with a view towards combining nature and science.

Trade experts and everyone interested in the changes of the cosmetics market may look forward to an interesting Conference. The platform addresses decision makers from the beauty trade. Aside from the Conference program, the event will offer valuable opportunities for international networking.

**The Conference is held September 24 & 25, 2013, at the Hotel Ellington in Berlin.**

On the day prior to the Conference, the organizers are offering a 4-hour Trendtour in Berlin. Participants may discover innovative shop-concepts for organic cosmetics at various hot spots in the city.  
(September 23, 2.00 - 6.00 p.m.)

The Program chairwoman, Elfriede Dambacher, is Managing Director of the Naturkosmetikverlag Publishing Company in Dortmund and organizes the Natural Cosmetics Conference in cooperation with the NürnbergMesse – organizer of VIVANESS, the leading trade fair for natural cosmetics.

**Please find further information and Download-Service at:**  
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