

ANNEMARIE KRUSE REPORTS FROM NUREMBERG

German naturals show their wares

The main Vivanness exhibition area was dominated by the big German companies like Dr. Hauschka, Kneipp and Primavera, Logocos group with its Sante, Logona and Heliotrop ranges, Lavera, Martina Gebhardt, Santaverde and Speick.

Anti-ageing products were much in evidence, as were CC creams. Lavera is bringing out its first CC cream soon, as is Logocos' Sante colour cosmetics range and skin care brand Heliotrop. Santaverde, a company which specialises in products based on aloe vera juice introduced its new four-sku anti-ageing range Age Protect while Logona launched Age Protect Hyaluron, a ten-sku range based on sea buckthorn extract and hyaluronic acid.

Smaller German exhibitors included budget colour cosmetics brand Benecos which presented a whole host of new colour cosmetics, as well as skin and body care range Nonique. Nonique products are based on extracts of the Caribbean noni plant and the company is currently extending its German distribution by entering Germany's two biggest drugstore chains DM and Rossmann.

Some of the smaller companies included brand new German brand Jean & Len which manufactures certified organic skin and body care as well household cleansers, and premium artisan skin care label Inlight Organics from the UK. Inlight products are based on oil-infused herbs and flowers and are handmade in St Keverne in Cornwall.



Vivanness: organics booming

The worldwide organic beauty market is booming. Germany in particular has a mature organic C&T industry and since 2007 the country has been hosting Vivanness, Europe's most important trade fair for organic cosmetics. Each year Vivanness is held in Nuremberg along with Biofach, the biggest international trade show for the organic food industry. This year's Biofach/Vivanness took place from 12-15 February and a total of 42,000 trade visitors attended both shows. There were 192 exhibitors from 30 countries.

Some 63 exhibitors were from Germany while the remaining 129 companies came from countries as far flung as Japan, Tunisia, the US and Bulgaria. The country with the biggest presence was France with 41 stands, followed by Italy with 22 exhibitors.

This year's show also marked Japan's debut as an exhibitor country. Three Japanese companies showed off their product ranges at the show. Kodera Herb Garden makes herbal cosmetics with Yuzu and Shiso essences while Kamitsuren uses German chamomile extract as key ingredients in its bath and body care products. Manufacturer Musica presented

two brands: skin care label Quon which is based on green tea, and Leona, a range of cleansers and moisturisers with lava clay and purple gromwell root.

Other international exhibitors included Natura Siberica from Russia whose latest launch is Oblepikha Siberica Professional, a hair care range based on cold-pressed seabuckthorn oil.

Mádara, a premium beauty range from Latvia, was at Vivanness for the second time and presented its latest product innovation, a serum in the Time Miracle range as well as a skin and body care balm, Daily Defense.

The trade show was accompanied by a range of seminars and lectures on issues facing the German and international organics industry. An ever recurring topic is product certification, especially the ongoing harmonisation process of national labels like BDIH, EcoCert and Soil Association into the single international COSMOS logo. There were also lectures on the Russian and Chinese organic markets and discussions on the role of fair trade and sustainability in organic manufacturing.

The next Vivanness will take place from 11-14 February 2015.

Niche players breeze in with novelties

Some of the more interesting niche brands were presented at Breeze, a special section of the exhibition hall. The Novelties area, which showcases the latest product launches, also made a comeback this year and an entirely new format was Meet & Talk, a series of short interviews with leading figures of the international organic beauty industry. Among the Breeze exhibitors was German brand Soap Mystic, a first-time exhibitor at Vivanness. Founded three years ago in Karlsruhe, Soap Mystic makes herbal bar soaps; the range includes variants with rose and evening primrose oil, lavender and lemon, and rosemary and lemongrass.

Also at Vivanness for the first time was Dabba, a young label from Latvia. The company manufactures herbal waters with local ingredients and its product range includes beautifully packaged face sprays. Karethic from France specialises in products based on unrefined shea butter sourced

from a commune of women shea tree growers in Benin in West Africa. Also at Breeze were Latvian face and body care brand Kivvi Organics, Irish Organics from the UK and Hilla Naturkosmetik, Germany's first online store specialising in Scandinavian and Baltic organic cosmetics, which presented a couple of its brands, including soap manufacturer Aamumaa from Finland and skin care brand Joik from Estonia.



Nuritas unveils peptide plans

Irish biotech firm Nuritas has developed a methodology using computational biology to produce peptides, which it hopes will lead to a cheaper method of producing peptides than the current approach.

Peptides are tiny fragments of protein molecules that act as signal generators to the body. In skin care products they can stimulate the natural production of collagen and elastin, both of which plump the skin

and give it elasticity, but also diminish with age. The company has come up with bioinformatic technology by which millions of peptides derived from food can be efficiently narrowed down to a handful of peptides that will show important health and wellbeing benefits to humans and animals, said the firm's founder Dr Nora Khaldi.

www.nuritas.com

The Algraal Project gets going on algae

The Algraal Project, which aims to develop an algae based source of fatty alcohols and emulsifiers for use in the cosmetics industry, has been officially launched.

The three-year project brings together four industrial partners: speciality ingredients manufacturer Seppic, which will lead the project, microalgae specialist Fermentalg, fine chemicals manufacturer La Mesta and biodegradable packing specialist Vegeplast, along with three partners from the public sector – the University of Le Havre, the École Nationale

Supérieure des Ingénieurs en Arts Chimiques et Technologiques and the Institut National de la Recherche Agronomique. Algraal is also supported by four competitive clusters – Cosmetic Valley, Agri Sud Ouest, clean technology cluster TRIMATEC and fragrance and flavours cluster PASS (Parfums Arômes Senteurs Saveurs). In addition, the project has support from cosmetics manufacturers, including Seppic clients Clarins and Yves Rocher.

www.seppic.com

Givaudan closes in on Soliance acquisition

Givaudan has entered into exclusive negotiations to acquire 100% of the shares of Soliance SA and its subsidiaries. Soliance is currently a division of ARD (Agro-Industrie Recherches & Développements) that provides innovative cosmetic solutions to its international clients and partners and develops high added-value active ingredients, derived from vegetable sources, micro-organisms and microalgae. Michael Carlos, President of Givaudan's Fragrance Division, said: "We expect Soliance to become an integral part of the Fragrance Division and bring significant contributions over the next few years, particularly in research and development."

While terms of the deal have not been disclosed, the Soliance operations would have represented approximately Swiss franc CHF25m of incremental sales to Givaudan's results in 2013 on a proforma basis. The transaction is expected to close in the second quarter of 2014, subject to the customary closing approvals and conditions which includes consultations with the employee representative bodies.

www.givaudan.com

REACH introduces chemtrac3 online tool

The REACH Centre has announced the launch of chemtrac3, the latest version of its online chemicals management and regulatory reference tool. Additional features include the ability to upload and manage substances, monitor the regulatory compliance status of products, share substance lists with colleagues for easy project management and invite suppliers to view the company's Restricted Substances List.

"Having the users in mind, chemtrac3 makes it even easier to manage the chemicals in your business, upload, crossreference and create your own lists, customise your home screen to show only the regulations you are interested in and record additional information relating to your chemicals and products," the organisation said. The online tool covers more than 150,000 chemicals and more than 100 global regulations.

www.chemtrac.co.uk

Sign in to your account today:

cosmetics
INTERNATIONAL

- ★ *Breaking News*
- ★ *Industry Analysis*
- ★ *Market Reports*
- ★ *The Latest Innovation*
- ★ *Leading Insight & Research*

cosmetics
business

For even more content - Online. Anywhere. Everywhere.

Contact subscriptions@hpcimedia.com for your log in details