



# The future of natural beauty



1-2 APRIL 2012  
OLYMPIA | LONDON

Part of



**Not just skin deep...**  
personal care, hair, face,  
anti-ageing, cosmetics,  
bodycare, mineral, fair-  
trade, oral care, suncare,  
supplements, mother &  
child, male grooming...

**Natural & Organic Products Europe**  
is Europe's most important trade event  
for buyers looking to source natural per-  
sonal care products.

■ **Showcase** your range to major beauty  
buyers and retailers who are actively seek-  
ing out new products. Because we're trade-  
only, everyone on the show floor is ready  
to do business with people just like you.

■ **Connect** with around 1,000 overseas  
buyers from over 60 countries. Today's  
export market is massive, so it's more  
essential than ever to meet the right buy-  
ers. That's where our brand **NEW Hosted  
Buyer Programme** comes in. We will per-  
sonally identify top industry buyers and  
bring them to the show. That way, we can  
guarantee you will meet the key distribu-  
tors and large retail chains who have the  
power to make your products go global.

■ **Network** with the natural beauty industry.  
Make new contacts and stay up-to-date on  
industry issues at our expert-led seminars.

“**Loved the show, fresh and  
vibrant. We met new and old  
customers. The perfect launch  
place for new products.**”

**SUE LOSSON, THE GREEN PEOPLE COMPANY LTD**



# Europe's No.1 natural beauty show...

...where beauty's biggest buyers discover natural brands



**Natural  
Beauty  
& Spa**

Today's beauty consumers don't just want to look good, they want to feel good about their favourite products too. And that's why the natural beauty industry continues to go from strength to strength. Every year at Olympia we bring together the cream of the industry and introduce them to the key buyers that can boost their sales figures and build international brand awareness.

## Top buyers focused on your brand

We pride ourselves on giving exhibitors the opportunity to put their products in the hands of big name buyers with global reach. Our extensive visitor campaign starts six months prior to the show and is tailored specifically to ensure the influential buyers you need to see are there on the show floor.

Whether you manufacture organic make-up, beautiful natural body care products or innovative accessories, there are fantastic opportunities waiting here for you. If natural beauty is part of your business, can you really afford to miss out?

Just look at who you'll find...

- Independent & Multiple Health Stores
- Department Stores
- Distributors & Wholesalers
- Specialist Retailers
- Supermarkets
- Beauty Salons
- Spas, Health & Leisure Clubs
- Chemists
- Online Retailers
- Press/TV/Radio

**7,587**  
total attendees

**93%**  
rated show good  
or excellent

**84%**  
plan to make a  
purchase as a  
result of visiting

**68**  
countries across  
the globe send  
buyers

## Visitors include...

Whole Foods Market | Harrods | Lovelula.com | Planet Organic | Liberty | Space NK | Waitrose | John Lewis | Selfridges | Boots | Vogue | Holland & Barrett | As Nature Intended...

## Seeking the 'next big thing'



New products are vital to the growth of any industry, and the natural beauty market always has a wealth of innovative new products to exhibit in the **Natural Products Showcase**. It's a must-visit feature for buyers looking for the 'next big thing'. Retailers can vote for their favourites too, with the overall winners announced at the **Natural & Organic Awards** evening.

## Shining the spotlight on natural beauty



Since its launch at the show four years ago, the dedicated **Natural Beauty & Spa Theatre** regularly attracts some of the beauty industry's leading experts ready to address a packed audience of retail buyers. Anyone looking to find out what's new in the world of beauty is here, including top buyers, industry professionals and key beauty journalists.

## Celebrating your products



Have you got the best new natural or organic beauty product? Or, how about the best new skincare or baby range? If you have recently launched new products in any of these categories then make sure you enter the show's prestigious **Natural & Organic Awards**. Whilst winning is an accolade in itself, winners will also benefit from some fantastic brand exposure both during and after the event.

## Pampering the professionals



Beauty buyers and press can be treated to a soothing massage, or a reviving natural make-over in the **Beauty Pamper Zone**. Once there they will find a team of beauty professionals dedicated to making them look and feel fantastic. Best of all – they also have the chance to personally feel the benefits of a selection of the best products from the show.

Book your stand today, call +44 (0)1273 645126 [www.naturalproducts.co.uk](http://www.naturalproducts.co.uk)

Don't miss the natural beauty event of the year: 1-2 April 2012 Grand Hall | Olympia | London



“We exhibit at 20 shows worldwide and this one has to be the best. The quality and quantity of UK and international visitors was excellent.”

DEBBIE GARDNER, AURA SOMA

## Stand Costs

2012 Stand type and costs.  
Premium stand position +10%

Shell scheme - one side open	£329 per sqm
Shell scheme - corner site	£391 per sqm
Space only	£346 per sqm



Organised by

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BUSINESS COMMUNICATIONS ■ UK

Member of **aeo** **ufi**

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*See you at the show!*