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- ▶ RED GAMMA Raspberry Seed Oil
- ▶ RED TOCOL Cranberry Seed Oil
- ▶ SHAJIO Seach Buckthorn Berry Oil
- ▶ VITA Strawberry Seed Oil
- ▶ EFADUO Blackcurrant Seed Oil
- ▶ ISP Captivates

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green chemical solutions

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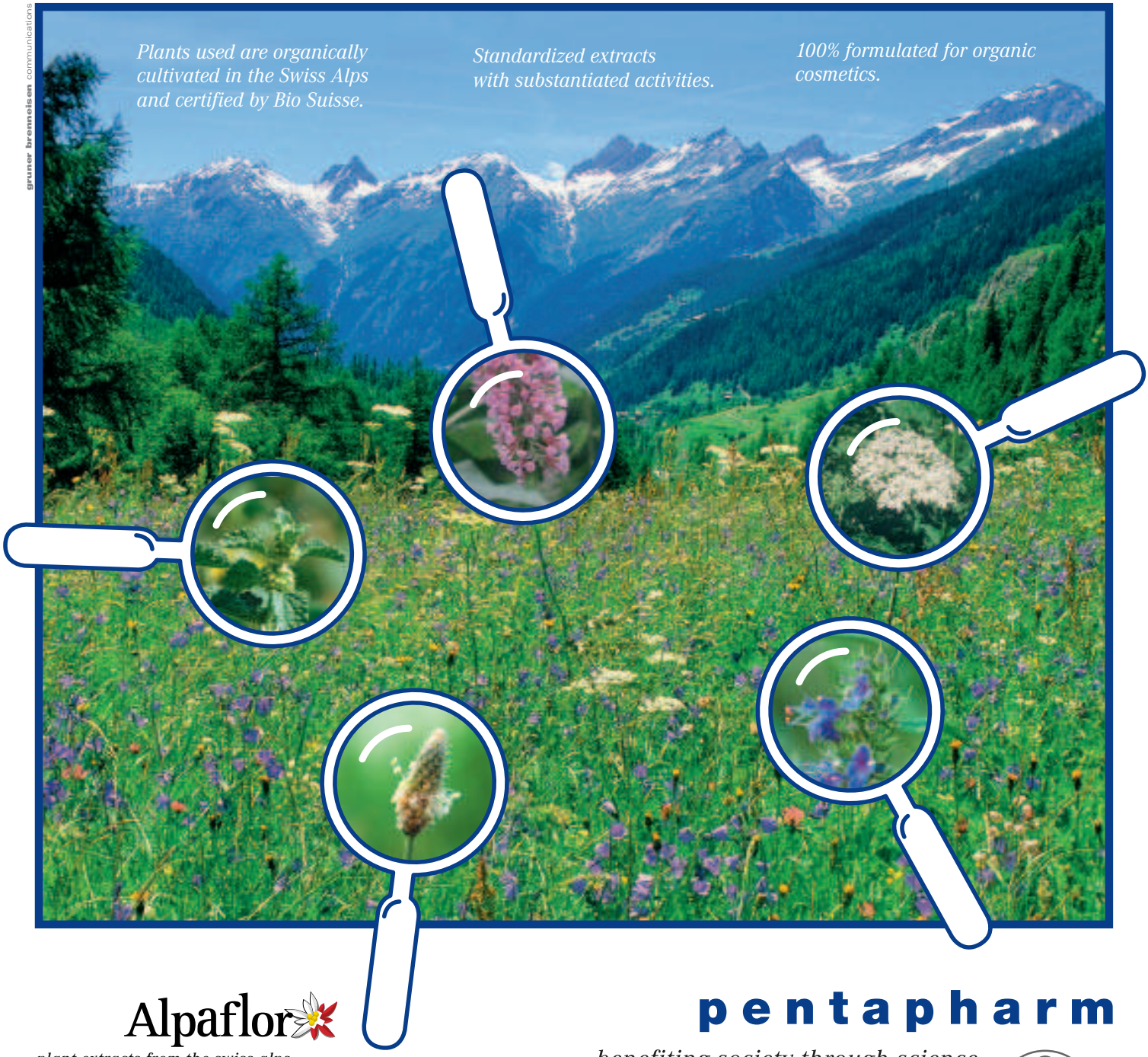

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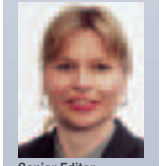

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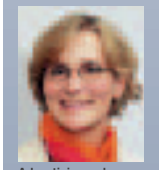

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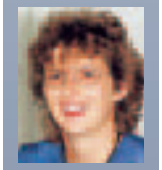

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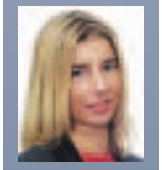

Subscription service
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HEALTH BEAUTY

Member of the German association for verification of magazine and newspaper circulation figures

Volume 8 ISSN 1439-7676

Published by Health and Beauty Business Media GmbH
Managing Director: Jürgen Volpp
Director Beauty Publishing: Claudia Maisner

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The current list of advertising rates is dated 1st of Jan. 2007.

Circulation Service Health and Beauty Business Media GmbH
Elke Hucker
Phone: +49 721 165-392, Fax: +49 721 165-103
Published: 12 times a year
COSSMA: formerly „Parfümerie und Kosmetik“ and „Aerosol and Spray Report“

Subscription Rates Purchase price/annual subscription rates:
Germany: € 186; outside Germany: € 192.
Cancellations addressed to the publishing firm by letter will be accepted one month before the end of the subscription year. The subscription fees will be billed in advance once a year. A quarterly debit transfer arrangement via a bank or post office is acceptable.

Printing VVA GmbH/Wesel Kommunikation
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Say hello to nature!

Natural cosmetics have been enjoying an uninterrupted boom for some years now, but recently the subject has been enjoying a particularly high profile. In France, for example, the market for natural cosmetics has grown by 40 percent over the last two years, according to Euromonitor.

"It's no wonder that even the big cosmetics manufacturers are now starting to react. In fact some of them have simply bought the necessary natural cosmetics know-how," says Carrie Mellage of Kline & Company. "For instance Colgate-Palmolive has acquired the natural toothpaste brand Tom's of Maine, and L'Oréal has bought the Body Shop and Sanoflore. Clarins now have 10 percent of the French company Kibio SAS to jointly develop Kibio Active Nature brand natural organic products. And let's not forget that Estée Lauder has been in the natural cosmetics business for some time with the Aveda and Origins brands".

With natural cosmetics still in need of a clear definition it is understandable that certifying the products is a complicated matter. "There are in Europe organisations such as the BDIH, the Soil Association, Ecocert and Aiab, that have set up national regulatory frameworks, but the manufacturer will often choose to be certified by the organisation with the highest level of international recognition. In Europe that is Ecocert", says Imogen Matthews, consultant to In-Cosmetics. "In the USA you need the USDA seal from the Department of Agriculture, and here the same strict conditions apply as with organic food". You can read more on the subject of natural cosmetics and the latest developments on pages 10 to 20.

It is of course always interesting to see which ingredients are accompanying the natural cosmetics trend. "The main trend that we can see this year in our GNPD data base, which we use to monitor new cosmetics product launches, is purity. That means ingredients that come from unspoilt, undisturbed nature, for example from alpine, nordic or arctic regions. Another key trend that has impacted on product launches in 2007 is authenticity. This means that the demand for natural and organic products has grown by leaps and bounds," explains Amanda Lintott of Mintel.

In addition to the interesting selection of topics that we have for you in this focus on natural cosmetics, there is also once again a host of other very interesting articles, such as the previews of congresses and exhibitions – this month SEPAWA and LuxePack.

So we hope you enjoy your latest COSSMA,

Yours

Angelika Meiss
Senior Editor

PS: Are you interested in the Russian market? Then you will certainly be interested in our on-line Russian edition which is being published to coincide with two parallel events – Intercharm und In-Cosmetics Eastern Europe. If you would like to know more about COSSMA's internationalisation why not call and see us on Stand MH1?

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