

Natural Cosmetics Market in Russia – Background

Further Information:

DR. KIRSTEN HÜTTNER -

Rus Expert freie Beraterin, Widdersteinstr. 6 D - 70327 Stuttgart, Germany

Phone +49 (0)711 577 32 80 Fax +49 (0)711 577 32 82

rus-expert@t-online.de

www.ekokosmetika.ru

www.rus-expert.de

www.cossma.com/ru

www.intercharm.ru

For further information on Intercharm Green Valley, contact

natalia.gavrilova@reedexpo.ru alexander.kalyagin@reedexpo.ru Phone. (+7 495) 937 6861

Join natural cosmetics market leaders and pioneers in **GREEN VALLEY at InterCHARM**, the largest international trade fair in Russia, CIS and Eastern Europe, and benefit from opening business opportunities!

Special location and signage in the venue – high visitor traffic is guaranteed

Promotion to target audience (distributors of cosmetic brands, retailers, pharmacies) via dedicated marketing campaign: regular e-newsletters and personal invitation of buyers, media coverage, internet advertising

Green valley: why now?

Russian market of natural and organic cosmetics holds many opportunities

Positive experience for natural cosmetics sector development at InterCHARM:

ECO-HOME launched at InterCHARM in 2013, a new sector dedicated to eco-friendly home care was welcomed by the industry, attracted retailers, distributors and consumers from Moscow and Russian regions and had great success.

BIO.RUS national award for the best natural cosmetics organized in 2013 by Perfumery and Cosmetics Association of Russia and InterCHARM – 13 international and local companies participated: a true evidence of growing interest to natural beauty.

Global beauty market trends have always been reflected at InterCHARM, and year by year it is giving stage to more and more green-oriented companies and brands.

OVER 40 NATURAL BEAUTY BRANDS PARTICIPATED IN 2013:

Acorelle, Annemarie Boerlind, Born to Bio, botanicalife, Calendula Nativ, Cattier, Dizao Organics, Dr.Hauschka, • Ecolab, Essentially yours, Florame, K pour Karite, Lavera, LCBio, Living Nature, Mi&Ko, Natura Siberica, Organic Essense, Organic People, Organic Surge, Pangea, Pureganic, Nature&Trust, Purity Herbs, Iceland, Santaverde, Soley Organic, Styx, Topfer, Weleda...

http://www.cossma.com/fileadmin/all/cossma/Archiv/MarketData/COS1408_10_greenvalley.pdf