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Mark Wuttke
Photos DR

Mark Wuttke

"MILITANT ENERGY"

What is it that has made Mark Wuttke so energetic? Could it be the beneficial features of his native Australia, the Barossa Valley and its vineyards, renowned for their special qualities?

When it comes to defending agriculture, natural products and sustainable development, certainly! Mark Wuttke, president of the group of the same name, is specialized in luxury products and more particularly in spa and organic products. Before founding his own consulting firm, Mr. Wuttke helped in the

successful launch of the Australian brand Jurlique in the United States as president of the American company. After 16 years spent in the sector of natural medicine and 10 in natural cosmetics, and as an expert in the world of luxury spas, he travels the world enlightening professionals. Organic and natural products are among his favorite subjects; and he will not rest until all are informed of the certifications of products in the United States. He insists on the need for having *"an industry voice to prevent the sector's abuses and excesses."* Having taken part in the first Natural Beauty Summit in Paris in November 2007, he appreciated the highly interesting content: *"one of the best meetings on natural products."* So he is very happy, of course, about the promise to define and give status to natural and organic products, sketched out by NaTrue interest group authorities.

S.C.
March 2008 #17

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