



WHEN:

SATURDAY 17th APRIL 2010

2.00 PM - 4.30 PM

WHERE:

Green-volution Room

HALL 25N

ORGANIC BEAUTY: FAD OR REAL MARKET OPPORTUNITY?

FOCUS ON:

- Consumer attitude towards the green market: safe/eco-conscious/social responsible
- Why 'green' products and why now?
- Inner and outer beauty – a modern take on skincare regimens
- What is the socio-economic cost to businesses who don't take an environmentally socially responsible approach?

SPEAKERS :

Horst Rechelbacher – INTELLIGENT NUTRIENTS - USA

"Organic Beauty: Here to Stay"

Mark Wuttke –WUTTKE Group - USA

"Ecoflation could hit the beauty industry hard in the near future"

Jonathan Ford – Pearlfisher – UK

"Is your beauty brand really good enough?"

Nelly Grosjean – Biossentiel – France

"The real need and wishes concerning the "green life style" on our planet".

Moderator and KeyNote Speaker:

Horst Rechelbacher

Partner : The Organic Monitor

Free entrance