



**natural
& organic**
products europe

LONDON

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ExCeL | London



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Show Review

7,456 total attendees from 73 countries | Over 800 exhibitors | 55 speakers



Two-day triumph

For an industry starved of live events during the peak of the pandemic, there was nothing more gratifying and energizing than returning to ExCeL to walk the show floor at Natural & Organic Products Europe (NOPEX), surrounded by the buzz of business, the chatter of colleagues, and the laughter which comes from a long-awaited catch-up.

Whether attending to rendezvous with an old friend or strike a deal with a new business contact, the joy of in-person events was evident on the faces of visitors and exhibitors alike.

During the two days of NOPEX it felt like the sector

had come alive again. The show welcomed 7,456 visitors and, through its partnership with ReSea Project, removed the equivalent of 745,600 plastic straws from oceans and rivers. New products were launched, touched, tasted, judged, awarded and eventually stocked by the influential retail buyers who attended the expo. Today's most pressing issues across health, food, beauty and natural living were discussed and debated on stage, with some of the biggest names in the business offering insights and expertise on sustainability across the board. Market data was revealed, campaigns were unveiled, trends were

promoted, post-pandemic health was assessed, the climate crisis was addressed and the tricky, nitty-gritty realities of changing regulatory landscapes were dissected.

In the context of a global pandemic there can be no winners – but if ever there was a sector which rallied for the good of people's health, which put purpose before profit in the face of a worldwide health crisis, which saw an unprecedented rise in demand for its products as a result, which negotiated every hurdle and found a solution to every challenge, and which eventually came out the other side of a crisis stronger than ever before, it's this one.



Holland & Barrett in talks with record number of live pitchers

Joanne Cooke, trading director of beauty and sports nutrition at Holland & Barrett (H&B), opened this year's live pitch by saying how unique an opportunity the session was for up-and-coming brands. Also on stage were Campbell Ettinger, trading director of food; Sarah Looms, senior category manager of vitamins and supplements; and Darsh Chand, director of stores.

This dynamic pitch – led by *Natural Products News* publisher Dominic Roberjot and Eco Life Scandinavia event director Melina Viking – was jam-packed with innovations from across the global natural and organic market. In fact, the H&B team was so impressed by this year's submissions they selected seven lucky companies, rather than the usual six, to pitch their products.

The panel's standout favourite was BOMIMO MenoShake by Girl Power Nutrition, which was also popular with visitors, winning Best New Specialty Health Product in the Natural & Organic Awards Europe. The buyers agreed the daily protein shake was delicious, well-packaged and would be well received in a huge, untapped and under-served market.



H&B also asked for further talks with three other brands whose innovative products and sustainable credentials blew them away.

Your Super from the US gave the buyers a taste of its Gut Restore Mix, an instant tropical drink powder containing superfoods and live bacteria within ambient-friendly microcapsules. LoveMade Organics caught the buyers' attention as the first baby food company to introduce pouches with a 'low in sugar' nutrition claim authorized by EU law. Finally, Extraordinary Foods served up its range of Pimp My Salad meal toppers, which included a vegan Coconut Bacon that



Chand enthused 'shouldn't work but really does'.

Great pitches also came from Oceanfruit with its Sea Salads – organic seaweed snacks (think

something between chutney and sauerkraut) that can be used as a condiment, ingredient or eaten straight from the jar. Organic Superfruit served up Yugo Boomb, a functional, vitamin-rich drink made from honey and sea buckthorn fruit – an ingredient the buyers agreed is 'about to take off'. And Dietaplements pitched its Hydrolyzed Marine Collagen supplements, which combine full daily doses of collagen, biotin and hyaluronic acid.



and is now compiling an action plan so more communities can follow its road map to better recycling. She also said that the group recently teamed up with TerraCycle: enter the innovative recycling company's Emma Bevan and Nathalie Bouche who gave an overview of TerraCycle's free recycling programmes which are funded by brands, manufacturers and retailers around the world to help consumers collect and recycle their hard to recycle materials.

The natural way

As is expected from NOPEX, visitors to the show were able to stay bang up to date with the latest trends and issues through an array of informative sessions in the Natural Products TALKS Theatre. In a panel session chaired by Alison Muirhead, Planet Organic's recently appointed CEO George Dymond joined brand founders Vijairahul Janakiraman (Vedic Essentials) and Steph Norman (Norlo Coffee) to discuss the organic sector post-pandemic, including changing routes to market and the phenomenal growth of organic brands, online and in independent retail. During the session, Dymond revealed that he envisages the potential for 50 Planet

Organic stores across London and 150 nationwide in future.

Author Jenny Goodman's session – How Not to be Poisoned – obviously hit the mark as the signing for her new book *Staying Alive in Toxic Times* witnessed long queues of eager visitors on Viridian Nutrition's stand. With sustainability front and centre of everyone's minds, the Think Global, Act Local panel discussion centred around recycling. Chair Simon Wright (OF+ Consulting) introduced Louise Porter from his local recycling group Recycle More Southfields, who explained how the scheme has gone from strength to strength in facilitating higher rates of recycling in the community

Friends and colleagues reconnect at Yogi's Feel Good Café



Once again, the iconic Yogi Feel Good Café teepee in the centre of the hall acted as a beacon of respite for those looking to take the weight off their feet. The veggie menu included breakfast pastries, soups, sandwiches and a delectable salad bar boasting dishes such as Balsamic Roasted Tomato Frittata, Truffled Potato Salad and Grilled Mediterranean Vegetables with Organic Tofu.

Surrounded by green carpet, rustic wooden benches

and potted herbs, the area had a village green feel to it, and visitors used the space to catch up with old and new friends over delicious tea and cake combos. Yogi Tea-infused baked goods were available in a range of scrumptious flavours, including Sticky Date Cake infused with Maca Chai Caramel Tea, Vanilla Crumble Slice infused with Turmeric Orange Tea and Raspberry & Oat Blondies infused with Senses Natural Energy Tea.

Trendspotting: editor's choice

Throughout the aisles, the key wellness issues which rose to the top of consumer priorities during the pandemic were highly visible – from immunity and plant-based, which have both seen exponential growth during COVID, to sleep, stress and anxiety, which *NPN's* Health Check presentation confirmed as the main drivers of sales for independent retailers. Even children's sleep and wider health was catered for with Motion Nutrition's Unplug Kids Bedtime supplement and AvaCare's Child Multi-Vitamin & Minerals + Omega-3.

Another trend with strong representation on the New Products Showcase was menopause (with Menopause+ Capsules from Doctor Seaweed's Weed & Wonderful winning

Best New Supplement; and BOMIMO MenoShake winning Best New Specialty Health Product).

Allergy and pollution were also hot topics, with BetterYou entering its new Air Defence spray into the awards, and A. Vogel launching Pollinsson Eye Drops Hayfever at the show. Nods to veganism were off the charts, but the overarching theme was sustainability, which stood at the core of all NPDP exhibited, with heightened messaging from brands about its importance.

Sarah Looms, senior VMS buyer, H&B, commented: "I've found a lot ... that I'll be following up on – some smaller brands, stuff that we didn't know existed. That's always really nice. It's been positive. It's good to see everything in the flesh."

Millie Kendall OBE calls for transparency

The Natural Beauty & Spa Show was honoured to welcome Millie Kendall OBE, CEO of the British Beauty Council. Describing the show as ‘amazing’ she explained how it aligned with her organization’s founding principles of bringing the industry together. “I think it’s important for all of the exhibitors to talk to each other, to share like-minded philosophies and open-source their technology ... We’re in a code red situation, we can’t be idle and wait.”

Kendall highlighted the importance of tackling greenwashing, underscored during the Decoding Green Beauty panel – alongside Diana Verde Nieto, Positive Luxury; Jessi Baker, Provenance; and Jayn Sterland, Weleda. She emphasized the need for transparency, citing the *Planet Positive Beauty Guide* as a resource for raising consumer awareness and corporate responsibility. The free guide offers consumers



a practical guide to industry certifications and the symbols on packaging.

Kendall also surprised Sterland with the Outstanding Achievement Award. In addition to her role as MD of Weleda UK, Sterland is a mainstay of the Who’s Who in Natural Beauty and chair of the Sustainable Beauty Coalition. “Jayn has a unique stance on environmentalism,” said Kendall, “one that is realistic, thoughtful, thought provoking, straight forward. [She is] a female leader that gets stuff done.”

A fusion of beauty and wellness

The latest skincare, hair care, make-up and personal care products were back at the Natural Beauty & Spa Show – and suppliers from around the world were energized with a new-found business confidence. Against the iconic blue backdrop, the white carpeted aisles were adorned with the sights, sounds and sweet smells of the very best natural, organic and sustainable beauty from over 400 indie brands there to meet and do business with thousands of beauty buyers and professionals.

Names like Made by Coopers, Rugged Nature, Three Warriors, CBD Beauty, Solange Laboratories, Into The Wyld and others made their debut, while long-standing beauty/personal care stalwarts such as Weleda, Natracare, Urtekram, Sukin, Faith in Nature and Beauty Kitchen made an exciting return. This



year felt stronger and more positive than ever – and stands were bigger, brighter and sleeker.

The Beauty New Products Showcase was packed with more launches and innovation, and the new Beauty Hub was full of meetings and face-to-face networking.

The buzzword ‘sustainability’ was still prevalent – and for good reason. Conversations around ethics, plastic waste and the climate crisis were had across the stands and by speakers in the seminar programme. This included a thought-provoking session about Beauty Sustainability Trends with Ecovia Intelligence founder Amarjit Sahota, plus a lively discussion about Future-proofing for Planet-Positive Business.

Throughout the pandemic, research suggested there was a shift happening in the focus of beauty as a form of self-care. Across the show floor

there were plenty of products doing exactly this – combining beauty with wellness and ritual with skincare. Think organic aromatherapy-based moisturizers by Frankly Irresistible, sleep-inducing lavender hand creams by Tisserand, Rosewater & Glycerine Facial Mist by Au Naturel UK and Apothecary Zen Room & Pillow Mists by Made By Coopers – to name a few.

“I’m a big fan of the fusion of wellness and beauty, because I do think that what you use makes you feel better. Whether that be a treatment ... dying my hair or using a beautiful body oil. It’s about how that product makes me feel, and we have a far better chance of winning over the consumer if brands use that model,” said Millie Kendall OBE, CEO of The British Beauty Council. The industry has championed this for years and continues to think about formulations that really make a lasting difference to the planet and to people’s health.

Trendspotting: editor’s choice

It was no surprise to find a continuation of the beauty from within trend: holistic brand Blooming Blends exhibited botanical tinctures, tonics and mists that work on internal wellness for an external glow and cover many key trends with Sleep Easy, De-Stress, Menocalm and Easy Cycle.

More menopause solutions were dotted through the aisles with a noticeable emphasis on marketing topical applications in a user-friendly way to cut through any confusion about the right ingredients to target unpleasant symptoms. Sustainable period products are here to stay, with lots of reusable pad and pant options including Nora’s rebranded range and AllMatters new leak-proof period underwear.

Waterless formulations, dry shampoos and bars for

face, body and hair had a strong presence, with the likes of The Solid Bar Company, Awake Organics and Green Planet Beauty flying the flag for water-free personal care. Salt of the Earth unveiled its new refill roll-on deodorant, while armpits were also well catered for by creams such as The Natural Deodorant Co’s lemon and geranium Clean Deodorant Balm.

In nutraceuticals, Dr Ohhira combined collagen with probiotics in its Liquid Drinking Complex – a combination of hyaluronic acid, antioxidants and On-x (a fermented veg complex). And Whitfords had multi-purpose beauty covered with its new Fruit AHAs Exfoliating Mask housed in a reusable loofah fibre pod, which first protects as packaging before serving as a body exfoliator.

Speaking of beauty ...

Kicking things off at The Natural Beauty TALKS Theatre, Paige Tracey (Soil Association Certification) chaired a talk with Jayne Clark-Denyer (Organically Epic) and Ria Pattini (Fushi Wellbeing) on the importance of organic certification – a hot topic considering 2021 saw SA-certified products rise 15%. In an industry ‘rife with greenwashing’, the seminar examined how organic beauty and wellbeing products are helping deliver solutions for the climate crisis, and revealed insights from the Soil Association’s *Organic Beauty & Wellbeing Market Report 2022*.

An inspiring discussion – Decoding Green Beauty – chaired by NPN editor Rosie Greenaway, featured Jayn Sterland (Weleda), Millie Kendall OBE (British Beauty Council), Jessi Baker (Provenance) and Diana Verde Nieto (Positive Luxury). To highlight one urgent sustainability issue, a copy of the open letter



from Neal’s Yard Remedies calling on Government to ban neonicotinoids (p4) was given to each audience member. After an impromptu invitation to join the panel on stage, Neal’s Yard co-owner Anabel Kindersley emphasized the importance of a ban and urged people to back the campaign. The session ended with Kindersley receiving rousing applause.

Other notable speakers included future sustainability leader and UpCircle Beauty co-founder, Anna Brightman,

speaking about by-product beauty and how her brand transforms waste ingredients into efficacious skincare; Dr Ellen Meridith (Cosmetic, Toiletry & Perfume Association) on the changing UK regulatory landscape for beauty and personal care post-Brexit; and with CBD regulation a hot topic after the FSA released a list of ‘credible’ brands (p5) Voyager CEO Nick Tulloch’s talk was right on schedule as he outlined the challenges as well as the growth drivers in the CBD beauty sector.

Viva la vegan!

Vegan World 2022 was testament to the growth of the market, and every category was represented: The Vurger Co showcased burger sauces including 'Smoked Bacon' and 'Cheezy Vegan Sauce'; HOLFORDirect displayed a huge range of vegan-specific supplements; Heura flew the 'rebel' vegan flag with a back-drop proclaiming 'the status quo doesn't like this stand'; and non-dairy cheese went down a treat with alternatives from MozzaRisella, Casa del Fermentino, Jay&Joy, Fermé, and more.

On the alt-dairy front were DUG's tasty, land-efficient potato-based milk; What If? Foods' BamNut Milk, made of ground bambaara ground-nuts; and Naturali's tongue-in-cheek-ily named Do Not! Call Me M_lk.

Responding to the healthy vegan 'junk food' boom, Mal-low Puffs showed plant-based marshmallows dunked in



high quality Belgian chocolate and clean label company Pri's Puddings was serving mini desserts, such as Pecan Pie, Choco Pie and Cinnamon Pop Squares, boasting only five ingredients.

In the plant-based seafood sector, Bettafish served slices of Tu-Nah Pizza, Sozye showcased its Noyster and Nish sauces, and Loma Linda revealed new Tuno branding and a new flavour – Mild



Curry. Fish was also among the flavours in V-Cubes' vegan bouillon line.

We also heard success stories from exhibitors who've adapted and thrived through COVID.

Vegan protein milkshake brand Grounded faced huge challenges as it planned to launch into gyms in 2020, but quickly found a market online and is now on shelves in several high-end health stores.

Viva la vegan!

A celebration of organic



With organic sales breaking the £3 billion mark in the UK, what better environment in which to celebrate this stellar success than at the Soil Association's Organic Hub.

"We enjoyed a fantastically busy couple of days with lots of interaction with both our existing licensees and new business customers on our stand," comments the organization's senior business development manager, Sophie Kirk. "We were joined by the likes of Pukka, Mr Organic and Ecotone, and there was a real buzz to NOPEX this year with everyone very happy to be back in person meeting face to face. It was an incredibly busy experience, and everyone

came away feeling energized for what is likely to be another challenging but positive year for the organic sector."

Organic innovations included Crazy Jack's new Dried Mango Multitpack and Mini Snack Raisins for an on-the-go flavour boost; Alara's new single-serve snacks including Trail Mix and Roasted Pumpkin & Sunflower Seeds which ticked 'all sustainability boxes' – organic, home compostable packs and net zero carbon; Sun & Seed's raw organic collection including Pumpkin Seed Butter and Black Sesame Tahini; and Pukka's latest supplement, the naturally relaxing Inner Peace, perfect for busy show-goers.

Where deals get done

Among NOPEX's 400-plus food exhibitors, 40 countries were represented – from Albania and Israel to Pakistan and Sri Lanka – while country pavilions were hosted by Italy, Greece, the Philippines, Turkey, Chile, the USA, Thailand and Germany, all serving up their finest national treats.

Over shared food and drink, important deals were done on the show floor. New keto brand Eva Bold agreed a major distribution deal with key UAE chain Aster Pharmacy which will see its products in some 300 pharmacies in the Emirates.

"We were very excited to have the opportunity to meet with the [Aster Pharmacies] CEO, which wouldn't have been made possible without the show," says Alison Kaye, director, Eva Bold.

"The exhibition is a fantastic opportunity for international buyers to meet brand owners, and the Hosted Buyers programme has proved a suc-



cessful venture," adds export specialist Victoria Boldison.

Some 20 US exhibitors were treated to a visit to London's US Embassy for a market briefing (covering topics such as Brexit and the impact of COVID) before a market

tour which included a stop at Waitrose and culminated in a cheese, wine and networking reception at Whole Foods. Sponsored by Natural Brand Works, the tour enabled these exhibitors to gain deeper insight into the UK market.

Trendspotting: editor's choice

With just over 400 food and drink exhibitors representing 40 countries, nine pavilions, one large Organic Hub and an expanded Vegan World zone, the aisles were brimming with delicious NPD and product demos. Plenty of pre- and probiotic tastings were available, with Naked Biotics exhibiting its live fermented bacteria shot; Variet offering samples of its Organic Fermented Hazelnut Butter and Dunny Fruits presenting its fibre-rich Prebiotic Added Organic Dried Figs; and in a strong example of innovation in functional drinks, Cidrani Biome demonstrated its convenient on-the-go sachets of concentrated Kombucha.

Reflecting the pandemic-driven trend of

home baking, Mr Organic showcased its all-natural, plant-based, organic baking range, along with its Ginger & Lemon Biscuits. Booja-Booja had the treats covered with samples of vegan ice creams, new Chocolate Orange Truffles and the award-winning Honeycomb Caramel Truffles, all bearing the brand's signature melt-on-the-tongue texture.

Buyers seeking out free-from goods were treated to Naturiga's Goodbye Gluten Brownie Thins (also 'proudly vegan') and square-shaped Liberate Crumpets (served hot with optional melted butter) – 'so good you won't believe they're gluten-free, vegan and totally free from wheat, oats, dairy, egg, yeast, soya and tree nuts'.

Natural & Organic Awards Europe 2022

Brands were out in force at The Fox pub to cheer on their fellow exhibitors, with each hoping to take home one of the coveted awards. Presented by NPN's editor, Rosie Greenaway, and publisher, Dominic Roberjot, 12 highly competitive product categories were announced, before the awards culminated in three special accolades: Outstanding Achievement Award, Special Contribution Award and Best Independent Retailer Award.



Meet the winning brands from each category

BEST NEW FOOD PRODUCT

HELIOS Organic Kiddo Pasta – Helios Pasta Industry

BEST NEW ORGANIC FOOD PRODUCT

BioToday Caramel Bar – De Smaakspecialist

BEST NEW SNACK PRODUCT

GOODBYE GLUTEN/Brownie Thins – Naturiga Natural Foods

BEST NEW SPECIAL DIET PRODUCT

Raw Gorilla Creamy Hazelnut Chocolate – Raw Gorilla

BEST NEW VEGAN FOOD PRODUCT

Honeycomb Caramel Truffles – The Booja-Booja Co Ltd

BEST NEW DRINK PRODUCT

Sparkling Spirulina Drink – FUL

BEST NEW ORGANIC DRINK PRODUCT

Sparkling Apple – Pip Organic

BEST NEW SUPPLEMENT

Menopause+ Capsules – Doctor Seaweed's Weed & Wonderful

BEST NEW HERBAL PRODUCT

Organic Pine Bark – Viridian Nutrition

BEST NEW SPECIALITY HEALTH PRODUCT

The Menoshake – BOMIMO – Girl Power Nutrition

BEST NEW FITNESS NUTRITION PRODUCT

Glucosamine, Chondroitin, Turmeric with Botanicals, Vitamin & Minerals – Dietaplements

BEST NEW ECO LIVING PRODUCT

Bamboo Razor – The Nukka Company



A celebration of the beauty categories

Back for 2022, the beauty categories of the Natural & Organic Awards Europe were accompanied by the Natural Beauty Retail Awards, hosted by Rosie Greenaway, editor of *Natural Beauty News*, and Georgina Baker, NOPEX sales manager. As a special feature during this year's presentation, Millie Kendall OBE – CEO of the British Beauty Council – presented the Outstanding Achievement Award to a stunned Jayn Sterland, MD of Weleda UK & Ireland and chair of the Sustainable Beauty Coalition. Following the awards, the winners were invited into the Beauty Hub for a prosecco reception.



BEST NEW MALE GROOMING PRODUCT

JASON Men's 2-in-1 Face & Body Wash – Kinetic

BEST NEW MOTHER & BABY PRODUCT

Magnesium Sleep Kids' Bath Flakes – BetterYou

BEST NEW ORGANIC BEAUTY PRODUCT

Reviving Eye Mask – Evergoods Global

BEST NEW BODYCARE PRODUCT

CBD & Magnesium Muscle Balm – Mighty Green

BEST NEW FACIAL SKINCARE PRODUCT

Eygló Organic Moisturiser – Sóley Organics Iceland

BEST NEW HAIR CARE PRODUCT

Herbatint Temporary Hair Touch Up – Cress – Herbatint

BEST NEW PERSONAL CARE PRODUCT

Zero Waste Deodorant – milly&sisy

BEST NEW VEGAN BEAUTY PRODUCT

Natural Mineral Sunscreen Plastic Free Face & Body Stick SPF50 – Sol de Ibiza UK

OUTSTANDING ACHIEVEMENT AWARD

Jayn Sterland, MD, Weleda UK



Best Independent Retailer
Amaranth

Best Multiple Retailer
Neal's Yard Remedies

Best Online Retailer
Greener Beauty



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