



Report of our collaboration  
Press Consultancy at In-Cosmetics 2019 Paris

Barcelona, 29th April 2019

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# 1. GOALS

In its first participation of a trade fair specialised In-Cosmetics Paris (02-04 April 2019), Naturamus wanted to create awareness among the French and international trade publications.

Together with the Client we released a press release before In-Cosmetics, including highlights of :

- Naturamus Organic Castor oil
- the Fair For Life Project
- Naturamus nominated Finalist for the Rising Star award.

# 2. PRESS RELEASES



## PRESS RELEASE

### Naturamus unveils its Fair For Life certified organic castor oil at in-Cosmetics Paris on 02-04 April 2019

15th March, Aichelberg -Germany - Over the last few years, cosmetic brands have released an ever-increasing number of eco-responsible products to address environmental issues and meet consumer preferences, which are shifting towards more sustainable products. **Naturamus, whose ethical commitment dates back decades, is to present its cold-pressed Fair For Life organic castor oil from India at in-cosmetics trade fair in Paris, 02-04 April 2019,** "the result of a trusting, engaged and transparent collaboration within the supply chain together with organic, certified Indian smallholder farmers and Castor Products Company, our processing partner", says Ralf Kunert, Managing Director at Naturamus. "Sustainability not only depends on the product itself but also on how the natural ingredients are produced", he adds.

Naturamus is WALA group's former raw material sourcing department, which branched out to transfer its knowledge and expertise to long-term partners and support them by trading their products, enabling them to become economically independent and reach a broader customer base. WALA Heilmittel GmbH is the producer of WALA medicines and Dr. Hauschka cosmetics. Today, Naturamus continues to support WALA in improving raw material quality with a holistic approach, encouraging producers all around the globe, mainly in the Global South.



Harvest of castor beans in Gujarat.



Women empowerment project in the Kutch region.

Castor oil is a vegetable oil obtained from castor beans and used in cosmetic products, with a wide range of benefits for the face, skin, hair, lips and nails. Naturamus 100 % organic castor oil is obtained by cold-pressing the castor seeds, ensuring a unique purity, clear colour and the preservation of its natural compounds, free from any heat treatment or chemical extraction.

Collaboration between **Naturamus** and **Castor Products Company** started in 2006, at a time when quality organic castor oil was unavailable on the world market. Thanks to the engagement of both partners, the first project for organic certification of castor oil was set up in the state of Gujarat, in the Kutch region. **Today, 828 Indian smallholder farmers have joined the project, producing high quality certified organic castor beans.** In 2017, the project was taken to the next level with the introduction of **Fair For Life certification including 145 smallholder farmers located in five villages (Padyagadh, Makhel, Taga, Mangadh and Adesar), to which Naturamus is making an active contribution.**

Through the **Fair For Life project**, small producers receive a premium price for their organic produce and logistics costs from farm to processing facility are covered as well. Another price premium (10% in 2018) is dedicated to environmental and local development projects, targeting issues such as women empowerment, education and infrastructure for water supply.

- **Impact on the environment**

In the semi-arid Gujarati climate, with 300 days of sunshine and an average rainfall of 200 mm per year, climatic conditions for agriculture are harsh, and castor plant production represents the main source of income for rainfed smallholder farmers. The region provided the ideal location in which to help the local community and to install a 50 KW roof top solar PV plant into the organic castor oil company's processing activities. Its staff also benefited from the setup of a 1 KW roof solar PV system on the roof of their homes. In the near future, smallholder farmers will also be able to install of 1 KW roof solar panels at their homes. These "green" initiatives help reduce the level of consumption and the costs of electricity and coal-based electricity.

- **Socio-economic contribution**

**Schools:** Project funds from the Fair For Life initiative enabled the funding of equipment for local school in Makhel village (such as blackboards, benches, ventilators, and other items) offering schoolchildren, particularly girls, new perspectives to carry on their education.

**Cotton:** The cultivation of the GMO-free cotton variety from Kala opened up new opportunities for smallholder families. Over the last two years, 10 women received sewing machines to produce 100 % Kala cotton bags. These bags were then distributed to all organic farmers to help reduce plastic waste.

- **International certifications**

Besides its commitment to **Fair For Life certification**, Naturamus relies on **international certifications such as EU-Organic, Demeter, ISO 9001 & 14001** to comply with quality standard requirements from its international clients.

in-cosmetics<sup>®</sup> global  
Paris • 2-4 April 2019  
Visit us on stand C59  
The leading global event for personal care ingredients

- **Naturamus & Castor Products Company at in-Cosmetics**

Our partner in India, Mr. Nanalal Satra, the Founding partner of the Castor Products Company, together with Maria Beck, responsible for sustainable raw material sourcing at Naturamus GmbH will be speaking at the "Enabling sustainable livelihoods in Gujarat, India, through the ['Fair For Life: certified organic castor oil' conference at the Sustainability Corner at in-Cosmetics Paris on 02 April at 17h.](#)

- **Naturamus, finalist in the industry's best newcomers**

We are also delighted to report that Naturamus has been nominated for **The Rising Star Award** given by in-Cosmetics. The jury will evaluate our offer, innovation, and how many sectors we can accommodate (e.g. small/large business) and how solution-oriented our product range is.

**Note to editors:**

**About Naturamus GmbH:**  
Naturamus GmbH is a German company founded in 2014 but drawing on almost 85 years of experience. It is based in Aichelberg and specialises in the sustainable and ethical sourcing of premium organic raw materials, derived from 100% transparent supply chains. The Naturamus product portfolio includes vegetable oils and waxes that are exported to its international clients mainly in the cosmetic industry. [www.naturamus.de](http://www.naturamus.de)

# 2. PRESS RELEASES



## PRESS RELEASE

### Naturamus nominated as Rising Star Award Finalist at in-Cosmetics Paris trade fair

15th April, Aichelberg -Germany - Despite taking part for the very first time in a cosmetic industry trade fair, Naturamus was nominated as a finalist for the Rising Star Award at the in-cosmetics event in Paris, held on 2-4 April 2019. "This fair was a great platform in which to create new contacts and sell more than products – real experiences of the natural and ethical ingredients we have been working with for almost 20 years", says Ralf Kunert, Managing Director at Naturamus. The jury evaluated our offer, our innovation, and how many sectors we can accommodate (e.g. small/large business) and how solution-oriented our product range is.



Naturamus was nominated as a finalist for the Rising Star Award at the in-cosmetics Paris.

Mr. Nanalal Satra, the Founding partner of the Castor Products Company, Naturamus partner in Kutch-Gujarat in India, agrees: "Nature and what our people do with it makes a big difference. All my clients and partners soon understand our projects when they travel to our facilities and visit our community. We want everybody working with us to be happy, our farmers, our customers, we're all a big family".

#### Fair For Life-certified organic castor oil conference

Naturamus and the Castor Products Company took part on 2nd April at the "Fair For Life-certified organic castor oil" conference, located at the Sustainability Corner in In-Cosmetics Paris. This event was also the first public intervention by the two companies in a trade fair, which raised considerable awareness among its audience.

Castor oil is a vegetable oil obtained from castor beans and used in cosmetic products, with a wide range of benefits for the face, skin, hair, lips and nails. Naturamus 100 % organic castor oil is obtained by cold-pressing the castor seeds, ensuring a unique purity, a clear colour and the preservation of its natural compounds, free from any heat treatment or chemical extraction.

## After in-Cosmetics



### Naturamus & Castor Products Company at in-Cosmetics Sustainability Corner

Marie Beck, responsible for sustainable raw material sourcing at Naturamus GmbH and Mr Nanalal Satra, Castor Products Company founding partner at the "Fair For Life-certified organic castor oil" conference.

#### Ethical sourcing of ingredients

Naturamus was once the WALA group's raw material sourcing department, before branching out in order to transfer its knowledge and expertise to long-term partners, and help them trace their products, thus enabling them to become economically independent and reach a broader customer base. WALA Heilmittel GmbH is the producer of WALA medicines and Dr. Hauschka cosmetics. Today, Naturamus continues to support WALA in improving raw material quality through a holistic approach, encouraging producers all around the globe, mainly in the Global South.

Trust, engagement and transparency have always been key to Naturamus' collaboration with organic certified Indian smallholder farmers as part of the supply chain.



Castor Oil organic and Fair for Life certified displayed at Naturamus booth for the very first time at In-Cosmetics event.

### Naturamus and Castor Products Company

The partnership between Naturamus and the Castor Products Company started in 2006, at a time when quality organic castor oil was unavailable on the world market. Thanks to the commitment of both partners, the first project for organic certification of castor oil was set up in the state of Gujarat, in the Kutch region, starting with two organic certified castor farmers. Today, 828 Indian smallholder farmers have joined the project, producing high quality certified organic castor beans. In 2017, the project was taken to the next level with the introduction of Fair For Life certification including 145 smallholder farmers located in five villages (Padyagadh, Makhel, Taga, Mangadh and Adesar), to which Naturamus is making an active contribution.

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#### International certifications

Besides its commitment to Fair For Life certification, Naturamus relies on international certifications such as EU-Organic, Demeter, ISO 9001 & 14001 to comply with quality standard requirements from its international clients.

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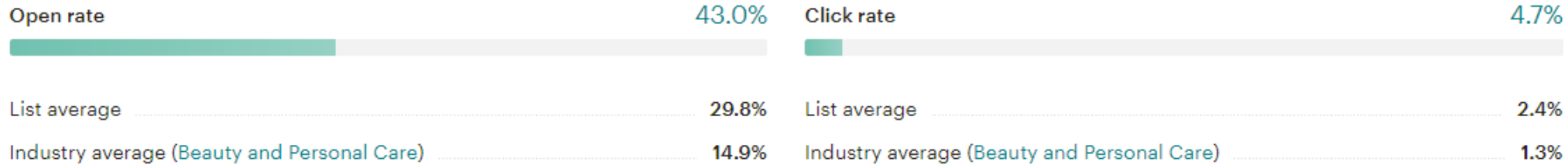


# 3. MAILCHIMP CAMPAIGN




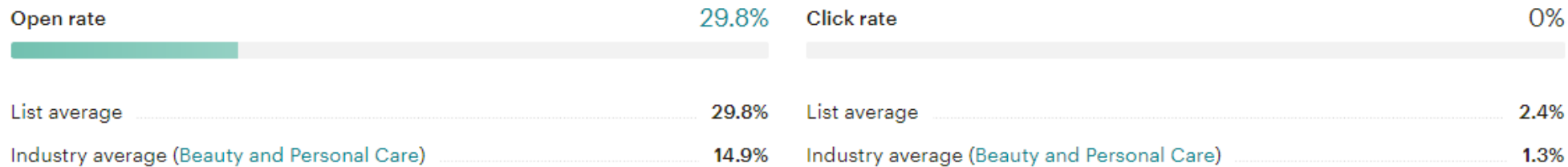
## Before in-Cosmetics

 **01-Natura In-Cosmetics v.2.0** Sent **43.0%** **4.7%**  
Regular · Naturamus Trade Media list  
Opens Clicks  
Sent vie., marzo 15th 11:24 a. m. to 94 recipients



## After in-Cosmetics

 **02-Natura In-Cosmetics** Sent **29.8%** **0.0%**  
Regular · Naturamus Trade Media list  
Opens Clicks  
Sent lun., abril 15th 11:16 a. m. to 87 recipients by



### 3. MAILCHIMP CAMPAIGN

Although the trade media were aware of the participation of Naturamus at in-Cosmetics, they all planned their visits at the in-Cosmetics to keep in touch with clients and potential leads for their e-platforms.

All specialised trade media look for new clients for their advertising budget during the visits at trade fairs. Therefore, considering the size of the booth Naturamus had, they went straight to the key players in the sector, so reduced coverage of Naturamus in their digital publications.

We also are aware that a continuous PR approach from a Brand to the trade media, over the time, is more welcome by the trade media than a specific and unique action. A one-unique shot can only be impactful if the press release refers to a specific event or international workshop.

**Therefore, we would encourage to keep creating the Buzz around Naturamus products, by creating specific mailings with potential Leads and also Trade media.**

# 4. MEDIA CLIPPING



*CosmeticOBS - L'Observatoire des Cosmétiques is the leading French-based independant media for the cosmetic industry, since 2008.*

*L'Observatoire des cosmétiques is a platform specialised in sharing news, trends and events to its members, which are experts, professionals and researchers in the Cosmetics industry.*

- Cosmetics news
- Congress reports
- Trends
- Professional bodies
- ANSM
- Scientific publications



19 March 2019 | Cosmetics news  
**What to see at in-cosmetics Global 2019?** pro

in-cosmetics Global, the must-attend event dedicated to ingredients and raw materials for cosmetic formulations, is back at Paris Expo Porte de Versailles, from April 2 to 4. Suppliers generally take advantage of this event to launch their latest active ingredients, and this 2019 edition will be an opportunity to discover their new products. Focus on ...

**NATURAMUS** FAIR FOR LIFE ORGANIC CASTOR OIL This castor oil from India is the result ... of the collaboration initiated in 2006 between **Naturamus** and the Castor Products Company and is now Fair For Life



# 4. MEDIA CLIPPING

19 mars 2019 | L'actualité des cosmétiques

## Que voir à in-cosmetics Global 2019 ?



in-cosmetics Global, le rendez-vous incontournable dédié aux ingrédients et matières premières pour la formulation cosmétique est de retour à Paris Expo Porte de Versailles, du 2 au 4 avril. Les fournisseurs profitent généralement de cet événement pour lancer leurs tous derniers actifs, et cette édition 2019 sera l'occasion de découvrir leurs nouveautés. Focus sur quelques-unes d'entre elles...

Temps de lecture : ~ 5 minutes

Présentation des ingrédients cosmétiques les plus récents avec quelques 800 exposants, mise en lumière des grandes tendances du moment, programme de conférences... il y a plus d'une raison de faire le déplacement au salon in-cosmetics Global.

### L'OFFRE DU SALON

Les organisateurs en voient même au moins huit :

- l'Innovation Zone : une vitrine des matières premières les plus récentes lancées au cours des six derniers mois ;
- le Sensory Bar : une occasion pratique d'essayer des textures, des goûts et des senteurs innovants, comme des parfums pour les soins capillaires ou des arômes pour les rouges à lèvres ;
- le Make-Up Bar : conçu pour permettre aux visiteurs de voir et de tester de nouvelles formulations de maquillage, avec des fards à paupières, des fonds de teint, des vernis à ongles... ;
- Boost Your Test : un espace interactif dédié aux tests cosmétiques, organisé par Skinobs ;
- Le Sustainability Corner : un espace pour apprendre comment les marques et les fournisseurs soutiennent la réalisation des objectifs des Nations Unies en matière de développement durable ;
- le Formulation Challenge : une boîte d'ingrédients cosmétiques mystérieux est remise à des équipes d'experts, qui disposent alors de 90 minutes pour produire une formulation innovante ;
- les Country Pavillons : un moyen facile pour les visiteurs de trouver les ingrédients de régions spécifiques ;
- les R&D Tours : dirigés par un guide, les professionnels de la R-D auront l'occasion de visiter les secteurs clés du salon, mettant en lumière les tendances majeures de l'industrie.

### QUELQUES LANCEMENTS ANNONCÉS

#### **Alban Muller : Scrubamiser® et nouveaux Cosmé-Phytamis® BIO**

Parmi ses nouveaux ingrédients green et éco-conçus, Alban Muller présentera Scrubamiser®, une poudre exfoliante végétale qui constitue une alternative verte aux billes de gommage de synthèse.

Le laboratoire complète aussi son offre d'extraits végétaux bio de fruits et fleurs issus de l'agriculture biologique : les Cosmé-Phytamis® BIO, avec de nouvelles collections fruitées : fruits rouges et fruits jaunes, à tester grâce à la texturothèque qui sera mise à disposition durant le salon.

#### **Gattefossé : Emulium® illustro**

Pour répondre à la demande croissante des consommateurs pour des produits solaires et de maquillage naturels, Gattefossé présentera Emulium® illustro, un émulsionnant eau-dans-huile (E/H) issu d'une technologie brevetée basée sur les esters de polyglycérol d'origine naturelle, conçu principalement pour des formules contenant des pigments.

# 4. MEDIA CLIPPING



## **Naturamus : Huile de ricin bio Fair For Life**

Cette huile de ricin en provenance d'Inde est l'aboutissement de la collaboration initiée en 2006 entre Naturamus et la Castor Products Company et est maintenant certifiée Fair For Life. Les petits producteurs reçoivent un prix plus élevé pour leurs produits biologiques et les coûts logistiques de la ferme à l'usine de transformation sont également couverts. Une autre majoration de prix (10 % en 2018) est consacrée à des projets environnementaux et de développement local, ciblant des questions telles que l'autonomisation des femmes, l'éducation et les infrastructures d'approvisionnement en eau.

## **Polymerexpert : EMC30**

Depuis 2017, PolymerExpert propose un gélifiant d'huile, l'EstoGel M®, qui doit être solubilisé dans des conditions de températures élevées. Cette année, le laboratoire propose une matière première directement prête à l'emploi, l'EMC30, une solution 97 % naturelle qui permet de formuler dès 80°C des gels huileux en assurant toutes les propriétés que l'EstoGel M apporte aux formules.

## **Solabia : Saniscalp®, 3Dermilyn®, Bioecolia®, Solapearls®...**

- Saniscalp®, un actif issu de graines de fruits de la passion, lutte contre la sensibilité et les déséquilibres du cuir chevelu ainsi que les pellicules disgracieuses.
- 3Dermilyn®, obtenu à partir de graines de plantain, stimule des protéines clés impliquées dans la formation du réseau de collagène et des fibres élastiques du derme, repulpe les couches superficielles de la peau en augmentant la synthèse d'acide hyaluronique épidermique et diminue l'inflammation cutanée pour atténuer les signes de l'âge.
- Bioecolia® est un prébiotique,  $\alpha$ -glucan oligosaccharide, qui constitue un substrat préférentiel pour l'alimentation des micro-organismes de notre corps et agit de façon globale sur les microbiomes de la peau.
- Extensions de la gamme SolaPearls®, SolaMask® est un masque purifiant au charbon et SolaScrub® un exfoliant tonifiant au bambou.

## **Pour aller plus loin**

- Voir le [site Internet de in-cosmetics Global](#).

# 4. MEDIA CLIPPING



*Cosmetics & Toiletries magazine has been a highly respected and valuable resource for chemists, research scientists and R&D managers for more than 100 years.*

## in-cosmetics Global 2019 Announces Awards Shortlist



in-cosmetics Global 2019 is right around the corner, where, among other things, suppliers will be awarded for their personal care innovations. Awards span functional and active ingredients, new exhibitors, sustainable difference-makers and more.

To this end, the event has released a shortlist of contenders for its 2019 awards. The nominees are...

### in-cosmetics Global Rising Star Award 2019

- Entekno Materials
- Fujifilm Wako Pure Chemical Corp.
- MicroA AS
- Microfactory
- Naturamus GmbH
- O&S - The Oil Family
- Odycea
- Pacifique Sud Ingrédients
- PineAqua, Ltd
- TRI Princeton + Monasterium Lab.
- Veeva
- Vitalab

#### MOST POPULAR IN EVENT COVERAGE

in-cosmetics Global 2019's Big Award Winners #1

6 New Trends in Cosmetic Technology #2

in-cosmetics Global 2019 Announces Awards Shortlist #3

[video] Trending Concepts at in-cosmetics Global 2019: News and Insights #4

Global Cosmetic Regulatory Changes You Should Be Aware Of #5



# 5. NEXT STEPS

We would like to unveil a **customer-based mailing creating a e-campaign** around the **organic Lanolin Project**.

We would like to collect info, data, photos and videos around this inspiring initiative and connect with key **potential buyers** and or unveil a specific **e-shot/ mailing with selected Cosmetics e-magazine(s)**.

*Could we set a meeting over the phone to discuss about this project?*





**THANK  
YOU**