

NATEXPO 2018 THE ORGANIC SECTOR KICKS OFF THE AUTUMN IN LYON, ON 23 AND 24 SEPTEMBER

On 23 and 24 September 2018, NATEXPO is coming to Lyon for the first time. The trade show for French and international organic professionals has increased its frequency to become an annual event and is being held in Lyon this year. This development is a response to the growth in demand and to support market players in developing their business by giving them all the keys to success in a single location. Organic products are enjoying vigorous growth in all areas. Food is seeing spectacular two figure growth: in 2017, consumer purchases of organic food amounted to more than €8.3 billion, representing a 17% hike in the year. In this prolific world, NATEXPO has today become the reference trade event and a true spotter of the organic trends of today and tomorrow. The show is an essential calendar event that draws the biggest historic names in organic, alongside the most recently founded start-ups. Over the space of two days marked by features and talks, Lyon will be the capital of the organic world. This edition holds the promise of meetings and dialogue, hosting 650 exhibitors including 200 new participants. These are split into six sectors:

- food,
- cosmetics and hygiene products,
- health food and dietary supplements,
- ingredients and raw materials,
- household and personal products and services,
- services and equipment for retail.

LYON 2018
natexpo
SALON INTERNATIONAL DES PRODUITS BIOLOGIQUES



23/24 septembre 2018 - EUREXPO
L'ÉCLAIREUR DES BIO-TENDANCES

NATEXPO 2018 introduces new highlights

NATEXPO features an array of special events enabling visitors to catch up with the latest developments in the organic sector through the expertise of the market's most outstanding specialists. Visitors to NATEXPO 2018 will thus be able to attend a range of features and talks covering all organic sectors and along the whole supply chain, from raw materials to the sale of finished goods. Among these, two features will be making a debut in Lyon: "Regional Focus" allowing regional players to present their area's organic projects, and "Retail Expert", offering future creators of specialist stores the chance to benefit from face-to-face discussions with experts. As a true place of discovery, gathering together all organic trends, NATEXPO is also launching a new space this year dedicated to start-ups: the "Lab". Around 20 companies are expected to attend, presenting their innovative initiatives in the areas of zero waste, circular economy and technological eco-innovation.

French and international exhibitors

The show is due to host 650 exhibitors. The French regions represented include Centre, Brittany, Occitanie, Auvergne-Rhône-Alpes, PACA, Nouvelle-Aquitaine, Pays de Loire and Burgundy. In addition, many companies will be making the trip from abroad to take part in the Lyon show. These include new participants from Germany, Spain, the Netherlands, Belgium and Italy. This edition will also witness the debut participations of firms from Ghana and Burkina Faso. These first-time exhibitors will present fish, aloe vera cream, shea butter, gluten-free raw products, nuts or cheese alternatives made from wholegrain sprouted rice, etc. Many other countries will also be represented, such as Lithuania, South Korea, United Kingdom, Switzerland, Austria, Peru, etc.

2018 NATEXPO Awards: the best innovations

Created to pay tribute to the best organic innovations, the NATEXPO Awards this year will be presented to products launched between 1 May 2017 and 1 May 2018. As a reflection of the vitality of the sector, the judges examined more than 150 entries. Out of these, the panel designated 14 winners in seven categories: Beverages, Dietary Supplements, Health Food, Grocery Products, Fresh Products, Cosmetics and Personal Hygiene, Household and Personal Products and Services.

NATEXPO: an essential event for 9 out of 10 visitors

Nine in 10 visitors say that NATEXPO is the essential tradeshow in France for the organic sector; 91% say that the show is a good way of sourcing information and discovering market trends*. Indeed, alongside its wide range of talks and features, NATEXPO distinguishes itself by bringing together all the sectors dealing in organic products, from food to hygiene and ingredients to personal accessories. It draws all the major names in the French and worldwide organic trade, as well as new participants. In 2017, 89% of visitors found new suppliers here, and 89% found new products*. For them, this event constitutes an exceptional opportunity to discover all the latest organic trends of today and tomorrow. For exhibitors, it is a major event at which to promote their business and build new commercial ties: eight visitors out of 10 say that it is the ideal place to launch new products*. (*Source: Visitor survey, NATEXPO 2017)

NATEXPO 2018:

FACT SHEET

Dates: 23 & 24 September 2018

Venue: Lyon – Eurexpo

Number of **exhibitors: 650**

Number of **French regions** in attendance: **8**

Number of **countries** represented: **16**

Number of **new exhibitors: 200**

Number of **sectors: 6**

- organic food
- organic cosmetics and hygiene
- health food and dietary supplements
- ingredients and raw materials
- household and personal products and services
- services and equipment for retail

Exhibition surface area: 15 000 m²

Organisers: a Natexbio exhibition, organised by SPAS Organisation

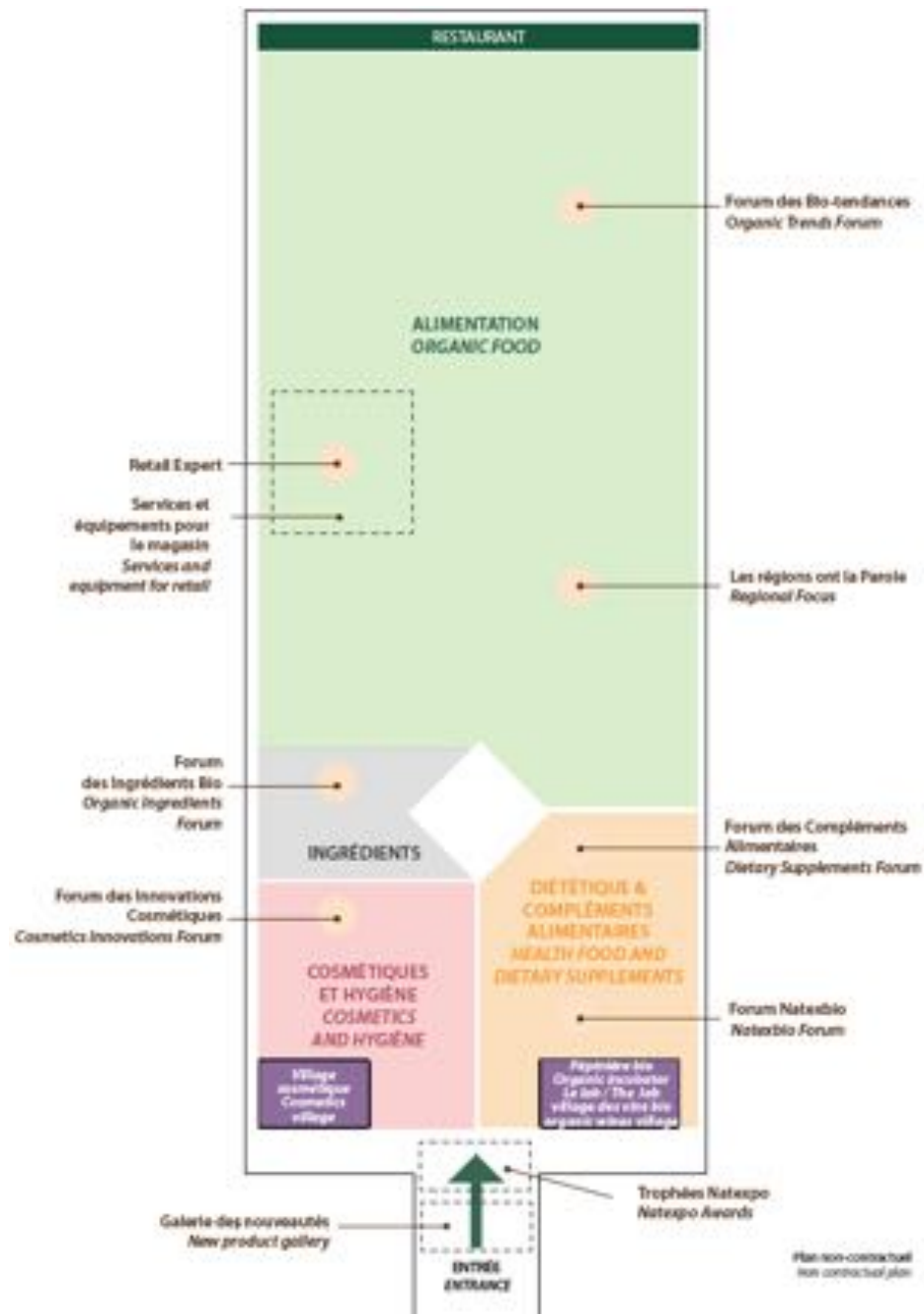
Useful information: www.natexpo.com
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NATEXPO 2018: AROUND THE ORGANIC WORLD IN 4 SECTORS

The 650 exhibitors expected at NATEXPO Lyon will be divided into six sectors: Organic Food, Ingredients and Raw Materials, Cosmetics and Hygiene, Health Food and Dietary Supplements, Household and Personal Products and Services, Services and Equipment for Retail.





AROUND THE ORGANIC WORLD IN 4 SECTORS

1 - ORGANIC FOOD: A CORNUCOPIA!



The organic food sector is the largest in NATEXPO. The 2018 exhibition expects 650 French and international exhibitors altogether, a perfect illustration of the vitality of the market.

The organic food market is indeed experiencing spectacular growth. In France, in 2017, consumer purchases of organic food products amounted to more than €8.3 billion, an increase of 17% in a year. Organic food remains the leading driver of growth in the food sector. It is acknowledged as a high potential segment by all players throughout processing and distribution.

85% of French people believe that it is important to develop organic farming, firstly because it helps to protect the environment (91%), next because its products are more natural, without chemicals (88%), and their nutritional qualities are better preserved (81%).

Source: Agence Bio

All sectors of organic food represented

The firms exhibiting in the sector cover all food product categories:

- **Drinks** (water, alcohol, fruit juice, soft drinks)
- **Butchery** (meat, poultry, etc.)
- **Bakery** (pancakes, bread, cakes, pastries, etc.)
- **Dairy** (butter, cheese, milk, eggs, dairy food, etc.)
- **Grocery goods** (cereals, spices, oil, etc.)
- **Seafood** (shellfish, crustaceans, fish, etc.)
- **Fresh goods** (fruit, vegetables, etc.)
- **Breakfast** (biscuits, confectionery, coffee, tea, etc.)
- **Frozen food** (ice cream, etc.)

2 - ORGANIC COSMETICS AND HYGIENE, IN EXCELLENT HEALTH



In phase with consumers' desire for natural beauty and wellness, organic cosmetics is enjoying considerable success. Product ranges have expanded, distribution has developed, and consumers have confirmed their desire for more responsible products. This momentum is reflected at NATEXPO with a sizeable exhibitor contingent in this area.

In 2017, turnover from organic cosmetics was set to amount to €480 million, representing approximately 10% increase on the previous year. According to the latest barometer by Agence Bio / CSA (February 2018), 45% of French people bought at least one item of organic cosmetics in 2017.

Source: Cosmebio

All hygiene and cosmetics product categories represented

The French and international exhibitors showing in the cosmetics and hygiene sector will offer a wide variety of products:

- Body creams, gels and milk
- Manicure, make-up, pedicure and hair removal products
- Soaps, shampoos, perfumes, etc

Cosmetics Innovation Forum: two days of special events

In association with Cosmébio^{®1}, the French trade association for eco-friendly and organic cosmetics, NATEXPO brings attendees a space entirely dedicated to beauty and wellness at the very heart of the cosmetics and hygiene sector. It brings together all of the special features relating to the cosmetics innovations of exhibitors. *(See features programme in this press kit.)*



Association Professionnelle
 de Cosmétique Ecologique et Biologique

¹ COSMEBIO is a trade association for natural, eco-friendly and organic cosmetics. It works to promote the development of natural and eco-friendly cosmetics based on products from green chemistry and from organic farming.

3 - HEALTH FOOD AND DIETARY SUPPLEMENTS, BRIMMING WITH VITALITY



In 2017, consumer purchases of dietary supplements maintained their upward trend. The sector recorded turnover of €1.8 billion, up 5.8% on 2016. Products manufactured by French companies were exported to more than 43 countries in addition to those of the European Union. This represents approximately 10% of the domestic market (almost €100 million). And this demand is rising all over the world.

Natexpo is a reflection of this vitality. In 2018, it will be welcoming hosting almost 100 exhibitors working in health food and dietary supplements.

In the area of dietary supplements, professionals attending the show will in particular showcase their new products in fast-growing segments such as those of stress management and sleeping aids in the form of magnesium-based products, slimming, digestion and joints.

Source: Synadiet.

Dietary Supplements Forum: the latest developments from the sector at first hand

Synadiet, the French National Association for Dietary Supplements, will also be attending NATEXPO 2018 and will be coordinating the Dietary Supplements Forum (see features programme in this press kit). This information Forum will address regulatory issues, market trends in dietary supplements, the latest trending ingredients and precautions for the use of essential oils.



Syndicat National des Compléments Alimentaires

4 - INGREDIENTS AND RAW MATERIALS: BACK TO ORGANIC ROOTS



Following a successful launch last year in Paris, NATEXPO decided to introduce into its Lyon show a sector dedicated to ingredients and raw materials used in the manufacture of organic food products, cosmetics and dietary supplements. This year, the stand surface area is up by 20% on that of 2017.

Through an exhaustive range of stand displays, business meetings and seminars and workshops, NATEXPO offers its visitors who are processors of cosmetics, dietary supplements, food and drink the opportunity to make inroads in two key fields: sourcing and innovation.

Sourcing: the strategic issue in view of expanding demand

Finding ingredients has become a real challenge for companies working in the European organic industry. With consumption of organic products growing fast, the issue of sourcing is now a strategic subject for all players, whether in the search for new suppliers, the strengthening of existing relations with partners or setting up new local and national supply streams. The ingredients and raw materials sector at NATEXPO enables visitors to build new ties to consolidate their sourcing.

Innovation: at the heart of organic development

Organic raw materials and ingredients lie at the heart of innovation and the emergence of organic trends. They are the driving force behind the vitality of a sector which for decades has played the role of an incubator in the spreading of new products which have sometimes fed through into mainstream consumption: pomegranate, Aloe Vera, goji berry, etc. NATEXPO offers visitors the chance to meet the firms behind all the new trends in the organic sector relating to alternative protein, allergen-free, superfood, fermented food and ingredients, organic flavourings, etc. and also in fair trade, traceability and the structuring of product streams.

An extensive variety of products presented in the sector

- Aromatic and medicinal plants
- Bread, pastry and biscuit intermediate products
- Cereals, rice, pasta
- Cocoa, coffee, tea
- Dairy IFP* and ingredients
- Egg products
- Flavourings
- Fruit IFP*
- Functional additives / ingredients
- Herbs and spices
- Liquid and drink-related IFP*
- Marine-based IFP* and ingredients
- Meat-based IFP* and ingredients
- Multi-purpose ingredients
- Nut-based IFP* and ingredients
- Plant extracts
- Sauces, condiments and seasonings
- Seeds, oilseeds, pulses
- Sugars, honey and other sweeteners
- Sweet preparations and ingredients
- Vegetable and mushroom IFP*
- Vegetable fats and oils

*IFP = Intermediate Food Products

Organic Ingredients Forum, a focus on the leading issues in the upstream segment of the organic industry

At the centre of the Ingredients and Raw Materials sector, discover the Organic Ingredients Forum. With contributions from experts, producers and processors, the leading issues in the upstream segment of the organic industry will be examined.



Organic Wine Village

The Organic Wine Village is entirely given over to discovering the extensive diversity of wines and spirits produced from organic and biodynamic farming. An increasing number of wines exist in organic form. In the space of 10 years (from 2007 to 2017) the surface area of organic vineyards grew by a factor of 3.5 in France, an internationally acclaimed wine producing country. Half of the organic wines produced in France is sold abroad. In 2017, organic wine accounted for two thirds of French exports of organic products by value (€435 million of organic products exported).

Source: Agence BIO

Personal and household products and services: for an even more organic world

This sector offers a wide and extensive range of eco-friendly products for the household and for personal use: lighting, home accessories, bedding, household linen, stationary, games, cleaning products, DIY and gardening products and accessories, clothing, fashion accessories, leather goods, etc.

Services and equipment for retail: everything to develop organic sales

An exhaustive range of products and services relating to points of sale: equipment, services, e-commerce, logistics and training. The aim is to cater to the boom in the demand for organic products. In 2017, while mass retail gained market share (+1.2 points versus 2016), to reach 46% of the organic market share by value, specialist stores remained the second biggest vendors of organic products, with a 36% market share. Here, sales continued to grow in 2017: by 15% in value compared with 2016.

Source : Agence Bio

A great number of initiatives are emerging across Europe in organic product retail: online selling, m-commerce, loose goods, automatic vending, farm shops, packaging-free shops, snacks, etc. Stores are also adapting their interiors to these changes in consumption patterns whilst maintaining their own DNA, thus developing a quite singular model insofar as being a place to spend quality time, an advice centre and a connected platform. Competition is also just around the corner, with Amazon Fresh due to be launched in the near future in France. These developments are the first signs of a distribution model which is still trying to find its way between “traditional” organic and “mass market” organic.

The “Lab”, a new space for displays and pitches, dedicated to start-ups from the circular economy and technological eco-innovation

Beyond the products themselves, consumers are also increasingly sensitive to the ethics of the companies that manufacture and distribute them. Zero waste, circular economy and technological eco-innovation are thus major issues for the B2B2C circuit - and especially so for all players in the organic supply chain. This is the reason behind NATEXPO offering start-ups a chance to promote their innovative approaches and products which could



bring this added value to the organic sector and its consumers. 20 start-ups are expected on the space to present their products and/or services offering innovative value to the B2B and/or B2B2C circuit. 10 sectors are addressed: circular economy, food waste, water saving, air quality, eco-designed products and materials, low-energy products, low-energy lighting, green IT, soft mobility and logistics.

The Organic Incubator: small firms, big ideas

The Organic Incubator is a space dedicated to SMEs and boutique firms working in organic. This selective village works as a springboard to enable start-ups and small firms which supply food and eco-products to have their stand at NATEXPO. This incubator offers support for the development of the small businesses which are the very essence of the organic sector.

Around 30 companies have signed up, among them several companies which had exhibited at the 2017 Paris edition and have renewed their trust in the event to continue to develop their business.

The New Product Gallery, reflecting innovation!

The New Product Gallery is a strategic space located at the exhibition entrance. Visitors can enjoy an exclusive preview of exhibitors' innovations, with a hundred products displayed there.



FEATURE PROGRAMME



B - A COMPREHENSIVE PROGRAMME OF FEATURES, DRAWING THE MOST DISTINGUISHED ORGANIC EXPERTS

During the two days of the Lyon show, dozens of experts from all over the organic world will successively share their experience and market insight with visitors and exhibitors. From the choice of organic ingredients in product formulation to their distribution at point of sale, the features scheduled at NATEXPO 2018 encompass the entire organic sector. In areas such as regulations, new trends and consumer expectations, specialists are on hand to answer all the questions that attendees might have.

1 – Natexbio Forum

Through 8 conferences, **Natexpo's Forum**, organized by **Natexbio**, is offering economic and statistical analysis of the organic market and its future areas of potential : regulations, nutrition, social networks, GDPR and organic wines will be discussed during the 2 days of the show.



Talks schedule:

Sunday 23 September 2018

11:00 am – 12:00 pm: Changes in organic regulations in 2021: Opportunities and adaptations to plan ahead for manufacturing and distribution activities. (Patrick SIVARDIERE, Organic regulations expert, MFR Anneyron Training Consultant, and Eric GALL, Deputy Director Policy Manager IFOAM EU)

12:00pm – 1:00pm: Keys to high-quality organic foodstuffs offering sustainable benefit to health and the planet (Krotoum KONATE – Institut de l'Alimentation Bio)
2:00pm – 3:00pm: Social media in the communication strategy of an organic retailer (Alice ROZNOWIEZ, Communications consultant)

3:00 pm-4:00 pm: GDPR: understanding this new legislation and its impact on shops (Delphine MERON, Development Manager at the trade association SYNADISBIO and Mihaela STREANGA, Legal advisor at FEDERATION SAVEURS COMMERCE)

4:00pm.-5:00pm: Beginners session on tasting an organic wine. The place of organic and biodynamic wines in specialist shops (Franck CHICHERI, wine tasting presenter and training consultant in organic wine to IFCAS)



Monday 24 September 2018

10.00 am – 11.00 am : How to anticipate expectations in society and continue to create differentiation by placing sustainable development at the heart of your practices

(Mathilde Gsell and Anna Kolf from Synabio, with a testimony from an actively-engaged organic SME)

11:00 am – 12:00 pm: Changes in organic regulations in 2021: Opportunities and adaptations to plan ahead for manufacturing and distribution activities. (Patrick SIVARDIERE, Organic regulations expert, MFR Anneyron Training Consultant, and Eric GALL, Deputy Director Policy Manager IFOAM EU)

12:00pm – 1:00pm Keys to high-quality organic foodstuffs that are sustainable for health and for the planet (Krotoum KONATE – Institut de l'Alimentation Bio)

2:00pm – 3:00pm: Beginners session on tasting an organic wine. The place of organic and biodynamic wines in specialist shops (Franck CHICHERI, wine tasting presenter and training consultant in organic wine to IFCAS)

2 – Cosmetics Innovations Forum

The Cosmetics Innovations Village is an area offering special events held around innovation in cosmetics, in partnership with Cosmebio, the French trade association for eco-friendly and organic cosmetics.



Association Professionnelle
 de Cosmétique Ecologique et Biologique

Programme of talks

Sunday 23 September

11.00am: Purchasing behaviour of consumers of natural and organic cosmetics in specialist organic stores, by COSMEBIO

2.00pm: Organic cosmetics for sensitive skin, by FLORAME

3.00pm: La Corvette, more than a century of tradition in Marseille to fulfil the needs of today and tomorrow, by COMPAGNIE DU MIDI

4.00pm: Powdered shampoo and Shower powder: two Cosm'Ethic innovations by GUAYAPI

5.00pm: COSMECERT, a new certification body for your natural and organic cosmetics

Monday 24 September

10.00am: Purchasing behaviour of consumers of natural and organic cosmetics in specialist organic stores, by COSMEBIO

11.00am: La Corvette, more than a century of tradition in Marseille to fulfil the needs of today and tomorrow, by COMPAGNIE DU MIDI

12.00pm: ISO 16128 standard by LEA NATURE

2.00pm: Organic snail slime, a new form of self-care, by ROYER COSMETIQUE

3.00pm: Why to buy cosmetics in a pharmacy, by PHARMEDISTORE

4.00pm: COSMECERT, a new certification body for your natural and organic cosmetics

Treatment workshop programme

Sunday 23 September

2.00pm: Snail slime beauty routine, by ROYER COSMETIQUE

3.00pm: Evening care ritual, by CIEL D'AZUR LABS

4.00pm: Get started in slow beauty with the innovative ingredients extracted from the shea tree, by KARETHIC

5.00pm: Jonzac short face care treatment, by LEA NATURE

Monday 24 September

10.00am: Evening care ritual, by CIEL D'AZUR LABS

11.00am: Apicosmétique®: naturally beautiful and healthy skin with Free Bees, by BALLOT-FLURIN

12.00pm: Introducing the face care range, by DOUCES ANGEVINES

2.00pm: Dual ingredient face mask, by LABORATOIRES PLANETE BLEUE

3.00pm: Dual ingredient face mask, by LABORATOIRES PLANETE BLEUE

NON STOP: all-organic make-up by a professional beautician, with brands BO.HO GREEN MAKE-UP and COULEUR CAMEL !



Syndicat National des Compléments Alimentaires

3 – Dietary Supplements Forum

This space, designed in partnership with the trade association SYNADIET, is a place for advice, education and discovery, with corners offering visitors the chance to explore the entire business sector, from the raw material to the finished product.

Talks schedule

Sunday 23 september 2018

10.30: Organic dietary supplements: at a regulatory crossroads
(Elodie Veyret, regulatory affairs officer, Synadiet)

11.30: The Dietary Supplement market
(Claire Guignier, public affairs and communications officer, Synadiet)

2.30: Regulation of claims: on a pack, in an advert, in-store, what can we say about products?
(Elodie Veyret, regulatory affairs officer, Synadiet)

3.30: Vegetarians, vegans, gluten-free: what dietary supplements for what needs?
(Delphine Dupont, managing director, Synadiet)

Monday 24 september 2018

10.30: Deciphering the labelling of a dietary supplement
(Elodie Veyret, regulatory affairs officer, Synadiet)

11.30: Stress, digestion, vitality, joints: what dietary supplements for what purpose?
(Delphine Dupont, managing director, Synadiet)

12.30: Essential oils: precautions to be taken for their safe use
(Elodie Veyret, regulatory affairs officer, Synadiet)

3.00 : What place for dietary supplements in illness prevention and maintaining good health?
(Delphine Dupont, managing director, Synadiet)

4.30: Spirulina, harpagophytum, curcuma, etc: the latest trending ingredients
(Charlotte Henry, Consultant – Health food Communication & Marketing Project Manager, Nutrieko)

4 - « Retail Expert »

A dedicated space for future organic shop managers

A speed dating space for future organic shops managers, with retail experts. Come and gather advice for your business : certification, funding, merchandising...

9.30 AM – 2 PM : Meet La Nef, AEM Soft, MobilWood, Enercoop and ALV for 20 minutes speed meetings.



5 – Regional Focus

Natexpo's Regional Focus is an area dedicated to regional clusters. Through a series a conference, this feature is offering a space of expression to French regions.

Sunday 23 september 2018

11.00 – 11.30: Organic food in commercial food service

(Department of Drôme, Véronique Hartmann – Greater Lyon Authority, Davide Fontana – Trattino, Florent Dalmasoo – Agri-court, Adrien Petit and Agnès Bonaventure, Cluster Bio)

12.00 – 12.30 : Val Bio Ouest, a 100% organic regional cluster to help you set up
 (Flavie Tiret, project manager, Interbio Nouvelle Aquitaine)

2.00 – 2.30 : Bio Sud Ouest France, an added-value brand for your organic products!
 (Flavie Tiret, project manager, Interbio Nouvelle Aquitaine)

3.00 – 3.30: Presentation of the Breton shared organic brand
 Be Reizh

(Carole Guist'hau – BE REIZH)\$

4.00 – 4.30: Organic and young people
 (Adrien Petit, Cluster Bio)

Monday 24 september 2018

10.00 – 10.30: Calculating product environmental footprint: focus on the European project PEFMED

Estelle Marin – Critt Agroalimentaire PACA
 FRIAA PACA

11.00 – 11.30: Presentation of the Breton shared organic brand
 Be Reizh

(Carole Guist'hau – BE REIZH)

12.00 – 12.30: Organic sectors: presentation of Plan Bio
 (Claude Aurias – Regional Advisor in local economics, Adrien Petit – Cluster Bio, Olivier Durant – Regional Chamber of Agriculture, Maud Bouchet – Coop de France, Simon Coste – FRAB Aura)

2.00 – 2.30: Segmentation of organic consumers in the NutriNet Santé cohort
 Bruno Taupier-Letage – ITAB
 FRIAA PACA

3.00 – 3.30: Fair Trade Organic Wine: the first charter guaranteeing quality and fair-trade wine
 (Marie Delhoume, project manager, Interbio Nouvelle-Aquitaine)

6 – Retail Forum

The floor is given to retailers who are expanding their network.

7 – Organic Ingredients Forum



At the centre of the Ingredients and raw materials sector, the Organic Ingredients Forum will hold its cycle of talks. With contributions of experts, producers and processors, the leading issues in the upstream segment of the organic industry will be examined.

Talks Schedule

Sunday 23 September 2018

10.00 AM Organic ingredients for innovation: fermentation makes a strong comeback
 (Gaëlle Frémont, INGREBIO and Laurent Coulloumme-Labarthe, BIOGROUPE)

11.00 AM Nagoya protocol and biopiracy: the case of rooibos, teff and other food products
 (Bettina BALMER, AKA ZEBRA)

12.00 PM Organic imports: how buyers can instil good practices
 (Jean-Christophe Briet, Organic and CSR Purchasing Consultant, SWOTT and Mathieu Gantier, purchasing director, BIO PLANETE)

1.00 PM Gluten-free products: a sustainable innovation trend? (Emilie Chanséaume, Nutrition project manager, NUTRIFIZZ)

2.00 PM CO2 extracts: market trends, behind the scenes in manufacturing
 (Karine Seaudeau-Pirouley, Supercritical fluid innovation – Kasop)

3.00 PM Financing projects to structure international organic sectors
 (Ben Hoppenstedt, Development economist at ECOPRODEV and Rémi Dénécheau, RDV Products)

4.00 PM Ingredients and new regulation; the changes in appendices 8 and 9 (Claire Dimier-Vallet, Project manager, SYNABIO)

Monday 24 September 2018

10.00 AM Organic ingredients: in search of increasingly elaborate solutions to innovate in organic
 (Gaëlle Frémont, INGREBIO and Christian Besson, WORLEE France)

11.00 AM A new certification body for organic and natural cosmetics : The Cosmécert alternative (Nicolas Bertrand, Director, COSMEBIO / COSMECERT)

12.00 PM Organic imports: how buyers can instil good practices

(Jean-Christophe Briet, Organic and CSR Purchasing Consultant, SWOTT and Nicolas Puillet, purchasing director, NEXIRA)

1.00 PM Nutritional quality of plant protein: how much do we really know about these ingredients? (Emilie Chanséaume, Nutrition project manager, NUTRIFIZZ)

2.00 PM Financing projects to structure international organic sectors (Ben Hoppenstedt, Development economist at ECOPRODEV and Sébastien Balmisse, KAOKA.)

3.00 PM Tools to develop manufactured organic products (Audrey Lesturgeon, Technical Adviser, Nutrition and Organic Products, CRITT PACA)

4.00 PM Flavourings in the new organic regulation (2021) (Claire Dimier-Vallet, Project manager, SYNABIO and Pierre Jannot, Director, Rouages)

8 – Organic Trends Forum

Organised in association with BioLinéaires, the Forum offers a programme of short talks based on dialogue between professionals. This is a space to meet and discuss with specialists around key themes for organic stores.



Talks schedule

Sunday 23 september 2018

11 AM Sauveur FERNANDEZ (Econovateur)

New generation organic products for the 2020s: more fun, more committed, closer to us.

12.30 PM Burkhard SCHAER (Ecozept)

The organic market tomorrow: what place for mass retail and for organic stores?

2 PM Célia RENESSON (Reseau Vrac)

Bulk selling, a dynamic market undergoing structural organisation

3 PM Sauveur FERNANDEZ (Econovateur)

The far-reaching consequences of “local consumption” along the entire production-manufacturing chain

4 PM François LABBAYE (Bio Développement) Bernard Ollié (A Good For Good)

Alternative and emerging consumer patterns (organic, vegan, flexitarian, fair trade, etc.)



Monday 24 september 2018

10 AM François LABBAYE (Bio Développement) Bernard Ollié (A Good For Good)

Alternative and emerging consumer patterns (organic, vegan, flexitarian, fair trade, etc.)

11.30 AM Célia RENESSON (Reseau Vrac)

Bulk selling, a dynamic market undergoing structural organisation

12.30 PM Sauveur FERNANDEZ (Econovateur)

The far-reaching consequences of “local consumption” on the whole production-manufacturing chain %MCEPASTEBIN%The far-reaching consequences of “local consumption” on the whole production-manufacturing chain

2 PM Burkhard SCHAER (Ecozept)

The organic market tomorrow: what place for mass retail and for organic stores?

3.30 PM Sauveur FERNANDEZ (Econovateur)

New generation organic products for the 2020s: more fun, more committed, closer to us.

TRENDS



C – AT THE HEART OF ORGANIC INNOVATION: A LOOK AT THE LATEST TRENDS

Organic professionals are at the cutting edge of new trends; every year they launch an array of innovations to cater to consumer expectations. A large proportion of their ideas then spread widely to become key trends. Among these “megatrends” feature vegan products or the “clean” movement which aims to create the “purest” possible products which are good for our health and protect human beings, animals and the environment. Organic also leads the way in providing an ethical endorsement in response to consumers’ demands: product origin, guaranteed organic ingredients, recyclability of packaging, etc. and organic professionals do not forget consumers who are “hyper- connected”: offering them the chance to discover new sensations with redesigned recipes, surprising textures, et cetera.

This prolific organic market is also rife with micro trends, in particular those relating to health. Very many new products are currently creating a buzz, such as the new curcuma, exotic nuts, raw and fermented food or the BIY trend: “Blend It Yourself.”



The MEGA TRENDS

Sustainable and mass movements, these trends are reinventing consumer habits and becoming an essential “must”.

Trend n°1

THE CLEAN REVOLUTION

The “clean” trend (healthy, safe) is a strong groundswell which is noticeable in all sectors and is likely to spread to all products.

‘Clean food’, ‘clean beauty’: Sephora in the United States has just created a category under this name, and the Silicon Valley is currently experiencing a trend around “clean meat”: “in the USA, an array of start-ups have entered this segment and have already raised almost \$1.5 billion from investors such as Google or Bill Gates, but also from food industry giants.” *Le Monde* 2018

The primary ambition of this movement towards healthy and “clean” is safety, for oneself, one’s family and friends, followed by the preservation of the environment. Indeed, health has become the absolute priority of consumers, and considering the wave of scandals in all areas, people are very wary; for example:

- Conventional household products are toxic: doing housework is as dangerous as smoking 20 cigarettes per day².
- There are “worrying substances” in 185 cosmetic products in the EU (2017)³.
- Only 30% of French people (39% in the UK) trust the beauty industry as to the safety of its products⁴

The organic sector has been one of the pioneers in “clean”: the guarantee of healthy and transparent consumption. 92% of French people say they consumed organic products in 2017⁵. Today, this movement towards cleanliness and safety challenges and amplifies the promises of natural/organic through increasingly healthy organic innovations.

For example, with allergies, food intolerance and skin complaints on the rise, the market is asking for “substance-free” products, consequently considered as being healthy. Formulae are purified, shortened, simplified with the aim of reassuring people: preservative-free, GM-free, lactose-free, nitrate-free, sulphate-free, but also zero salt, zero sugar, or more recently “zero pesticide residue.” Gluten-free looks set to become a new standard.

Shorter ingredient lists are sought-after by safety-conscious consumers, in particular when we consider that women apply 100 ingredients on the skin on average per day in 2017!⁶

² <http://www.e-sante.fr/poumons-faire-le-menage-serait-aussi-mauvais-que-fumer-20-paquets-de-cigarettes/breve/615804>

³ UFC Que Choisir

⁴ Mintel, 2017

⁵ Perception and consumption of organic products barometer, Agence BIO – CSA, 2018

⁶ Report by Officinea 2017

The “pure” guarantee is consequently the augmented promise offered by natural/organic.

PROOF IN THE PRODUCTS

Food:

- Nitrate salt-free ham, by SBV Prés Gourmands (121)
- Frutaki Bio, sweets with 97% fruit content, no added sugar and gluten free, by Ayiure (83)
- Ciao Le Sel Acidulé, a salt substitute, using ingredients which create an acidic flavour compensating the lack of salt in food preparations (registered patent), by Aromandise (130)
- Gluten-free pulse couscous, by Vajra SPRL (140)
- Chia & Coco Roo’Bar energy bar, 100% raw with only 4 to 5 ingredients, by Nature & Expression (156)
- Roscoff onion and seaweed waffles with only 5 ingredients, by Algue Service (79)

Health food:

- Comme à la Maison de Natâma, allergen and gluten-free prepared meals (clean label), by Clarelia SAS (250)
- Extra Pure, 94% cocoa, without soybean, gluten, lactose or palm oil and with date sugar, by Lovechock B.V. (87)

Dietary supplements:

- Ligne Duo Premium, alcohol free, excipient free and without a technological auxiliary, and carrying a quality marker on each lot, by Fitoform SAS (86)

Cosmetics and hygiene products:

- Sulphate-free anti dandruff shampoo made from South American tree bark and enriched with essential oils, by Florame
- Menthol powdered toothpaste, fluoride free, without preservatives, allergens or additives, by SDEB Ecodis
- Swimming nappies made with 75% cellulose, 0% latex, chlorine, GMO, petrolatum, or fragrances, by par Tidoo Nature (136)
- Le Délicat deodorant for sensitive skin, without aluminium salts, alcohol, essential oils or hydrolat, all contraindicated for pregnancy and breastfeeding, by Omum (27)

Trend n°2

HIGHER CONSUMER AWARENESS

In a world which is perceived as being potentially toxic, stressful, insecure and individualistic, there have never been so many people searching for true meaning. The purchasing act happens to be one of the best ways of changing things and saving this world in danger: 71.5% of French people say that they can relate to responsible consumption⁷.

While 75% of Millennials think that brands are so meaningless that they are destined to disappear⁸; organic, on the other hand holds a promise of health and meaning, ethics and environmental protection.

But this is no longer enough to fulfil the expectations of active consumers. Brands have to go beyond labelling or organic certification to prove their own individual commitment.

From harvesting (sourcing) to the production process, from zero waste to recycled packaging, firms must tick every box. And even national brands are shifting towards more awareness and eco-friendly processes:

- Franprix has created the concept Noé, with a manifesto and a commitment for responsible consumption, and more importantly 65% of organic products and 100% organic fruit and vegetables.
- Danone is launching a new organic line in 2018 (30 new products) and is making a commitment to regenerative farming.

Labels are also revisited to specify pledges and avoid confusion: examples of this include Cosmos with Europe-wide harmonisation, but also the visibility of the label Demeter, guaranteeing biodynamic agriculture.

The ideal objective: not only 100% natural/organic but also commitment along the line.

PROOF IN THE PRODUCTS

Food:

- Ethical eggs from non-slaughtered hens, by Poulehouse (98)
- Muesli with biodynamically-grown and Demeter certified fruit, by Celnat SA (235)
- Yoghurt with Mirabelle cherries from a farm converting to organic, by Invitation à la Ferme
- Agave nectar with Chlorophyll, extracted from the agave leaf which is usually thrown away, by Naturgie (38)

Health food:

- Cereal bar with pieces of strawberries, made in Normandy and packed in recyclable, resealable and connected brown paper packaging, by Nomen'K (243)

⁷ CERDD and Greenflex, 2017

⁸ Kantar Media and Kantar Millward Brown (multi-country study 2016-2017)

Dietary supplements:

- Organic, healthy, responsible French honey: made to consumer specifications, sold at a fair price and funding bee protection, by C'est Qui Le Patron (154)
- Pur'Aloé raw Aloe Vera pulp, extracted manually, grown close to the extraction facility, by Cieldazurlabs (178)

Cosmetics:

- 100% natural hydrating oil, with 98% of organic ingredients, by Qäqyp / Perfrance, the first Demeter labelled French brand (134)
- Day cream with no added water or beeswax, by Cieldazurlabs (252)
- Zero waste body milk in returnable, refillable and reusable glass bottles, by Cozie (24)

Trend n°3

#VEGAN: THE NEW STANDARD IN GASTRONOMY

Within the momentum towards healthier products and greater awareness, animal well-being is one of the leading issues, with solutions needing to be found. Our Western societies have attained a new high for the consumption of red meat (and therefore a high in pollution and poor soil quality), with 1 billion cattle bred in the world in 2015⁹.

The intolerable images of animal cruelty have prompted immediate reactions: the waves of “vegan” (not consuming and not exploiting animals) and vegetarian are developing fast, in particular among under-30s.

- Digital buzz: #vegan, more than 60 million posts on Instagram
- Massive conversion: 10 times more adopters in the space of 10 years in the UK¹⁰
- 40% of French people say that they are flexitarian, i.e. in search of alternatives to products of animal origin¹¹

Beyond the claim of “animal well-being/cruelty free”, all industries are now turning to plant-based products. This new practice extends from cosmetics to pet food and even to leather.

Progressively, vegetable protein is being incorporated into all recipes, including in leading ham brands. Even junk food is reinventing the burger which is becoming meat free, as seen with the MacVeggie by McDonald’s in 2017, or Beyond Meat distributed at Whole Foods and Disney.

Organic brands are naturally at the leading edge of veganism.

In food and cosmetics, a great many packages carry the indication “vegan”. In culinary terms, vegan cuisine is being seen as less of an alternative, instead developing its strain of gastronomy in its own right, with a glamorous and appetising approach to plants and/or raw food. This heralds previously unheard-of taste combinations, such as vegan cheese or plant-based foie gras (faux-gras). The Michelin star chef Alain Passart had clearly opened the way 15 years ago already!

Plant-based food is no longer just an alternative but an Eldorado for new sensorial experiences and sustainability.

⁹ US Department of Agriculture

¹⁰ Survey conducted by the magazine Vegan Life and the association Vegan Society, 2016

¹¹ LSA 22/02/18

PROOF IN THE PRODUCTS

Food:

- Vég'gras, a vegan foie gras substitute, by Senfas (218)
- Mayonnaise, 100% plant-based and gluten free, by Algue Service (78)
- Tranché végétal, a plant-based alternative to cheese, by BioVeg / All In Foods (261)
- Vegan and plant-based crêpes by Biobleud (143)
- Red bean patties, by Ici & Là SAS (131)
- Tomato sauce rich in vegetable protein thanks to quinoa and edamame beans, adding edge and crunch, by Bryio (169)

Cosmetics:

- Vegan colour correct 07 Orange, by Boho Green (199)
- Vegan cleansing foam, par Terra Ipsum (141)

Tendance n°4

A THIRST FOR NEW SENSATIONS

Our lives are becoming ever more virtual - today one third of people prefer to be on their smart phone rather than talking to or spending time with people close to them¹²- and this prompts us to search for new sensations and enhanced sensorial experiences, to get a better grip, stop for a minute and rediscover reality.

In the era of augmented reality and artificial intelligence, “sensing” things is today an imperative part of contemporary consumption.

10.5% of consumers spend their money on experiences and amusement¹³. This is particularly true of Millennials (generation Y and Z, 18-35 years of age) who have a vital need for play and sensations.

The emotional aspect and experiences have furthermore become key factors for the luxury goods sector: “the Millennial generation needs to get a genuine emotional discharge from their luxury purchases.” *Vogue*, 2018

Naturality therefore becomes a source of experience and even of performance.

Because in addition to being healthy, the sensorial experience delivered by a cosmetic or food product is an essential part of customer satisfaction.

Brands continue to be ever more inventive to innovate. Tastes are mixed together. Cooking rituals and recipes are being reinvented. Textures are blending together and being reinterpreted, they change at the contact of water, skin or burst in the mouth to liberate their full power.

Augmented naturality = the sensorial performance.

PROOF IN THE PRODUCTS

Food:

- Belgian Thins Florentine, broken chocolates, by Belvas SAS
- Hot Chocolate Drops, made with coconut flower sugar, to dissolve in hot milk, by Belvas SAS
- Whole organic strawberries, freeze-dried using a technical innovation, by Biercors (299)

Cosmetics:

- Nectar Doré in-shower body oil, with two-phase texture: oil then milk, by Centifolia (139)
- Powdered toothpaste, by SDEB Ecodis

¹² Worldwide survey Phone-Life Balance, by Motorola at end 2017

¹³ Barclaycard, 2017

HEALTH BUZZES

As gems of inventiveness, these micro trends make a lot of noise and invite people to (re)invent the basics of tomorrow, both in terms of product and process. “Healthy” has become the symbol of a cool attitude and an ‘instagrammable’ obsession: as illustrated by more than 121 #healthy and almost 50 million #healthyfood posts.

Naturalness is such a big trend because it appears the best way to reassure people (healthiness and safety). Research shows that “consumers mainly define natural goods as the absence of “undesirable” attributes such as additives and human intervention.”¹⁴

As a result, superfood is becoming the hero of natural goods, concentrating all the health and energy performances for « HealthYers » (generation Y). And they are therefore what all the buzz is about!

#1 MORINGA, THE NEW CURCUMA

This is the super ingredient topping the wellness charts at the moment: high in vitamin A and C, iron, potassium and even protein. Moringa is an energy booster and an immunostimulant and an anti-inflammatory, delivering benefits to sight, cardiovascular health, also detoxing and acting against skin ageing.

In short, it’s a winner all the way. Whether in the form of powder, capsules, tisanes or oils, “the miracle tree” is as renowned as turmeric (curcuma) which continues to keep us in good health and delight our taste buds.

PROOF IN THE PRODUCTS

Food:

- Moringa-ginger tisane, by Salus Haus GMBH & Co (149)
- 100% Fruits lemon-moringa preparation, by Naturgie (36)
- Detox sardines with curcuma and ginger, by Gendreau (244)
- Curcuma infusion, by Pagès Thés et Infusions (226)
- Curcuma-lemon refreshing drink, par Thera Sana (131)

Dietary supplements:

- First moringa oil in capsule form, by LT Labo (157)

Health food:

- Curcuma & Energy, by Ulrich Walter GmbH (241)

¹⁴ Research conducted by Journal of Food Science (USA)

#2 EXOTIC NUTS

The coconut has become the unmissable naturality star in food and cosmetics departments. Previously used mainly in its pure form, it is now being reinvented in a range of textures and its taste is mixed with that of other fruit. It sometimes plays a role of an excellent substitute, successively inventing itself as water, milk, butter or oil, and brings a welcome twist to entire product categories.

But other, more unusual nuts are also emerging, such as the Brazil nut and the tigernut. What nut's next?

PROOF IN THE PRODUCTS

Food:

- Coconut Cuisine, coconut cream for cooking, by The Bridge (101)
- Coco Frostick, a vegan ice cream made from coconut milk, by Abbot Kinney's (37)
- Coconut milk powder, by Biercors (230)
- King Coconut Water, by Nature et Expression (158)
- Coconut milk and mixed fruit with exotic fruits, by La Compagnie du Riz (129)
- Red curry and coconut milk with aubergines and sriracha sauce, par Pro Sain (150)
- Brazil Nut Drink, by The Bridge (100)
- Plant-based drink with tigernut, by Babbagigi SAS (181)

Dietary supplements:

- Green walnut dietary supplements, by Kario Energie (70)

Cosmetics:

- Organic coconut shower cream (biodegradable formula) by Laboratoires Natescience (97)

#3 BIY: BLEND IT YOURSELF

This is the new D.I.Y (Do It Yourself), in all fields, and most of all the new buzzword in terms of experience and personalisation.

A logic ritual visible in detox and healthy juices, the mixture format today enhances a large number of drinks, but also prepared meals and cosmetics potions, to obtain ultra-fresh and personalised products.

PROOF IN THE PRODUCTS

Food:

- Golden Latte, a mix of seven spices based on curcuma and pepper to mix with milk, by Epices Shira
- Banana-acai-blueberry smoothie, by Maison Meneau (107)
- Pep's salad and vegetable flakes, by Aromandise (91)

Health food:

- Dragon Superfoods vegan protein Super Mix, by Nature et Expression (160)

Household products and services:

- Brumessentielle, an essential oil diffuser, by Aromandise (114)

#4 RAW AND FERMENTED, THE NEW "SLOW"

Fermentation is the new à la mode process, maximising the benefits of products (vitamins, minerals) without cooking them. This new cult for raw food through fermenting and low-temperature cooking, conserves the full potential of ingredients.

In food, the slower the better: kombucha is a long-fermented mushroom with incredible health benefits, and the kimchi is a delicacy present in the finest international restaurants.

Less evident in beauty, fermented cosmetics are already beginning to emerge in Asia, in Korea first.

PROOF IN THE PRODUCTS

Food:

- Cheese alternative made from fermented nuts, a new category called Fermentino, par Eurocompany (90)
- Low-temperature fermented raw cocoa spread, by Sol Semilla (251)
- Traditional Pancrudo biscuit but living food (-42°C in the manufacturing process) in raw chocolate, by Douce Italie (180)
- Fermented infusions, by Ido Infusion (Korea) (84)

Dietary supplements:

- Raw Spirulina powder (certified), by Nature et Expression (159)
- Dehydrated germinated seed in Alfaga raw quality, by Biercors.

NATEXPO AWARDS

D – 2018 NATEXPO AWARDS: THE BEST ORGANIC INNOVATIONS DISTINGUISHED

The 2018 Natexpo Award Area: a showcase of the best innovations of the year.

As a veritable showcase of the best organic innovations of the year, this space showcases to the winning products from the 2018 NATEXPO Awards.

Open to all market players (both exhibitors and non-exhibitors), manufacturers and producers, this competition distinguishes the most innovative, useful, practical and original products launched on the market between 1 May 2017 and 1 May 2018.



The year's innovations in the spotlight

The NATEXPO Awards were created in 2015 to recognise the most innovative, useful, practical and original products. The 2018 NATEXPO Awards pay tribute to products which were launched on the market during the year (between 1 May 2017 and 1 May 2018). This year, nearly 150 products were entered in seven categories which reflect the product range displayed at the show:

- **Beverages**
- **Dietary supplements**
- **Health food**
- **Grocery products**
- **Fresh products**
- **Cosmetics and personal hygiene**
- **Household and personal products and services**

The NATEXPO Awards received nearly 150 entries. These entries reflect the powerful innovation capabilities of companies working in organic food, health food, dietary supplements, cosmetics and eco-friendly products.

A panel of 12 expert judges

The winners were designated on 1 June 2018 by an expert panel made up of trade professionals, student business representatives and journalists from the specialist, trade and general interest media.

The judging panel's membership comprised:

- Clara Dikita, *Confédération Nationale des Junior Entreprises*
- Elodie Dupré, *BIO TV*
- Anne Dupuis, *Organic and eco-friendly fashion specialist*
- Anaïs Engler, *Cosmétique Mag*
- Camille Harel, *LSA*
- Angélique Houlbert, *Dietician*
- Antoine Lemaire, *BioLinéaires*
- Isabelle Martinet, *France 2*
- Philippe Millet, *Actif's Magazine*
- Christine Rivry-Fournier, *Biofil*
- Mélanie Schmidt-Ulmann, *Actu-beauté*
- Christine Zalejski, *Consultant in infant foods and founder of the blog Cubes & Petits Pois.*



FRESH PRODUCTS

Gold Award

MAYONNALG

Mayonnalg is an all-plant-based and gluten-free sauce. It is made in Brittany with 15% of seaweed (dulse, sea lettuce and wakame).

ALGUE SERVICE



Silver Award



KEFIR

A traditional recipe with beneficial properties, the GABORIT kefir offers a combination of outstanding vitality and remarkable mildness. The Jersey milk, whose composition is renowned all over the world, is processed traditionally to conserve all of its properties.

MAISON GABORIT



HOME AND PERSONAL PRODUCTS AND SERVICES

GOLD AWARD

BRUMESSENTIELLE

Create your own home-made home fragrance: use your own essential oils and dilute them in... water! Thanks to our effective diffuser and an essential oil booster.

AROMANDISE



SILVER AWARD

LE JEU DU POTAGER

The perfect game for young and old alike to play at discovering the secrets of the natural vegetable garden

BIOVIVA EDITIONS



HEALTH FOOD

GOLD AWARD

CIAO LE SEL ACIDULE

A substitute to cooking salt: ingredients are selected for their ability to replace the synergistic, taste and hedonic effect of salt.

AROMANDISE



SILVER AWARD

PAPRIKA VIRGIN OIL

Brand new: virgin oil from paprika (sweet chili peppers): a deep orange colour, a sweet and slightly spicy taste, and most of all, 70% of polyunsaturated fatty acids. A genuine discovery!

BIERCORS





GROCERY PRODUCTS

GOLD AWARD

Gluten-free, vegan nut and chocolate cookie

Delicious gluten-free and vegan cookies with nuts and choc chips made from almonds; no additives or flavourings.

LOUBIO



SILVER AWARD

Carrot and blue Auvergne cheese mousse

The sweetness of the carrot married with the parsley cream of the Bleu d'Auvergne cheese for an appetizer spread that makes your taste buds go "Clac!".

CLAC !





COSMETICS AND HYGIENE

GOLD AWARD

Body Milk

Organic body milk made in France and zero waste due to returnable and reusable glass bottles. Can be refilled with bulk product using our refilling machine.

COZIE



SILVER AWARD

Sensual massage balm

A massage balm with a different, silky texture and a delicious scent! Its organic formulation combines the benefits of the bee hive with those of the selected plant oils.

APIMAB-PROPOLIA





DIETARY SUPPLEMENTS

GOLD AWARD

DUO Premium Line

The DUO Premium is a range of Eve Vegan-certified dietary supplements: alcohol free, excipient free and without a technological auxiliary, and carrying a quality marker on each lot.

FITOFORM SAS



SILVER AWARD

ALLERGOPOLIS DROPS

A synergy of plants (shoots, extract, essential oils), Allergopolis should be taken preventatively several weeks before the first spring attacks to reinforce defences and fight against pollen allergies.

LA SOURCE



DRINKS

GOLD AWARD

BRAZILNUT DRINK

Brazil nut drink: vegan, gluten-free, lactose free and no added sugar! To drink straight or consume with breakfast cereals.

THE BRIDGE



SILVER AWARDS

BIO ELEGANCE Elderflower soda

The fine sparkling elderflower soda combines a unique and original taste with the benefits of elderflower.

BAIA ORGANIC

E - NATEXBIO: 5,000 FIRMS DRIVING ORGANIC GROWTH

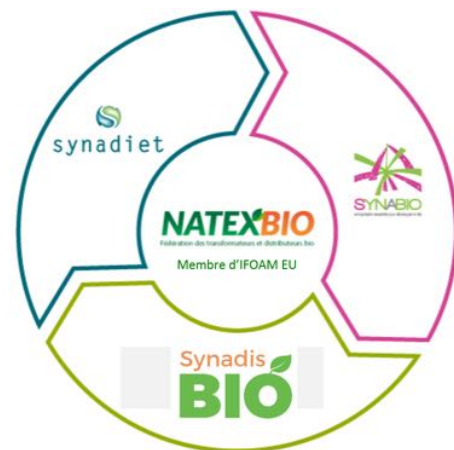
NATEXBIO represents two business categories: organic raw material and dietary supplement producers and processors, and distributors of organic products, chiefly specialist stores.

In economic terms, through its membership NATEXBIO represents more than 5,000 small businesses, 30,000 employees and an annual turnover of approximately €5 billion: a market on the increase, reflecting the changing expectations of consumers who are increasingly sensitive to their well-being and the protection of a planet, all in a sustainable development perspective.

Three trade associations

NATEXBIO brings together three trade associations:

- **SYNADIET:** The French national association for dietary supplements.
- **SYNABIO:** The French national association of organic forms working for the organic farming sector.
- **SYNADISBIO:** The French National association of organic and health food specialist retailers.



While NATEXBIO only gathers together trade associations, as stipulated by its articles of association, it is also keen to work closely with other trade collectives with which it wishes to maintain regular dialogue so as to enable professionals to speak with one voice. It has for example built strong ties with Cosmebio and France Vin Bio.

To organise sales initiatives and monitor tax legislation, a subsidiary was created under the name Bio-Diet Exécutive.

Professionals in touch with the market

NATEXBIO is governed by 8 directors, all from major market firms, under the responsibility of its Chairman assisted by a project manager.

Chairman: Claude GRUFFAT

President of Biocoop

Director - Treasurer: Brooks WALLIN

Chief Executive Officer of companies Organic Stories,
Favrillon et Vignon, Pro sain

Project manager: Francis VALLUET

Directors:

- **Françoise BEUNARDEAU**, Company director, GVA Bio
- **Christelle CHAPTEUIL**, Managing Director of laboratories Super Diet
- **Philippe LARATTE**, Director of Groupe Nature
- **Yves REMY**, Chairman of Synadis BIO
- **Jean VERDIER**, Chairman of Synabio, President of companies Naturgie and Favols
- **Allon ZEITOUN**, Managing Director of Naturalia

Assignments in favour of health and well-being

Natexbio's key initiatives:

- *Represent the material and moral interests of the profession*
- *Organise training, in particular for its members*
- *Publish information in printed or digital format*
- *Advise any future founders of manufacturing or retail businesses*
- *Organise seminars and trade shows, including NATEXPO*

F - SPAS ORGANISATION

FRANCE'S LARGEST ORGANISER OF CONSUMER AND TRADE EVENTS DEDICATED TO WELLNESS, ART DE VIVRE AND SUSTAINABLE DEVELOPMENT

SPAS Organisation manages a total of 25 events nationwide:

- ORGANIC EXHIBITIONS: Marjolaine, Vivre Autrement, Bio&Vegan, ViniBio, Vivez Nature (October & January), Naturally, Noël en Bio, NATEXPO (Paris & Lyon)
- ORGANIC EXHIBITIONS OUTSIDE PARIS: Zen & Bio (Angers & Nantes), Respire La Vie (Vannes, Rennes, La Rochelle, Poitiers), Artemisia (Marseille), Naturabio (Lille), Vivez Nature (Lyon).
- WELLNESS AND ART DE VIVRE EXHIBITIONS: Bien-être Médecine douce & Thalasso, Les Thermalies (Paris & Lyon), Zen, Saveurs des Plaisirs Gourmands, Salon des Thérapies.

A Selection Committee specific to each exhibition ensures that quality criteria are fulfilled for all products and services exhibited, in keeping with an ethical and environmental policy.

In connection with these shows which are the company's core business, SPAS Organisation also offers new services for the benefit of its exhibitors.

The marketplace sevellia.com

Dedicated to organic, natural and eco-friendly products, sevellia.com enables exhibitors to sell their products, before, during and after exhibitions. [Sevellia.com](http://sevellia.com) boasts a total of 350 vendors and 18,000 product references.

Sustainable Development at SPAS Organisation

SPAS Organisation is involved in the certification process ISO 20121 – Sustainable Events. By obtaining ISO 20121 certification for all its shows, SPAS illustrates its commitment to exercising ever tighter control over its events' environmental impact.

The NATEXPO team:

Patricia Berthomier-Massip	President
Loïc Le Men	Technical Director
Pascale Boyer	Sales Director
Eric Faure	Marketing Director
Valérie Lemant	Event Manager
Emily Gambaro	Project Manager International
Florence Roublot	Project manager France + regions
Solène Bryon	Project manager Development
Julie Houbiers	Sales Representative
Claire Pagan	Digital and CRM Director
Carine Cantagrel	Communications Director
Marion Elie	Communications Officer



A show by:
NATEXBIO
Fédération Française des
Associations de Producteurs de Produits Biologiques

www.natexbio.com

Organised by:

Spas
Organisation
www.spas-expo.com

Full details on www.natexpo.com

NATEXBIO, the French Federation for the Organic Sector, a member of the IFOAM EU network, has among its members SYNADIS BIO, SYNADIET and SYNABIO, and relations with Cosmébio, FNAB, and France Vin Bio

SPAS ORGANISATION is the largest French organiser of trade shows and consumer events dedicated to organic products, wellness, art de vivre and sustainable development. SPAS Organisation organises 25 events dedicated to organic products, exhibitions in wellness and art de vivre, the Zen & Bio exhibition network and the digital marketplace sevellia.com

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