

As a major event for the organic sector, Natexpo once again offers insight into the organic trends emerging on the market. Discover four macro-trends and 11 themes illustrating the underlying movements and weak signals in organic.

THE THE ORGANIC RENEWAL(S)

“2018 was a record year for the organic market.”
F. Guhl, director of Agence Bio.

Organic sales reached €9.7 million (+15.4%), with all product categories up thanks to the efforts deployed by distribution and manufacturers to put together category streams and secure supplies.

Even better, the organic cosmetics market is set to grow from €520 million to €760 million in 2022, to make up 8% of the market, with 5.5% annual growth⁽¹⁾, according to Groupe Xerfi.

Extended access

Mass retail has taken up organic products with relish since 2018, and today accounts for 50% of sales.⁽²⁾

The long-standing organic retailers are revisiting their concepts. For example, Biocoop is now focusing on single category shops, as illustrated by a butcher's shop opened near Angers in June 2019. Corner stores are also set up in third-party outlets: in organic producers' premises, in market halls or in cultural facilities. The brand has even deployed satellite shops, attached to a main shop, so as

to set up new touchpoints in rural areas or in city centres under redevelopment.

And most importantly, ever-increasing commitment.

The green wave is becoming a tidal wave, organic is reinventing itself powerfully and with fun. The eco-aware vision is no longer sufficient: it is time for action, through creative initiatives which are sometimes scientific and always sensorial, accompanied by a commitment to transparency and all-encompassing sustainability.

“What if organic were to become a ‘non-label’ and the standard manufacturing process of the world tomorrow, in a world where product transparency became the norm?”

Alexis de Prevoisin,
founder of retail-demain.com

1 INCREASING COMMITMENT : #GREEN GIANT



The principle of commitment to the environmental affects all the levels of our society, from mothers to teenagers out on a demo, from the cosmetics 'indie' (independent) brand to the multinational.

Following social ethics, then self-preservation (since 2017 with the #clean movement), commitment to the planet is now the priority: the consultancy Mintel observes "a shift from humanitarian efforts to efforts for the planet" in the claims used by brands between 2017 and 2019.

In this context, organic products and certifications are models of reassurance, squaring the circle of mindful consumption and an appeased conscience.

Today, organic products already account for 5% of food shopping in France⁽³⁾ but people's enthusiasm for a sustainable future continues to grow, bringing new expectations and actions.

And new subjects are emerging with regard to organic and its commitments - organic farming in heated greenhouses, organic fruit and vegetables in plastic packaging are both subject to controversy since people expect consistency as well as transparency.

This increasing awareness of eco-citizens will revolutionise our ways of life, how we consume, and reinvent our commitment to organic and sustainable products.

Some people already feel guilty when they get on a plane...

Others place the bar high with respect to brand commitments...

Finally, an increasing number of voices advocate the circular economy as an alternative to capitalism.

#1 COLLECTIVE (ECO) AWARENESS

Eco-anxiety: increasingly aware active consumers

With the climate emergency, acknowledged ecocides*, the much-heralded sixth extinction of species (with a warning cry from the UN: up to 1 million animal and plant species under threat)... is it too late, is there still time to act?⁽⁴⁾

The under 20s are in emergency action mode and carry the movement (marches, strikes for the climate). This eco-anxiety and this eco-guilt cascade through all generations: 91% of French people believe that it is our duty as human beings to protect nature.⁽⁵⁾

Widespread conversion by producers and distributors

Organic conversion rates are at record levels: +13% organic producers, +12% processors and +41% organic distributors.⁽⁶⁾

In terms of surface area, one milestone has been surpassed: with 9.5% of French farms now organically certified, 2 million ha are cultivated according to environmentally friendly principles (+17.5% versus 2017). This represents 7.5% of domestic utilised agricultural area: France is the fourth European country in terms of organic surface area, behind Spain and Italy.⁽⁷⁾

Mass retail is now following the movement and has adopted organic and sustainable goods on a huge scale.

Brands, whether large or small, are also opting for organic. This revolution is furthermore visible not just in food but also in beauty (#GreenBeauty), since Garnier has launched an Ecocert certified range, while L'Oréal has created an organic and local brand: La Provençale.

PROOF IN THE PRODUCTS



Food

- The company **Heimbürger**, one of the last French independent family-owned companies to produce pasta, today offers a comprehensive range of organic pasta with AB Ecocert certified ingredients under the name of **Grand'Mère**.

Booth D188

- La Maison d'Armorine**, a historic company in French confectionery, launches **Mam Bio**, a comprehensive range of organic confection: soft caramels and hard toffees, caramel creams, caramel and honey lollies, boiled sweets, etc.

Booth F111

- In 2018, **Le Coq Noir**, a firm founded in 1979 and drawing on family know-how built upon traditions from various countries in the world, develops its first range of exotic culinary aids comprising 40 all organic products.

Booth G177



* The destruction or damage of an ecosystem - (3) Agence Bio, 2019 - (4) Le Point, 06/05/2019 - (5) Biodiversity Barometer, UEET, 2018 - (6) Agence Bio, 2019 - (7) Agence Bio, 2019 -

1 INCREASING COMMITMENT : #GREEN GIANT

#2 TRANSPARENCY 3.0

The New Foundation of the Contract of Trust.

With ultra-processed foods taking up 50% of retail space⁽⁸⁾, using an app to analyse products has become a self-imposed stage in the purchasing act.

54% of French people are aware of these nutritional apps (compared with 43% three months earlier)⁽⁹⁾

And these are flourishing, both in food and in hygiene and cosmetics: Open Food Facts, Clean Beauty, ScanUp, QueChoisir, CompoScan, Y'a quoi dedans... or Yuka which is today the reference in France. Manufacturers contact this app before launch to ensure that their product is well rated.

Being listed on food and beauty product scanning apps has become essential in brand communication, a new argument to generate trust and sales.

PROOF IN THE PRODUCTS



Food



- **Frites du Bistrot Bio Yummy!**
 French fries made from French grown potatoes, free of preservatives, additives or artificial flavours. Nutri-score A and Yuka rating 100% Excellent, by Cité Gourmande

- **Chia Wholemeal organic bread mix 200g, 100% wholemeal flour, no added starch, salt or additives, "Excellent on Yuka with a mark of 100" by Terra Ceres**
Booth C168



WILL APPS SOON BE OUTDATED IN THIS INCREASING QUEST FOR TRANSPARENCY?

Blockchain technology is now appearing to be a new solution to check the sourcing of organic products.

In 2019, the firm Seqens developed a platform using the blockchain to guarantee the traceability of organic active cosmetic ingredients. And the spread of technology is already underway since, in addition to organic, the platform Food Trust, by Nestlé x Carrefour x IBM, allows us to track the journey of potatoes used to make Mousseline mashed potato powder.

But the 'clean' and aware commitment is not just confined to brands but is also spreading to retail. The phenomenon of green & clean beauty for example, has developed a brand-new retail segment, in particular in the United States: shops such as Credo Beauty, The Detox Market or Follain... Sephora has installed a 'Clean' corner and label (only in the USA for the time being) and Le Printemps Haussmann has inaugurated its Green Market..

⁽⁸⁾ Le Monde, 1st June 2019. ⁽⁹⁾ Obsoco, October 2018, in LSA

1 INCREASING COMMITMENT : #GREEN GIANT

#3 ALL ROUND INTEGRITY

THE COMMITMENT TO TRANSPARENCY, HEALTHY AND SUSTAINABLE PRODUCTS NOW EXTENDS TO THE ENTIRE LIFE CYCLE OF THE PRODUCT, from upstream to downstream, including sourcing, formulation, packaging, etc.

Brands are reinventing their manufacturing processes and recipes to win the quality battle: harmless, effectiveness, sensoriality and durability.

- ▶ In food, **NEW, INCREASINGLY TECHNICAL GUARANTEES EMERGE TO MEET THE NEEDS OF EVER MORE KNOWLEDGEABLE CONSUMERS**: 'no invert sugar', 'no artificial excipients' or 'made with potentised spring water'...
- ▶ In cosmetics, the movement will continue beyond ingredients: excipients, surfactants, emollients, etc.

PROOF IN THE PRODUCTS



Cosmetics



- **Organic Acerola 100 100% essential**: first organic clean acerola, without artificial excipients and in a 100% recyclable tube, or a 100% recycled pill dispenser, by **Thera Sana Booth I68**



- **Hypoallergenic Cream Deodorant**, a cream texture and a minimalist formula, 100% natural origin, a very high organic percentage on the market, for all skins, even the most sensitive, by **Florame Booth E10**



Food



- **Pur Miel Bio gingerbread**, guaranteed free of invert sugar, by **Mulot et PetitJean Booth H88**

- **Douceur Coco**, a sugar-free, pure coconut drink (rice free), by **Evernat Booth F100**



- **Dremmwel**, gluten-free amber beer made with Breton buckwheat, 5.4°, by **Brasserie de Bretagne Booth E118**



- **Houblonde**, the world's first dynamised beer: the brewing water has passed through vortexes to regain its original structure, equivalent to that of pure mountain water, by **Certisys SPRL - Booth D175**

2 THE SUBZERO SYSTEM, AIMING FOR A CIRCULAR ECONOMY

The anti-waste movement has grown: the ambition is now for zero waste, particularly when you think

THAT TWICE AS MUCH PLASTIC IS EXPECTED TO POLLUTE THE OCEANS BETWEEN NOW AND 2030. ⁽¹⁰⁾

“ It is not just a trend; it is a movement towards a ground shaking new archetype for industry. If brands don't change their approach now, they may not exist in the future. ”

Mintel, 2019 Sub-Zero Waste Report

In this movement, the notion of the social economy is gaining ground. This entirely reinvents our capitalist and consumer focused schemes by proposing a new model incorporating the notions of green economy, industrial ecology, and utility economy. Its circular process entails resizing and reusing, running in contradiction to our society today in which planned obsolescence and fast fashion are singled out for criticism.

In France, the destruction of unsold non-food items should, for example be banned between now and 2023 (textiles, household appliances, hygiene and cosmetics, etc.).

“ This will be a world first. Throwing away products in perfectly good working order is a form of waste which is beyond belief. ”

*Édouard Philippe,
 French Prime Minister*

The aim is to produce goods and services whilst strictly cutting back on the consumption and waste of raw materials and nonrecyclable fuel and reusing or recycling as much of our waste as possible.

And some of the boundaries of our system are already beginning to shift.

RECYCLABILITY OR REDUCTION OF WASTE OUTWEIGHS PROFITABILITY. COLLABORATION IS SEEN AS MORE IMPORTANT THAN COMPETITION.

In this new system, brands and consumers will start to adopt new habits, new products and new words: fragrance-free clothes detergents, unbleached pasta, refillable packaging, sourcing from sustainably farmed plantations or ecologically managed forests, and so on.



⁽¹⁰⁾ WWF, <https://www.futura-sciences.com/planete/actualites/ocean-deux-fois-plus-dechets-plastique-oceans-ici-2030-alerte-wwf-56418/>

#1 100% BIO... DEGRADABLE : 0 PLASTIQUE, 0 TRACE

The objective is now to not leave a single trace of the product in nature following use, with the cardinal values of recyclability and compostability. This is the notion of 'Cradle-to-Cradle' or C2C*. Packaging is the first area affected, but also residual elements (brushes, cosmetics or hygiene products): eco-design, more just than a trend, becomes a prerequisite.

PLASTIC IS IDENTIFIED AS THE ENVIRONMENTAL ENEMY NUMBER ONE, AND SOLUTIONS ARE ARRIVING IN MASS FROM ALL SOURCES.

The French government for example, plans to launch a consultation on the concept of charging a deposit on plastic bottles, and the ecology minister Brune Poirson speaks freely of a "big bang in the dustbins of the French."

As far as brands are concerned, the food sector has taken this subject seriously, followed closely by household products, whilst cosmetics are starting to put in an effort.

For example, with the Loop project, around 20 companies including Procter & Gamble, Nestlé and Unilever, have teamed up to change consumption modes and test zero-waste packages.

Furthermore, 400 organisations and firms have signed up to the Plastics Economy Global Commitment, created by the Ellen MacArthur Foundation: L'Oréal, Henkel, Unilever, J&J, Carrefour, Target, Walmart, Albéa... This establishes a vision to eradicate plastic waste and pollution at source by applying the principles of the circular economy.

While it has not (yet) disappeared entirely, plastic packaging is becoming increasingly and more easily recyclable, and to do so it will soon be grey and no longer white (better recyclability). But more importantly, alternatives are emerging: wood, glass, cardboard, right through to food film made with beeswax... always with a commitment to reducing impact to a minimum.

But the principle of 'zero trace' goes even further, with a more optimistic target in its sights: giving more back to nature by having a positive impact. Some organic or natural brands (The Body Shop, Lush) already advocate this.

*An industrial environmental philosophy which incorporates, at all levels from design to production and recycling of the product, the principle of zero pollution and 100% recycling. This is the foundation of the circular economy.

PROOF IN THE PRODUCTS



Food

- A range of organic dried fruit in 100% biodegradable and compostable pouches, the first in the category thanks to a patented technology creating an oxygen barrier which is just as effective as a plastic film, by **Un Air d'Ici** **Booth G98**



- **Éthiopie capsules** made from wood fibre, biodegradable and compostable, aluminium-free and which conserve the finest flavours of our coffee, no additional packaging with a sleeve made from recycled card, by **Destination** **Booth G91**

- Wholegrain cereal rectangular **pizza dough** with a baking sheet made from natural non-bleached, recyclable and compostable brown paper, by **Biobleud** **Booth D110**



PROOF IN THE PRODUCTS



Household products

- **Apifilm**, natural wrapping: organic cotton coated with beeswax and pine resin to wrap food, as a green alternative to aluminium and clingfilm. Reusable, zero waste and designed in a socially conscious approach in partnership with Indutex, by **L'Atelier Miel**
Booth J188

- **The first 'Ecodétergent' certified toilet deodoriser** (GreenLife by ECOCERT): Etamine du Lys, 100% natural, cleans, descales and deodorisers, with 100% recycled plastic packaging, by **Comptoir des Lys**
Booth D11



Cosmetics and hygiene

- **Dubois toothbrush**, the only wooden toothbrush made in France, with a wood beech handle from sustainable French forests, plant-based brush filaments and a cardboard pack, by **La Brosserie Française**
Booth E19



- **Gypsy Volume mascara**, vegan with 100% natural ingredients, its eco-designed packaging is made from FSC certified cardboard, by **Boho Green**
Booth D65

- **Bamboo interdental brush** made from sustainable forestry, to "avoid plastic," by **CED**
Booth B39/B41



- **Natural recycling toilet paper** made from local raw materials (Brittany and Normandy), without colourings, bleach or de-inking. Packaging three times thinner, ink-free and with a recycled label. The same for kitchen roll, the only French recycled product without glue between the sheets, by **Papeco**
Booth C25



- **Universal, ultra-soft, fragrance-free clothes detergent**, 100% natural origin and a 100% biodegradable formula, patented and suitable for infants, by **Natur'Melodia**
Booth E69



Food

- **Packs made from PLA** (plant-based material made from sugarcane) by **Les Prés Rient Bio**
Booth D213



- **Fruit and vegetable pouches**, original flavours, 100% organic, no added sugar or flavourings, handy to carry around everywhere. Aluminium-free pouch, and recyclable thanks to the Collectibio recycling scheme, by **Danival**
Booth D99



- **Les Boudines** (biscuits) Almond x Raspberry, made using traditional methods with the rawest ingredients possible, long conservation, packed in glass jars, by **Les Boudines**
Booth B226



#2 FEMININE HYGIENE, 100% CLEAN

In this desire for biodegradability, healthy and green products,

ONE PRODUCT SEGMENT IS GOING TO EXPERIENCE A REVOLUTION: FEMALE PERSONAL HYGIENE.

The catalyst came from revelations of glyphosate (a controversial weed killer) in tampons, phthalates and other carcinogenic substances in sanitary towels, and correlations were clearly identified between some of these products and infertility and even certain female cancers.⁽¹¹⁾

The long-standing taboo subject of periods is no longer excluded from the wave of 'clean and green'. Organic references claim to be harmless and reassure: the brands Love & Green and Organic passed the test of consumer magazine 60 Millions de consommateurs and Natracare guarantees that glyphosate is at undetectable levels in its products.

In addition, the 'zero harmful ingredient' movement has finally arrived in this segment. When one considers that a woman will, over the course of her life, use an average of 10,000 menstrual protection products and that a feminine hygiene product takes more than 500 years to fully biodegrade, it is easy to understand the boom in biodegradable or reusable protection.⁽¹²⁾

For instance, the Fava box offers "100% organic and eco-friendly personal hygiene products and has been dreamt up by women for women." Even the traditional market players are rethinking their range. And Nett, one of the leaders in personal hygiene products sold in mass retail, is to launch a range of tampons during summer 2019 made from 100% organic cotton. They are fragrance free, not chlorine bleached, and carry Ecocert and GOTS certification with sustainably farmed cotton.

AGAINST THIS BACKGROUND, ONE START-UP FROM NANTES HAS CAUGHT ON AND IS TAKING REVOLUTION FURTHER:

"JHO, standing for Just and Honest. Honest, because we are finally transparent about our composition. Just (fair), because, for each box sold, we give free products to women in need through our partner NGO, Gynécologie sans frontières (Gynaecology without Borders)" explains Coline Mazeyrat, the co-founder of the brand. The brand goes as far as creating special period 'boxes' which you can customise.

Finally, new formats for period protection are emerging: from menstrual cups to washable sanitary towels, and period panties. ar les culottes de règles.

PROOF IN THE PRODUCTS



Cosmetics

- In Time Sponge, the period tampon made from sponge, 100% natural, biodegradable and fished ecologically; a new environmental deed, since it is reusable throughout the whole cycle, by Cypreos France Eponges Booth D58



- Les Culottées, period panties from absorbent, impermeable and breathable organic cotton; no more disposable-related inconveniences such as thrush, allergies, fluid fermentation and non-biodegradability, by PliM Booth D41



⁽¹¹⁾ <https://business.lesechos.fr/entrepreneurs/actu/0600243077889-jho-la-pepette-nantaise-veut-renverser-le-marche-de-l-hygiene-intime-325367.php>

⁽¹²⁾ <https://www.20minutes.fr/sante/2527419-20190528-serviettes-tampons-bio-protections-regles-mettent-vert>

#3 THE LOOSE TRADE : #NO-PACKAGING

ANOTHER INTERPRETATION OF ZERO WASTE IS LOOSE GOODS, which reduce packaging to zero and offer a new purchasing eco-experience. Could this become the future of retail? Several initiatives appear to point to this.

In addition to Amsterdam's Ekoplaza, an entire supermarket made plastic-free thanks to loose goods; in November 2018 in France, Naturalia turned Black Friday into Vrac (loose goods) Friday!

And in June 2019, Biocoop inaugurated its pilot concept: Biocoop ADN (French for DNA) standing for Anti Déchet Nation (anti-waste nation). This offers everyday products with zero waste thanks to the reuse of containers, compostable packaging, deposit containers and 200 food references sold loose.

Technologies, machines and new textures are starting to develop in the perspective of deploying the principles of loose goods in all areas of consumer goods: not only food, but also hygiene and cosmetics, etc.

For example, the start-up Cozie has reinvented the beauty retail experience by offering liquid, organic and zero waste cosmetics, thanks to a deposit system and a filling machine to dispense its products.

Machines

- **Gravity**, a new solution to dispense liquids, pastes and thick substances which could not be sold loose until now (spreads, fresh milk, shampoo, shower gel, jams, etc.) to "contribute to the emergence of a zero-waste society", by **R Cube Nord**
Booth H130



- **Vr'Acteur**, a revolutionary patented system for the distribution of liquid in bulk (shampoo, cosmetics creams, food, detergent, washing-up liquid, etc.). Designed for zero waste, low-tech (no energy consumption) and made in France, by **Qadyp**
Booth F19



PROOF IN THE PRODUCTS

Food



- **Buckwheat chocolate chip cookies** sold loose: "to satisfy gourmets who are concerned about their consumption and environmental impact" by **Ets La Messuziere - Baramel**
Booth E89

Cosmetics

- **Unpacked Olive Marseille soap tube**, sold without packaging to promote zero waste, by **Savonneries du Midi**
Booth D39



#4 ZERO WASTE: DOWN & UP CYCLING

ZERO WASTE IS STARTING TO GO BEYOND THE CONTAINER: TOTAL USE OF THE CONTENTS AND REUSE OF WASTE.

On the one hand, packaging is being reinvented to prevent waste, particularly in the beauty market. And whereas the challenge for eco-transport is that of the last mile, in zero waste packaging, the challenge is about the last few millilitres! Either through designs that enable the consumer to fully empty the jar or pot, or by creating formats which allow the consumer to finish the product before its use by date: this is known as smart sizing.

And on the other hand, recycling is expanding and becoming clearer. In all cases, waste is no longer allowed: the aim is to recycle our waste and create new products with it.

☺ Sustainable ingredients made from food waste constitute a new area of interest.☺

Organic Monitor.

While downcycling is the process to transform waste into a material or product of lower quality or value, emphasis today is placed on upcycling, aiming to obtain materials or products of higher quality or utility!

PROOF IN THE PRODUCTS



Food

- The organic and traditional cannery Babelicot from Brest is a pioneering zero waste, by reusing production surpluses of partner vegetable growers, contributing to improving the viability of family farms. Green tomato chutney is made from winter tomatoes that cannot ripen: a delight for the taste buds, and unhoped-for source of revenue for vegetable growers.”

Booth B114



Cosmetics

- Revoir la mer, a marine cold-made soap which uses marine resources: oyster shell powder and marine clay, representing “upcycling of the local maritime territory”, zero waste and eco-designed, by Ô Capitaine

Booth B19



- The first natural and anti-waste nail varnish, using a stopper that helps the user finish all the product with a simple click (20% more than ordinary varnishes). The formula is natural, including bio-based solvents made from cotton, maize and manioc, and free of endocrine disruptors, by Clever Beauty

Booth H71



#5 EVEN MORE ORGANIC: WATER-FREE

OUR WATER FOOTPRINT IS A NEW SPACE OF AWARENESS, IN AN ERA OF GLOBAL HEATING.

But although, already back in 2016, 28% of the 16 to 24 age range were looking for water free cosmetics in France⁽¹³⁾, it is nonetheless apparent that water-free solutions are slow to emerge.

The water footprint of products is more evident through packaging and INCI.

Currently emerging are formulations which succeed in reducing, replacing or even eradicating the water ingredient; whether in cosmetics or in food. Water from fruit and vegetables are gradually being implemented in beauty products. In skincare, plant bases amplify cosmetic benefits. The beauty start-up Biotanie reports only 1.5% water content in its hemp and cucumber cream “enriched in active substances and ingredients”.

This is a trend to watch closely in the organic sector... as it may be decisive in the ‘organic percentage’ contest.

As water cannot be certified as organic, **A WATER-FREE PRODUCT CAN THEREFORE BE 100% ORGANIC!**

In addition, these products can be conservative free, an unquestionable asset.

PROOF IN THE PRODUCTS



Cosmetics

- ‘Sovereign’ sleep balm, water free and with 100% active ingredients, by **Thera Sana**
Booth I68



- Toothpaste in powder form, therefore water free: made with clay, chalk, active charcoal and essential oils (Mint/Tea tree/Clove), free of preservatives and fluoride, no microbial growth or biocide, by **Laboratoire Sedarome**
Booth E44



- Sam’Nettoie, potted solid toothpaste “for responsible use” by **Samelie Plantes**
Booth A16



Food

- VeggiWater Tomato, a disruptive innovation in the drinks market: water entirely pressed from ripe Italian tomatoes (low-calorie and packed with vitamin C and potassium) by **Belorganic E.U.**
Booth E166





FUN AS A DRIVER FOR CHANGE!

The millennial generation has succeeded in reconciling the notion of 'happy' with those of 'health' and 'conscious', to shape a new art de vivre which is more sustainable at all levels: full awareness rather than frenetic consumption, quality rather than quantity and above all, fun... to make everyone want to engage.

**#1 HAPPY GREEN,
 A NEW CREDO**

ORGANIC AND THE ENVIRONMENTAL COMMITMENT ARE NOW SHIFTING TOWARDS A RESOLUTELY OPTIMISTIC AND JOYFUL SPHERE, like a charm offensive to amplify the involvement of people in a sustainable future.

And ecology thereby becomes a challenge, as illustrated by the climate campaign 'On est prêts' (We're ready) promoted by influential French Youtubers (Norman, EnjoyPhoenix, El Hadj...) who had to change their habits in order to reduce their environmental impact for a week, thereby encouraging their respective communities to follow them.

In this movement, brands find tune their happy pitches and claims, riding the wave of millennials' lifestyles, whilst also designing eco-rituals or fun gestures.

In this movement, one ingredient is seeing exponential growth: CBD, standing for cannabidiol or, more simply, hemp. It can be used in a range of forms: seeds, oil, powder, flour, butter; and has exceptional properties, anti-inflammatory, antioxidant, therapeutical, etc.

While it is beginning to emerge in France, it has become a star product in the United States. Even Kim Kardashian made it the theme of her son's baby shower this year.

The trend of Healthionism augurs a green form of hedonism, focusing on nature, but an enhanced form of nature, combining sensoriality and responsibility.

The focus is no longer on detox, but on new pleasures. The fun or entertainment aspect is a major ingredient of these new recipes... for an organic range which is beautiful, virtuous and good for us... but never boring!

**PROOF IN
 THE PRODUCTS**



Food

• **Le Malicieux pear and aniseed**, fruit bouillons to drink like a cold beverage, made from a unique slow cooling process to create osmosis between spices and fruit (40% fewer calories and less sugar than traditional juices), by **Bú Bouillons**
Booth D229



• **Anassa**, organic herbal teas with an innovative design: a wooden stick supports the bag in the cup and enables stirring without requiring any other utensil. "A moment of pure happiness", by **Le Comptoir de Messénie**
Booth H84



• **Le Coup de Foudre**, a shot of cold-pressed ginger, non-pasteurised, with a 21-day use-by date, by **Yumi**
Booth D220



• **CBD Infused**, a small raw chocolate bar masking the bitter taste of hemp (hemp oil), by **Lovechoc B.V.**
Booth I98



• **Veg'Whey Kao**, a protein mix combining three raw ingredients: hemp flour, black rice and raw cocoa, by **L'Chanvre**
Booth K181



#2 HEALTHY MIXOLOGY

The wave of 'making it yourself' or BIY (Blend It Yourself) continues to make inroads and is particularly popular with generations Y and Z:

« Millennials have developed the 'DIY' culture and do not expect anything from other people. »

M. Dagnaud, CNRS

THE DESIRE TO MAKE RATHER THAN BUY IS A SOURCE OF A MORE AWARE AND CREATIVE ART DE VIVRE.

Less stress, more health and also more sensorial. Breaths of real life compared with the virtual world of screens, to put us in a proactive position instead of being on the receiving end, capable of building rather than merely consuming.

The detox era is behind us: we are now upgrading. This is not a matter for improvisation. These more creative active consumers are honing their art: subtle and spectacular healthy recipes, safe, sophisticated health treatments and rituals worthy of professionals, borrowed from cocktail mixologists, perfume designers or leading chefs. Following decoration and cooking, the drinks segment has now entered the fray.

Furthermore, master classes and workshops on beauty are growing in popularity (Aroma Zone workshops are always full and are being offered in Paris and Lyon).

AND WHAT IF THE FUTURE OF PRODUCT OFFERINGS WAS TO 'TEACH HOW TO...?'



Cosmetics

- Organic shea butter cream DIY kit, by Radis et Capucine
Booth D49



PROOF IN THE PRODUCTS



Food

- "Je fabrique moi-même mon Pastis à l'anis" : (make your own aniseed pastis): a mix of aromatic herbs and spices macerated in fruit alcohol to obtain the famous aniseed aperitif, by Radis et Capucine
Booth D49



- Discovery Box Matcha, a kit designed like a trip to Japan with everything for the Matcha tea preparation and tasting ritual,
 by Iro Thé Matcha Japonais Premium Bio
Booth E231



- Condimento Mela, an alcohol free and healthy aperitif to be diluted with sparkling water, by Acetaia Guerzoni
Booth I175



- Leamo fifty/fifty, a blend of lemonade and organic iced tea, by Alter-Food Drinkys
Booth B128



- The first concentrated shower gel to dilute with tap water, with a bamboo fibre bottle, refillable, 80% less plastic and 100% healthy, by Ioumi, Cosmétiques naturels de Provence
Booth E76



#3 GREEN GASTRONOMY #PLANT-BASED

The vegan movement is a well-established movement today.

In the United States, 6% of the population says that they are vegan, +600% in three years⁽¹⁴⁾. In France, only 2.5% are vegans or vegetarians, but a third of the population says that they are flexitarian, representing 23 million people.⁽¹⁵⁾

THESE NEW CONSUMPTION MODES ATTRACT INNOVATION AND REINVENTION.

In the USA, the term 'plant-based' is gaining ground on the term 'vegan': more than 80% of people surveyed prefer this term, as it brings to mind a more flavourful and positive food, excluding the notions of deprivation and controversy.⁽¹⁶⁾

The notions of 'happy' and healthy are still the cardinal values of this green or veggie consumption.

We are also moving towards product names and creations which carry just as much commitment, but are also original, tasty and positive. We are seeing the creation of new alternative and creative categories, such as 'vromage' (veggie cheese, in French)!

- **Tiny biscuits**, 100% natural and plant-based, made with 90% legumes and dried fruit, by **Flocon SAS**
Booth C117



- **Holypop Exotic**, a reduced sweetness soda made only from 32 plants and green walnuts, what's the latest flavour? **Ginger!** par **Kario**
Booth H114



- **Bio Protein Drink**, the first soya-alternative 'protein drink', lactose-free and all organic, with 12% chickpeas, by **The Bridge**
Booth I181



PROOF IN THE PRODUCTS



Food

- **Vegan Duck**, an alternative to meat for Christmas dinner or a Chinese meal, by **Lord of Tofu**
Booth H112



- **Mo'Ice**, the first handmade and all veggie ice cream made from rice cream, by **Morice**
Booth B228bis



- **Veggie Curry & Coco Berger**, a creative burger made from tofu and soy protein, all cooked as if home-made, with curry and coconut milk, by **Tossolia**
Booth F120



- **Organic Pumpkin Protein Bar**, a plant-based protein bar for healthy and meatfree snacking, by **Schalk Muhle**
Booth E164



- **Cauliflower rice with vegetables**, by **Virto Group**
Booth J110



PROOF IN THE PRODUCTS



Food

- **Red lentil, sesame, coconut, coriander, curry and curcuma falafel, a creative and revisited version, 100% plant-based and no deep fry (oven cook), made in Brittany by par L'Atelier V**
Booth D119



- **Seaweed tartare of with grilled bell pepper, by Bord à Bord - Algue Service**
Booth D114



- **Mint courgette cream, an appetiser dip produced by a flash pasteurisation process which conserves a maximum of nutrients and vitamins in the vegetables, by La Compagnie Bio de Provence**
Booth E225



- **Royal Green Golden Turmeric Chai, a 'magic' herbal infusion, a unique blend of turmeric, cinnamon, liquorice, fennel, ginger, cloves, cardamom, black pepper and apple by Royal Green**
Booth G28



- **Shokutsu seasoning, a perfect combination of raw ingredients, toasted sesame oil, Tamari source and the subtle and tangy flavour of yuzu (no additives or emulsifiers), by Quintesens - Biofuture**
Booth H115

- **Candied lemon with turmeric, a blend of two fresh, raw and organic super foods, by Le Coq Noir**
Booth G117



- **Black Rice, an original black rice drink, known as 'emperor's rice'. No added sugar, gluten-free, purple in colour, it can be enjoyed from breakfast to dessert, by Lima**
Booth D101



- **Vegan banana and walnut cake, an energising and tasty snack, by TerraSana**
Booth K118



- **Organic Barbe Rouge beer, the only amber IPA* on the French market, by Brasserie de Vézelay**
Booth I208



*India Pale Ale: a high-gravity, well-hopped ale made with pale and crystal malts and from high fermentation yeast. This type of beer originated in Britain in the mid-19th century

#4 WELLNESS TO TAKE AWAY

WELLNESS CAN ALSO BE REINTERPRETED IN AN ON-THE-MOVE VERSION TO FOLLOW OUR INCREASINGLY MOBILE LIFESTYLES.

The generation of digital nomads, made up of Millennials who spend their lives between travelling and freelance assignments, has made the notions of healthy and wellness its cardinal values.

While snacking was the first sector to jump aboard and reinvent itself, fashion also points towards well-being in motion. With 'athleisure' which makes sportswear an everyday look, today's chic and trendy styles allow us to also go for a run or a yoga lesson.

To go even further, wellness has become an attractive experience on everyone's part, since 50% of Millennials in the USA and Britain would be more inclined to go to a shop if it offers sports facilities⁽¹⁷⁾

It should come as no surprise that the luxury New York department store Saks Fifth Avenue now offers in its 'Wellery Shop' keep-fit classes, manicures with meditation included or halotherapy in a salt cave. Even dietary supplements are adapting and innovating through original textures, galenic forms and packaging to offer us better health at all times.

PROOF IN THE PRODUCTS



Dietary supplements

- **Organic blackcurrant gums**, an original form of concentrated gemmotherapy in the form of gum arabic made from acacia sap, 100% plant-based, by **Herbalgem** 
Booth G68



- **Curcumaxx**: an organic, unbreakable single dose for an anti-inflammatory effect to be taken on the spot, by **Curcumaxx France**
Booth H29



Food



- **Terraçai**, 'L'açaï à l'état pur', (pure açai berry), a concentrate of super fruit with high-fibre and micronutrient content in a new on-the-go format, by **Nossa! Fruits**
Booth E223

#1 BIOTECH: REINVENTING THE NATURAL WORLD

“Biotech is the new digital. Suddenly, we can do things - in some cases - better than nature. Biotechnology is going to govern the next decade of thought.”

N. Negroponte
 Foundeur of MIT Media Lab

BIOTECHNOLOGY, ON THE CONDITION THAT IT IS ETHICAL, WILL REINVENT THE 'GREEN' OF TOMORROW.

They will enable people to grow low carbon footprint ingredients, produce without deforestation, and formulate without waste. These technologies will be clean but will also be required to comply with ethics, for example by abiding by the Nagoya protocol, which regulates access to genetic resources and provides for sharing any resulting benefits with local communities accordingly.

Blue biotechs, technologies working on the fermentation and potentiation of seaweed and other marine microorganisms, are already growing fast. While the start-up Glowee plans to light up our cities and buildings thanks to bioluminescence by increasing the performance of microorganisms that can be infinitely developed, phytoremediation by microalgae

already depollutes parts of Paris's 14th arrondissement (metro stop Alésia).

Whether to produce bioenergy or to formulate new ingredients, the marine ecosystem and its biological treasures are the fuel of a fully optimised nature of the future.

This progress extends to pushing the boundaries of nature as far as cyborg botany, as illustrated by the Elowan project at the MITMedia Lab: a robot-plant hybrid, with electrodes on its leaves which emit bioelectric signals when the environment changes: the plant's wheeled base can transport it to a more conducive environment, with more light for example.

« Natural and digital systems could be combined to create new forms of interaction between plants and technology. The plants could be used as sensing platforms for monitoring their own health, detecting minute changes in the environment or to give rise to new organic interactive devices.»

H. Sareen, researcher at MIT.

Food

- **Royal Green Magnésium**, the first supplement in the world to deliver magnesium, vitamin D2 and ashwagandha under organic certification, thanks to a process exploiting a special variety of sea lettuce 🇫🇷

Booth G28



PROOF IN THE PRODUCTS



Compléments alimentaires



- Following nine years of R&D, Jardins d'Occitanie achieves the agronomic feat of growing ginseng in France (6 years of age) according to organic agriculture specifications. The first and only French and European producer of ginseng.

Booth G41



- Alcohol free blackcurrant bush gemmotherapy thanks to an innovative process which evaporates the alcohol (essential for extraction) at low temperature following the

fermentation of fresh organic buns in a mix of water, alcohol and organic glycerine, without altering the properties of the buds, by **Herbiolys Laboratoire**

Booth J18

- **Vegetonin+**, the first plant-based melatonin with an extended effect thanks to a unique process based on rice developing high-dose and bioavailable melatonin,

by SFB Laboratoires

Booth C40



#2 THE (MICRO)BIOME REVOLUTION

Between 'Me and the World',
**THE PRINCIPLE OF THE CONSERVATION OF
 AN ENVIRONMENT CAN BE RE-LEARNT** et and
 extended, whether it be that of our intestines,
 our skin or nature... because the biome can be
 defined as an ecosystem subjected to specific
 environmental conditions. While the skin or
 the intestine are microbiota, the savannah, the
 mangrove and coral reefs or even seagrasses are
 biomes.

With examples such as talks on intestinal and skin
 microbiota at the Musée de l'Homme

or a temporary exhibition for a young audience at
 the Cité des Sciences, the notion of microbiota is
 becoming more widespread and will constitute a
 revolution in many areas in our future.

This resets our attitudes to hygiene, heralds the
 return to grace of bacteria, explains the benefits
 of fermentation and will even revolutionise, on
 another scale, our relationship with agriculture,
 since the notion of soil biomes will become a
 major factor in its conservation.

Every day, medicine discovers new impacts of
 microbiota on our health: depression, Parkinson's
 disease, autism, etc. and the cosmetics industry is
 developing microbiota treatments: our facial skin,
 our scalp... in resonance with our environment
 and our living patterns.

Whether to protect authenticity, guarantee
 bioavailability or advocate positive food (for
 oneself and for the environment), we now stand
 up to a certain extent for living beings and
 means of developing them: prebiotics, probiotics,
 between biotech fermentation processes and
 ancestral processes such as Kombucha and
 Kimchi.

PROOF IN THE PRODUCTS



Food



- **Pa'lais**, 4 vegan cream cheese-style spreads made with freshly ground cashews and almonds fermented using plant-based cultures (six months of R&D) by **Future Foods** 🇧🇪
Booth C231

- **Kimchi**, a healthy Korean snack made from lacto-fermented cabbage, by **Bio-Verde / Isana Naturfeinkost** 🇩🇪
Booth J99



- **LOD**, a kombucha tea for a probiotic shot; its egg-shaped bottle is biomimetic, allowing the drink to ferment and mature consistently thanks to the free circulation in the container, by **Vitbot Bottles** 🇪🇸
Booth G14



Dietary supplements

- **Veg'Zym 31**, a plant-based concentrate of 31 non-pasteurised and fermented raw materials, generating essential and highly bioavailable micronutrients and providing balance to gut microbiota, by **La Source**
Booth I41

