

Under the High Patronage of  
Mr Emmanuel MACRON  
President of the French Republic

# **natexpo**

PARIS 2021  
24-26 OCT.

THE INTERNATIONAL TRADE SHOW FOR ORGANIC PRODUCTS

PARIS NORD VILLEPINTE, HALL 6 21-

24-26 OCTOBER 2021

WWW.NATEXPO.COM

## Trends Book



## Editorial

More than ever before, a search for meaning lies at the heart of our lives. In a society and on a planet transformed by the pandemic, our relationship with the world, nature and the household has been shaken up. Our priorities have changed, and sometimes permanently: instead of "back to business as usual" wished for by some people, a new norm is taking root, entailing some profound societal changes.

As a result, brands must reinvent themselves. The organic market's pioneers, such as young companies just launching their business, have been forced to incorporate these new parameters, and all at breakneck pace, in a disrupted environment and with a new temporality.

The product innovations encountered in recent months, and more specifically in the run-up to Natexpo, offer proof of as-yet nascent phenomena: transparency, local sourcing, reuse of by-products, the return of a new and adapted form of conviviality, immunity and public health, home-made products, etc. The 1,350 exhibitors expected at Natexpo will be able to tell you more about these!

All of this in a new normal which knows no borders. Nearly 250 international exhibitors are coming to present their top products at Natexpo, the show that they have clearly identified as a business development lever. Alongside companies from countries that notably include Egypt, Hungary, the Czech Republic, Russia and Tunisia, Natexpo will also be welcoming the debut participations of the Spanish pavilions of Murcia, Castilla y Leon and Navarra.

**Ready to get your diary back in business?**

**We look forward to seeing you from October 24th to 26th 2021 in Paris Nord Villepinte.**

**The Natexpo Team**



KEY FIGURES /p.2

COSMETICS /p.2

DIETARY SUPPLEMENTS /p.2

INGREDIENTS /p.2

ORGANIC FOOD /p.3

UPCYCLING /p.3

PACKAGING /p.4

NATEXPO AWARDS /p.4

TRENDS /p.5

FEATURES /p.12

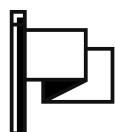
PRACTICAL INFORMATION /p.16

AN ECO-RESPONSIBLE SHOW /p.17

# Key figures



**24-26**  
october 2021



**21**  
exhibiting  
countries

**20,000**  
professional visitors expected



Paris Nord  
Villepinte

**Hall 6**

A community of

**66 936**  
organic players

**40,000 sq.m**

**6**

sectors



**11**  
regional  
pavilions



**1 350** exhibitors  
expected

## Dietary supplements

### The growth of anti-stress, immunity and sleeping cures

More than half of French people take dietary supplements.

Mainly women (57%), with an average age of 45. While the dietary supplement market grew 2% in France in 2020, reaching €2.1bn in sales, the Covid crisis narrowed down expectations: 50% of French people say they feel more stressed since the start of the crisis, and 42% have seen a change in their sleep pattern.

French people are therefore turning to a natural solution, and some for the first time. 38% of dietary supplement consumers reportedly took them for the first time during the past year<sup>1</sup>. For all products, cost is definitely a selection criterion but there is also increased demand for natural, additive-free compositions made in France.

Manufacturers and distributors of dietary supplements meet such criteria and more than 100 of them will be at Natexpo to share their experience.

## Cosmetics

### The golden age of solid cosmetics

The organic cosmetics sector is proving its vitality with a strong increase in participation at Natexpo (+10% compared with 2019, to date). Historical companies in this sector, as well as young companies will be exhibiting to promote their products and concepts.

Solid sun care products, sunscreen powders, all-purpose solid balms, solid shampoos and conditioners, make-up remover bars, etc.: demand for solid cosmetics is on the rise and the offer is expanding accordingly, with some great innovations and new purposes.

Beautiful creations that combine authenticity and ecology will put this constantly innovating market in the spotlight. Come and take a look!



## Ingredients

### All-round innovation, from the top of the supply chain

Healthy, local and sustainable food. This is a good summary of the direction taken by the food sector as a whole today. Since the outbreak of the crisis, the French are increasingly receptive to products that are authentic, take care of them and the environment, or are made or produced locally. An Ipsos survey conducted in 2019 indicated that 82% of French consumers now prefer to shop for French-produced goods, and 77% of them aim to buy products offered by local producers.

In response to this growing demand for locally-sourced, more natural, lower sugar, lower fat, allergen-free products, Natexpo plays host to all the latest new developments around ingredients for the food industry, cosmetics and dietary supplements. Offering alternative proteins, fermented ingredients, organic flavourings, fair trade goods, full traceability and building commodity chains, around 50 producers of organic ingredients are showing at Natexpo, and three days of dedicated talks and presentations will be held at the Organic Ingredients Forum organised by Ingrébio.



<sup>1</sup> Synadiet



## Organic Food

### Fermented drinks reviving the aperitif

Fermented drinks are the new stars among thirst-quenching, healthy and authentic beverages, with kefir and kombucha now available in many unique flavours.

Rich in probiotics, which are good for gut flora, these living drinks play the well-being card and are also bringing a breath of fresh air to a sector eager to innovate.

Fermentation, an ancestral technique to facilitate food preservation, has captivated the modern food and drink sector by reinventing itself. Inspired by Asian culinary art, this renewal first took place in food, particularly in exceptional restaurants such as Noma in Copenhagen, before the concept was then extended to drinks, buoyed by the enthusiasm of a few Californian celebrities and the boom of kombucha. Venues entirely dedicated to fermentation and which follow the codes and expectations of Gens Y and Z have sprung up in capital cities. Numerous workshops have also jumped on the trend.

How are these drinks made? By fermenting a sweet tea or plant base with a synergy of bacteria and yeast. Placed in an anaerobic environment (without oxygen), the bacteria - now under stress - release enzymes which break down the sugar while releasing gas. The nutrients obtained after fermentation - organic acids, probiotics, enzymes and vitamins - make drinks that are full of goodness and with far less sugar than traditional sparkling drinks. They are naturally flavoured with real plants, fruit or spices. Producers then put their own twist on it with their specific artisanal expertise.

In a bid to promote dynamic small companies in this sector, Natexpo is welcoming young and talented producers committed to organic and sustainable approaches.

More than 600 exhibitors participate in Natexpo within the Organic Food sector, which gathers all the latest organic food trends: delicatessen, drinks, bakery, butcher, dairy, fresh products, breakfast, frozen foods ...



**Innovations can also be found from further afield: nearly 250 international exhibitors from 21 countries, waiting to be discovered.**

**New in 2021! 55 start-ups are taking the Big Splash, the brand new exhibition format proposed by Natexpo, conceived to help small companies grow at the show and on their market! These companies have jumped in at the deep end...**



## Circular Economy

### Upcycling: making new from old

Sustainable development is part of the very essence of the organic sector, which focuses on meeting consumers' growing concerns regarding environmental protection. Product origin and the production method used by brands are some of the criteria that well-informed customers now scrutinise. CSR and the responsible economy have become elements of differentiation and competitive edge for manufacturers and distributors alike.

Making something old into something new and adding value too... such is the challenge of upcycling. The practice originated in developing countries where it is not always easy to access consumer goods. As the raw material is already there, the benefits reside in economic gains and waste reduction.

Always ready to accompany professionals in high-stake areas, Natexpo will be promoting these initiatives through its new Eco-products / Eco-services sector. This will bring together in one place the full offer that was already present at the show, but previously dispersed: anti-waste, recyclability, circular economy, management of unsold products, protection of resources, etc. It is only fitting that these crucial topics have their own dedicated area.

About 50 exhibitors are participating.

## Innovation

### Packaging: from zero waste to innovative packaging

With the health crisis, the issue of packaging has come to the fore. In France, 2.2 million tonnes of plastic packaging hits the market each year. Unfortunately, ways to reuse it are underdeveloped and the recycling rate is just 27%.

Following on from the recent ban on plastic cups, cotton buds and straws, France is now embarking on a large-scale programme. The Act of Parliament on the fight against waste and the circular economy enacted in 2020 aims to ban single-use plastic packaging by 2040.

A first 3R (Reduce, Reuse, Recycle) decree sets an initial 20% target for the reduction of single-use plastic packaging by 2025, with at least half of this achieved through reusing and repurposing. The second target is to move towards a 100% recycling rate by 1 January 2025. The third consists in removing «unnecessary» single-use plastic packaging, such as plastic blisters around batteries and lightbulbs, by the end of 2025.

To meet these goals, manufacturers<sup>1</sup> and distributors are stepping up their efforts and moving in several directions: reducing packaging, optimising or replacing it with more sustainable alternatives, or simply doing away with it altogether. Natexpo exhibitors are committed to these strong and unavoidable trends.

Natexpo 2021 New Products Gallery: more than 200 products to discover among the latest exhibitors' innovations.



Launched in 2018, The Lab is today the incubator village for the new Eco Products / Eco Services sector. An unmissable opportunity to discover 40 young companies all fully committed to the circular economy.

## 2021 Natexpo Awards

### And the winners are...

Reflecting the vitality of the organic sector, the Natexpo Awards have, since 2005, paid tribute to the most innovative, useful, convenient and original products launched over the previous year. This year, more than 330 products – a record! – were entered for consideration by the judges. The winning products will be displayed in the Natexpo Awards Area, at the entrance of the show. The prize-giving ceremony will be held on Sunday 24 October at 5 p.m. on the Natexpo / La Maison de la Bio booth (K32).

### Congratulations to the 2021 winners:

#### Fresh Products



**Gold Award**  
Bell pepper and paprika Skyr Apéro, by Puffy's



**Silver Award**  
Lemon verbena hydrolat goat's milk yoghurt, by La Lemance

#### Savoury Grocery Products



**Gold Award**  
Small mountain trout in sunflower oil and with wild Madagascar pepper, by La Truitelle



**Silver Award**  
Black garlic caviar, by Iswari-Samadhi

#### Sweet Grocery Products



**Gold Award**  
Organic and fair-trade coconut whipping cream, by Base Organic Food



**Silver Award**  
Organic oil-free hazelnut flour, by Les Gourmands exigeants (Max de Génie)

#### Beverages



**Gold Award**  
Yuzu cucumber Unaju, by Unaju



**Silver Award**  
Maté - Pop caramel, by Biomate

#### Cosmetics And Hygiene



**Gold Award**  
THE organic calendula cream, by Druydes



**Silver Award**  
White oyster shell dry shampoo powder, by Perlucine - Entre Mer Et Terre

#### Dietary Supplements



**Gold Award**  
Pur'Biotic, fermented sparkling juice with 98.2% Aloe Vera, by Ciel d'Azur Labs



**Silver Award**  
Jolie Nuit sur mes deux Oreilles by Thera Sana

#### Household And Personal Products And Services



**Gold Award**  
Famille (presque) Zéro Déchet, Ze Jeu, by Bioviva Editions



**Silver Award**  
Magnetic soap dish, made in France, by Sas Althode - J'aime Mes Dents

#### Services And Equipment For Retail And Brands



**Gold Award**  
Offre Zéro: Bag in Box upcycling programme, by Jean Bouteille



**Silver Award**  
Compostable CAPSIT capsule, for domestic use, by Capsit



# 2021 Organic Trends

## The new normal

The Covid-19 pandemic and successive lockdowns have changed our priorities, but without changing their essence. At the height of the crisis, French people put the epidemic at the top of their concerns (76%), followed by the health system (42%) and global warming (33%).

The two movements shaping society, which are the quest for good health and ecology, are still very much alive, and these are the driving forces of the organic sector.

In this paradigm, certain trends came to a halt, while others made progress. Although concerns regarding plastic temporarily decreased, surpassed by those for safety, the organic sector continues to advocate zero-

waste (and therefore almost zero plastic). Homemade recipes, fresh, organic and local foods have gained in popularity like never before. Home deliveries rocketed, but there is no such thing as all-round virtuous behaviour.

Ultimately, this pandemic will have highlighted the need to return to a certain food sovereignty in towns and the countryside. Another positive factor is the need to be better connected to others and to nature, giving rise to solidarity, empathy and awareness that could be the foundations of a new society.

**Yes, this crisis has created another and possible normality: the ecological self, sharing and preservation of living beings.**

## Macro-Trend #1

### Covid-19, and a new ecological self



## Trend No. 1

### Covid care

Before the pandemic, naturalness and sustainability were the order of the day, unconditionally. These underlying movements are still present, but for some, the primary need for individual safety has taken precedence.

Faced with an environment perceived as worrying, with contacts deemed infectious, new reflexes and (barrier) gestures have developed. Our relationship with the world, ourselves and others is being reinvented, and this way of life looks to be here for the long-term, at least until a vast majority of the population has been vaccinated<sup>1</sup>.

We are therefore witnessing the 'Covid-Care' era, with high demand for disinfection, in which even fragrance brands are launching hand sanitizer gels pleasantly scented with oud, bergamot, etc.

The widespread return of hygiene has led to the emergence of consistently effective and ecological solutions in the organic sector, to provide reassurance and convey values and lifestyles.

## Proof in products



**100% plant-based hand disinfectant** by Sonett



**4-in-1 disinfectant spray**, eliminates 99.99% of bacteria and enveloped viruses with virucidal, bactericidal, yeasticidal and fungicidal action, by Mutyne



**Colloidal silver spray**, an external and powerful antimicrobial which eliminates over 650 species of microbes, viruses, bacteria, parasites, moulds and fungi, by Vibraforce Laboratoire

<sup>1</sup> Study by Institut Pasteur, Santé publique France and Haute autorité de Santé, April 2021



## Trend No. 2

### *My immunity first*

The obsession with being healthy is a groundswell which has intensified with the pandemic. The quest for good health has joined up with the search for immunity, as it has become the best natural defence, a sort of complementary protection to barrier gestures.

While boosting immunity is always a promise inherent in food supplements, it is now redefining food and gastronomic products.

#### Proof in products



**Immunité**, a food supplement that boosts the body's resistance, as well as the airways, by Nature SAS



**Turmeric almond milk** combining the virtues of turmeric, known for its anti-inflammatory properties and immune support with the sweetness of almond milk, by La Mandorle



**Black garlic caviar**, a gastronomic product that stimulates the immune system and prevents cell ageing, by Iswari-Samadhi



**Apivital syrup** to boost the immune system, by Vibraforce Laboratoire



## Trend No. 3

### *The strength of my microbiota*

Consumers now have better understanding of the concept of gut microbiota and are taking it into account, especially since a scientific link with individual immunity was established. The trend for products with microbiotic valence has continued its rise, moving ahead of lactic ferments in yoghurt and enriching sparkling drinks, juices, smoothies and even nutrition bars.

Good bacteria, i.e. pre-, pro- and post-biotics, have become real partners to strengthen the microbiota.

#### Proof in products



**Olibar**, the olive bar that provides polyphenols and plant proteins and helps to balance the microbiome, by Ecoprolive



**Pur'Biotic**, first organic sparkling juice combining raw Aloe Vera and ferments, boosts gut microbiota, by Ciel d'Azur Labs



**Tomato and Celery Stock**, a healthy drink (reduced salt, cleansing, maintains the microbiota), by Cossu



**Sheep milk kefir**, rich in micro-organisms that are beneficial for digestion and for boosting the immune system, by Gaborit



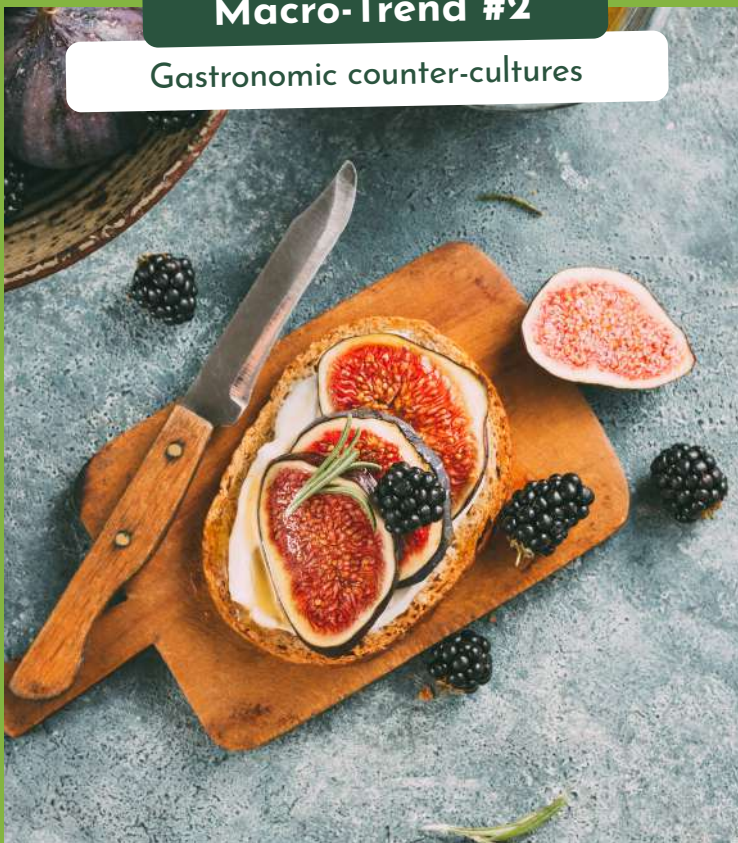
**Nutritional Matcha Smoothie** which helps boost immunity and improves digestion thanks to probiotics, by Health Link





## Macro-Trend #2

### Gastronomic counter-cultures



#### Trend No. 4

### The comeback of the aperitif

With bars, restaurants and terraces shut for many months, the pandemic presented the opportunity to rethink convivial moments and taste.

The aperitif became the definitive pleasurable interlude in this period of lockdown.

In 2020, savoury appetizers saw a 5.6% rise compared with 2019<sup>1</sup>, and 'seeds' (peanuts, cashew nuts, etc.) enjoyed the best growth.

Virtual aperitifs during lockdowns/curfews and meals mixing up lunch and dinner gave rhythm to and reinvented the daily lives of families forced to cook three times a day, seven days a week. This creativity around the pre-dinner moment has given rise to new taste combinations for sauces, dips and spread, along with the reinvention of drinks to retain the fun of the celebration but without collective inebriation.

#### Proof in products



**Vegetable and rice crisps**, Sriracha flavour, by Jil Food



**Split pea and tarragon spread**, by Les Délices de l'Ogresse



**Pepper and Paprika Skyr**, the first Nutriscore A spread, by Puffy's



**Grape bubbles**, pure grape juice with fine bubbles for a festive air, from Chardonnay grape varieties, by Vitamont Carte Nature



**Spreadable cashew peanut curry**, by Go Nuts



**Avocado-free Ga-Ka-Mole**, by SAS Intelligence Culinaire



**Djin Nature Passion**, by Djin Spirits



**Spritz cocktail base**, by Terroirs Distillers

#### Trend No. 5

### A new form of gastronomy

As we have been deprived of journeys, going out, dining in town, etc., our plates have become unlimited horizons. This has led to an even more massive craze for cooking, which is set to last.

In 2021, nearly one household in five cooks more often with ready-prepared ingredients, and more than one in three cooks 100% home-made dishes more often. Baking is also doing well, with 40% of households stating they bake more often than before the pandemic. A large majority intends to continue, with 61% sure they will keep these same habits, and 29% wanting to cook at home more often<sup>2</sup>.

Organic brands have opened up the barriers to concoct new and surprising recipes with healthy and original solutions.

It's a way of bringing refreshing surprises into a universe reduced to one's living area, and exotic new tastes without having to leave one's lounge.

#### Proof in products



**Les Toquettes** by Carre-leon, 100% natural cook-ready diced vegetables



**Hummus and cocoa protein-rich spread**, without oils or thickeners, by Delikatess



**Jackfruit, chickpea and paprika crumble**, by Bonneterre



**Granola boosted with cricket powder**, plain or with paprika, by Kriket



**Gluten-free green banana flour**, by Relais Vert



**My first spice mix**, suitable for babies and supporting parents in their children's nutritional education and taste development, by Sienna & Friends



**Spreadable nut-free granola** made with oats and flax and sunflower seeds, by Nü Morning



**Black garlic beer**, by L'Étuverie





## Trend No. 6

# Very Vegan

In 2040, 60% of meat consumed will be artificial or plant-based<sup>1</sup>. The plant-based food market in France rose by 10% in one year, to €497M<sup>2</sup>.

Veganism, part of the food transition, is revolutionising society and perhaps even humanity because some people, such as Glenn Albrecht, a philosopher of ecology, believe that we are going to tip from "the Anthropocene" to the "Symbiocene", an era in which humans will stop trying to dominate their environment to live in harmony with it.

In the meantime, in a world becoming increasingly aware of the need to reduce its ecological impact and cruelties, the options for transition are multiplying as newcomers join this growth paradise. The plant-based food market in France rose by 10% in one year, to reach 497 million euros<sup>3</sup>. In addition, the Plant Protein Plan is a key measure of the agricultural section of the recovery plan, with a budget of 120 million euros. Globally, the segment should reach 15 billion euros in 2025<sup>4</sup>.

All supermarket food categories – cheeses, gastronomy, barbecues and ready-made recipes and dishes – are being and will continue to be reinvented.



## Proof in products



**Vegan bacon**, by Biolab



**Ya Plant-based Chocolate Mousse**, with YA fermented rice and Aquafaba, by Biogroupe



**Tapi Dream**, a plant alternative to honey, by Vegabloom



**Vegan keftas**, by Nutrition et Santé



**Beef-flavour vegetable stock**, by Ecodées



**Wheaty Tex Mex Burger**, with seitan, a wheat protein, by Wheaty



**Minced chickpea**, dried tomato, basil, thyme and rosemary and Minced red lentil, coconut, tomato and citronella, by L'Atelier V



**Tempeh d'Okara**, a 100% vegetable product made from fermented soya and with a unique texture and mushroom flavour, by Sojani



**Complete vegetable protein**, made 70% of pea and rice proteins, by Overstims





## Macro-Trend #3

### New forms of natural



## Trend No. 7

### "Oildorado"

The list of oils on the market is constantly growing, offering a multitude of vegetable options as an alternative to butter. Predictions are even announcing a global slow-down in the top-ranking olive oil market, with global production stagnating at 3.19 million tonnes and a slight drop in consumption (-1.5%)<sup>1</sup>. Instead, we will see the emergence of new forms of liquid gold, from camelina, hemp or chia seed.

This is an Eldorado, or rather an "oildorado" as the repertoire of seeds and oilseeds is vast.

#### Proof in products:



**Virgin camelina oil**, by Corab Cooperative



**Virgin camelina oil**, by Huileries Cauvin



**Toasted hemp oil**, by Les Chanvres de l'Atlantique



**Olyphenol oil**, from early harvested green olives, by Bio Planète



**Chia oil**, by Vit'All+

## Trend No. 8

### The consecration of hemp

While hemp and CBD (or cannabidiol, the non-psychoactive molecule of cannabis) have been big on the other side of the Atlantic for many years, both in food and in cosmetics, France has had a more cautious approach. As the second global producer, with around 8,000 hectares grown (mainly for industrial use), France will soon be authorising the use of French hemp extracts<sup>2</sup>, in particular cannabidiol, in finished products (Note: France banned extraction and products already on sale contain CBD of foreign origin<sup>3</sup>).

Hemp is emerging in bathrooms and kitchens, in shampoo, breakfast products and even spreads. This ingredient is guaranteed not to make you feel high, but relaxed!

#### Proof in products



**Toasted hemp oil**, by Les Chanvres de l'Atlantique



**Hemp shampoo**, by Lao



**Kinanja spread** with 42% hemp, by Aromandise



**Hemp twist**, by Biovence-Lazaretti



**Eveil du Bouddha**, extra protein, peanut & banana, made with white hemp protein by Iswari



**Omega 3 & 6 capsule** based on hemp seed oil, by Les Chanvres de l'Atlantique



**Matin d'été hair conditioner bar** with plant butters and hemp oil, by Belice



<sup>1</sup> Note by International Olive Council (IOC), 2021 / <sup>2</sup> <https://weedy.fr/la-culture-du-chanvre-en-france> / <sup>3</sup> LSA/ Union of manufacturers for the promotion of hemp extracts. "While regulations will clarify the non-narcotic status of CBD, the commercial use of the whole flower and leaves will still be banned to avoid confusion with narcotic products."

## Macro-Trend #4

Modern and minimalist



### Trend No.9

## The rise of unpackaged goods

In 2020 and 2021, the pandemic slowed down the growth of unpackaged goods as these areas were closed in supermarkets and consumers opted instead for click & collect solutions.

However, at the start of 2020, minimising packaging had been the No. 1 resolution of French people<sup>1</sup>. This concern is expected to return to the fore in parallel with protecting the planet. In 2030, France should be making it compulsory for shops with an area of over 400sq.m to offer a certain amount of unpackaged goods: at least 20% of their consumer product sales space, or a system with equivalent effect expressed in number of items or proportion of turnover, for the sale of products without primary packaging.

This shopping option combines ecology and savings. Indeed, for 37% of French people, buying loose goods allows them to purchase just the right amount, while 22% choose this method to reduce packaging waste<sup>2</sup>.

In a similar vein, the hygiene and cosmetics universe proposes refill solutions. More than just an additional step in the act of purchase, refilling is becoming an experience.

Another winner of this movement is zero waste packaging: biodegradable, compostable, plastic-free and reusable. This is thanks to new processes and 'low techs' that keep coming out to reduce plastic and waste.

### Proof in products



**Orêka**, offering concentrated formulas which are diluted in front of you with a wide range of fragrances, by Centifolia



**The plastic-free, compostable and resealable bag** for cosmetic capsules, powders and salts, and spices and herbs, by AdyPack



**Offre Zéro:** Upcycling Bag in Box programme, by Jean Bouteil-lephase to close the loop."



**Bulk It!** A hopper optimised for loose sales, by Sitour



**Vracomètre** or automated dispensers with weighing at source, are redesigning the experience for shoppers & retailers, by Smartvrac



**Ze Jeu**, a family game to discover tips and good practices for (almost) zero waste, by Bioviva Editions



**Ecological cool bag**, by Les Mouettes Vertes



**Jut 59 cool bag**, by Feel-Inde



**La Dozette**, by CoZie



**Refillable multi-purpose stick foundation**, by Zao



**The first SPF50 sun spray refill**, by Acorelle

<sup>1</sup> Study by Nielsen, 2020, published by Réseau Vrac / <sup>2</sup> Study by Nielsen, 2020, published by Réseau Vrac



## Trend No. 10

### Solid success

The success of solid products is inspiring all segments in the cosmetics industry.

In 2020, supermarket sales of shampoo bars rocketed with growth of 422% in value<sup>1</sup>. Following on from the hygiene sector, these formats are now shaking up the skin care and sun protection segments.

With new methods of application, a reduced footprint (plastic, water and carbon) and no preservatives (no water means no bacteria), this new form has a lot to offer! It is even inspiring household products such as washing-up detergent, with a solid bar rather than a liquid.

#### Proof in products



**Organic solid balm**, by Beauty Garden



**SPF30 sun protection powder**, by LolyBio



**Velay green clay shampoo bar**, by Cosmetosource



**Douceur Bio La Corvette shampoo bar**, by Savonnerie du Midi



**Make-up remover bar**, by Lamazuna



**Moringa oil solid mineral sun cream**, by Comme Avant



**Dermatherm Solid Micellar Jelly**, by Laboratoire Gravier



**Harmonie Verte Organic Hand Washing Bar**, by Laboratoire Gravier



**Multi-purpose cleaning tablets**, by Anotherway



**Eye Make-up Remover Bar**, by Autour du Bain



**Shampoo bar with 18 active plants**, by Le Secret Naturel



**Ecocert Aloe Vera Dish Soap**, by Savonnerie du Midi



## Trend No. 11

### Upcycling is the new standard

94% of French people report that they are careful of wasting food and half of French people feel guilty when they throw away a product. Even better still, one in two also practice at least five anti-waste gestures on a daily basis<sup>2</sup>, which shows that behaviours are changing. New habits are emerging for the whole family, in order to turn the consumerist system into a circle (i.e. the circular economy), which, if not virtuous, at least has a reduced impact.

In a world veering towards zero waste, upcycling (a particular recycling practice<sup>3</sup>) is becoming a fundamental value for brands and individuals, in particular the young generations. In 2020, 31% of young French people (35% of 18-24 year-olds and 29% of 25-34 year-olds) had already bought one or more upcycled products, compared to 23% of French people as a whole<sup>4</sup>.

Brands are reinventing their formulas and processes to identify, transform and recycle our waste, often real goldmines that would otherwise end up in the bin. Who said that happy sobriety and creativity couldn't go hand-in-hand?

#### Proof in products



**Anti-waste kit** bringing grandma's tips and recipes up-to-date to avoid throwing things away, by Save Eat



**Perlucine, shampoo powder** made from white oyster shell, by Entre Mer et Terre



**De-oiled hazelnut flour**, to use as a plant protein to enrich recipes, made from food industry by-products, by Les Gourmands Exigeants (Max de Génie)

<sup>1</sup> <https://fr.fashionnetwork.com/news/La-cosmetique-solide-un-marche-qui-prend-du-poids,1265615.html> / <sup>2</sup> OpinionWay-Smartway survey: Les Français et le gaspillage alimentaire (The French and food waste), 2021 / <sup>3</sup> Upcycling is a particular practice of recycling where the principle is to recycle material in such a way as to create a product of higher value than the original. / <sup>4</sup> Yougov, 2020

# Special events programme

Give your diary a new buzz!

More than  
150 talks and  
round tables  
are on offer

## NATEXBIO / LA MAISON DE LA BIO FORUM

by Natexbio Federation

BOOTH K32



### Sunday 24 October

- 10:00 - **Discover BioED: the CSR label for organic firms**  
With Mathilde Gsell and Anna Kolf, Synabio and testimony from Alpes Biscuit
- 11:00 - **Innovation in the organic sector**  
With François Labbaye, Bio Développement
- 12:00 - **La Maison de la Bio, missions, goals, resources**  
With Lucie Tamet, director, and testimony from a member
- 14:00 - **How to work efficiently with green influencers**  
With Elodie Dupré, Greenstory
- 15:00 - **How the world of the future will be more organic - perception, consumption, production**  
With Agence Bio
- 17:00 - **Presentation of Natexpo Awards**

### Monday 25 October

- 10:00 - **Digital tech, a growth lever for your organic firm**  
With Tancrede du Réau and Dalia Da Silva, Agence Open Digital
- 11:00 - **Requirements of organic in agriculture** - With Forébio
- 12:00 - **Exhibition inauguration**
- 14:00 - **Communicating effectively on brand commitments at a time when everything is "organic, good, healthy"**  
With Elodie Dupré, Greenstory
- 15:00 - **Innovation in the organic sector**  
With François Labbaye, Bio Développement
- 16:00 - **The resilience of organic supply chains** - With Forébio

### Tuesday 26 October

- 10:00 - **Understanding and protecting biodiversity in organic value chains**  
With Mathilde Gsell and Anna Kolf, Synabio with testimony from BBCIE
- 11:00 - **Digital tech, a growth lever for your organic firm**  
With Tancrede du Réau and Dalia Da Silva, Agence Open Digital
- 12:00 - **La Maison de la Bio, missions, goals, resources**  
With Lucie Tamet, director, and testimony of a member
- 14:00 - **Digital eco-design: the next challenge of eco-aware brands**  
With Baptiste Cayol, Agence Buddy Buddy
- 15:00 - **How the world of the future will be more organic - perception, consumption, production** - With l'Agence Bio

## ORGANIC TRENDS FORUM

by Bio Linéaires

BOOTH R111



### Consumer trends

**Post-Covid organic sector: Keys to meeting expectations**

With Sauveur Fernandez, Econovateur

**Organic market trends**

With Bernard Ollie and Adrien Weitzman, good. agency

**What about the consumer in this wave of change?**

With François Labbaye, BIO Développement

### International trends

**Belgium: two speed organic?**

With Mélanie Login, Sales4Bio

**The organic market in Germany**

With Burkhard Schaer, Ecozept

### Retail trends

**Mass retail: four major trends for 2022-2025**

Nowadays organic market players, mass retail and traditional brands, while drawing inspiration from specialist circuits, are also advancing down new paths which will in due course affect the entire organic sector. Insight: Dark kitchens - Pedestrian click and collect - Acquisition of specialist shops - Product sector suited to district.

With Sauveur Fernandez, Econovateur

### Society trends

**Organic++: organic faced with the rise of new society goals: what consequences?**

A tidal wave of "More organic than organic" commitments is washing over mass retail, major brands, new labels, and the customer, at the risk of blurring the very real differences that the specialist network and the Bio EU label bring. We decipher these ongoing trends so as not to get left behind.

With Sauveur Fernandez, Econovateur

### Supply chain trends

**Vision: from producer-manufacturer channels to circular slow channels of the 21st-century**

The "organic and local" trend has emerged from infancy and is adopting ever shorter distances. As a consequence, supply chains will have to adapt by splitting into three major "slow" categories. The trend in buying local produce, but also zero waste, deposit return and inclusive solidarity are the pillars of a new, agile, circular and systemic food chain whose construction is gradually advancing. A decisive phase of the organic market is underway.

With Sauveur Fernandez, Econovateur

## COSMETIC INNOVATIONS FORUM

by Cosmèbio

BOOTH P31



### Sunday 24 October

- 11:00 - **Konsoleader: Solid in all its states**  
With Elodie Richard, Laboratoire Gravier
- 12:00 - **2021 new products: 100% healthy and zero waste**  
With Florian Thebaud, Ioumi-Provence



- 13:00 - **Pre-biotics and sensitive and reactive skin**  
With Charlene Devaud, Centifolia
- 14:00 - **Japanese "super-ingredients"**  
With Alexandra Polya, Bijn
- 15:00 - **Everything around hemp oil**  
With Maud Siegel, ASCA - L'esperluète
- 16:00 - **Discover LAO products**  
With Lisa Schino, LAO
- 16:30 - **COSMOS V4 : outlook and developments for 2022. What impact on certification?**  
With Cosmécert, Ecocert & Cosmébio

## Monday 25 October

- 10:00 - **The benefits of snail therapy**  
With Fabrice Pierron, Mademoiselle Agathe
- 11:00 - **In & Out Beauty**  
With Marie-Pascale Ballet, Naadam Nature
- 11:30 - **Cosmetics outlook to 2025**  
With Nicolas Bertrand, Lauriane Lubert and Caroline Girard, Cosmebio and Auvergne Rhône-Alpes Cluster Bio
- 12:00 - **DNVB: launch your range of solid care products.**  
With Simone Jeanne-Sizun, Savonnerie du Nouveau Monde
- 13:00 - **5-in-1 BB Creams: new products**  
With Guillaume Cayuela, Florame
- 14:00 - **Incredible Cosmetics**  
With Delphine Biette, La Fabrique de la Presqu'île
- 15:00 - **What alternatives to plastic in organic cosmetics?**  
With Magali Hérisson, Alphanova Santé
- 16:00 - **Beegan factory manufacturing eco-facility**  
With Jessy Quantinet, Ballot Flurin
- 17:00 - **Allergies and cosmetics**  
With Gwendoline Bressand, Laboratoire In Gratia Herbarum

## Tuesday 26 October

- 10:00 - **Specific care products for perfect maternity**  
With Claire Morlot, Néobulle
- 11:00 - **Organic certified and sulphate free solid shampoo**  
With Cyprien Bruel, Bélice
- 12:00 - **Organic snail slime, natural beauty**  
With Sébastien Royer, RoyeR Cosmétique

- 13:00 - **Customisable, refillable cosmetics and EcoBox**  
With David Reccole, Dyp Cosmethic
- 14:00 - **Why invest in research into a surfactant for solid cosmetics?**  
With Laetitia Van de Walle, Lamazuna
- 15:00 - **White tea in cosmetics with Léonia Paris**  
With Eva Corfmat, Léonia Cosmétiques
- 15:30 - **Transparency towards consumers: the guarantees provided by COSMOS certification and Cosmébio labelling.**  
With Cosmécert, Ecocert and Cosmébio



Consult the full programme of the Dietary Supplements Forum hosted by Synadiet on [natexpo.com](http://natexpo.com)



## Sunday 24 October

- 10:00 - **From ingredient to end product: rethinking innovation with stand-out organic ingredients**  
With Gaëlle Frémont, Ingrébio
- 11:00 - **Shea, a story of women!**  
With Hanna EL Messaoudi, Biopartenaire, Hervé Mucke, Émile Noel, and Cosmébio

- 13:00 - **Structuring a high quality European organic supply chain: the example of fresh fruit and vegetables**  
With Ida Fartsj, Quality and Processing Unit, ITAB
- 14:00 - **Are food processing and organic principles still compatible in the eyes of consumers**  
With Ida Fartsj, Quality and Processing Unit, ITAB
- 15:00 - **Towards a re-shoring of added nutritional value organic raw materials and ingredients**  
With Emilie Chanséaume-Bussière, NutriFizz and Emmanuel Brehier, Hari&Co
- 16:00 - **The 2025 review clause, a regulatory pirouette before imposing thresholds for pesticides in organic?**  
With Bernard Lignon, Synabio

## Monday 25 October

- 10:00 - **From ingredient to end product: rethinking innovation with stand-out organic ingredients**  
With Gaëlle Frémont, Ingrébio
- 11:00 - **What if eating chocolate preserved tropical forests?**  
With Hanna EL Messaoudi, Biopartenaire, Sébastien Balmisse, Kaoka and Claire Dimier-Vallet, Synabio
- 12:00 - **New regulation and third-party countries: what changes to production stage in third-party countries?**  
With Bettina Balmer, Aka Zebra and Michel Reynaud, member of IFOAM Organics Europe board of directors.
- 13:00 - **Structuring a high quality European organic supply chain: the example of fresh fruit and vegetables**  
With Alexandra Farnos, Alexandra-Farnos.bio

- 14:00 - **The formulation of organic processed food in view of the new regulation on farm and non-farm ingredients**  
With Paul Van Dooren, Adrianor and Partner of RMT Actia TransfoBio

## INNOVATION FORUM

BOOTH  
P91



**15:00 - Developing products from upcycled ingredients for a sustainable nutrition goal**

With Émilie Dalle, Nutrifiizz and Dominique Sylvain, Hubcycle

**16:00 - Organic cleaning products: changes to annexes VII to IV?**

With Bernard Lignon, Synabio

### Tuesday 26 October

**10:00 - From ingredient to end product: rethinking innovation with stand-out organic ingredients**

With Gaëlle Frémont, Ingrébio

**11:00 - Direct sourcing from producers in southern countries: what conditions, what advantages?**

With Anaïs Chotard, AVSF - other speakers to be confirmed

**12:00 - New regulation and third-party countries: what new inspection arrangements?**

With Bettina Balmer, Aka Zebra, Antoine Faure, Ecocert and coordinator of the import working group, EOCC

**13:00 - What organic supply chains do we wish for?**

With Claire Dimier-Vallet, Synabio

**14:00 - Organic manufacturing process multi-criteria assessment framework: case study of ProOrg**

With Rodolphe Vidal, ITAB and Co-leader of RMT Actia TransfoBio

**15:00 - Fermented food: what nutritional and health benefits?**

With Céline Gryson, NutriFiz and Jérôme Bucamp, Kyo Kombucha

### Sunday 24 October

**11:00 - Educating, raising awareness and guiding consumers thanks to positive impact communications**

With Marion Fries, Gaëlle Beaune and Stéphanie Pointreau, Réseau RaSines

**12:00 - The Green New Deal: what role for manufacturers in building consumption, agriculture and the offering of tomorrow?**

With Judith Moog, Huilerie Moog (Bio Planète)

**13:00 - Round table - Raw food: the new star in organic food sections?**

With Virgile Auffrey, Version Crue

**14:00 - Round table - DNVD (Digital Native Vertical Brand) or brand launch on Internet: a winning model to launch a brand on the organic network**

With Simon Le Fur, Aventure Bio

### Monday 25 October

**11:00 - Green retail innovations in 2020-2021**

With Emilie Baron, Missions MMM

**12:00 - Artificial intelligence working for a high-performance and climate change resilient organic food processing industry**

With Aurélien Verleyen, Dataswati

**13:00 - Ultra-processing: the impact of a wake-up call on tomorrow's organic food**

With Sylvain Zaffaroni, Pour Nourrir demain, Aris Christodoulou, Siga, Sébastien Loctin, Biofuture and Camille Azoulai, Funky Veggie

**14:00 - Food industry - what new tools and methods can be used to support a low carbon strategy?**

With Fanny Pennet, Réseau RaSines

**15:00 - Redesigning the private-label relation to improve points of sale and product merchandising**

With Ecotone

**16:00 - Food Waste Management System: supply chain profitability and case studies**

With Paul Adrien Menez, Zéro-gâchis

**17:00 - Anticipating upcoming organic trends**

With Pascale Brousse, Trend Sourcing

### Tuesday 26 October

**11:00 - Educating, raising awareness and guiding consumers thanks to positive impact communications**

With Marion Fries, Gaëlle Beaune and Stéphanie Pointreau, Réseau RaSines

**12:00 - Round table - Upstream supply chain, circular management, regional actions: how loose could selling must reinvent itself to more efficiently reduce waste**

With Petrel

**14:00 - Artificial intelligence working for a high-performance and climate change resilient organic food processing industry**

With Aurélien Verleyen, Dataswati

**15:00 - Round table - From the creation of a product to its distribution: placing the circular economy at the heart of new processes.**

With KissKissBankBank





## AGORA



### Sunday 24 October

- 11:00 - **Bio Sud Ouest France, a tool for the structuring of fair-trade organic markets for operators in the South-West**  
With Flavie Tiret, Interbio Nouvelle Aquitaine
- 12:00 - **Is the protection of biodiversity playing out on our plates?**  
With Ecotone
- 13:00 - **Organic brewing sector in Auvergne-Rhône-Alpes: structural organisation and market**  
With Bastien Boissonnier, Cluster Bio
- 14:00 - **The Territoire Bio Engagé label, a tool for your regions!**  
With Stéphanie Thebault, Initiative Bio Bretagne
- 15:00 - **The benefits of alkaline water on health and the planet**  
With Juan Carlos Novo, Alkanatur
- 16:00 - **30 years of the European organic regulation: results and future of organic certification**  
With Ecocert

### Monday 25 October

- 11:00 - **Round table - Responsible fisheries? What criteria? What guarantees?**  
With Jean-François Feillet, Phare d'Eckmühl
- 12:00 - **Fair trade, a genuine lever for responsible supply chains and to tangibly contribute to SDGs**  
With Ecocert
- 13:00 - **The role of manufacturers in supporting supply chains: testimony from Huilerie Moog, a partner of flax cropping in Occitania**  
With Judith Moog, Huilerie Moog (Bio Planète)

14:00 - **Brittany milling vertical: from research to the end product**  
With Stéphanie Thebault, Initiative Bio Bretagne

15:00 - **Round table - Plants at the centre of French expectations: buckwheat, a plant on our plates and in our fields**

With Jean-François Mallet, Ethnologist, chef and culinary photographer, Pascal Guérin, GIEE Sarrasin Bio Bourgogne and Nicolas Crabot, Atelier Sarrasin

16:00 - **Round table - focus on organic processing in Région Sud**

With Fleur Masson, Aria Sud and Cyril Bertrand, RMT Actia TransfoBio

### Tuesday 26 October

11:00 - **2021 survey: wording that increases purchasing intentions on organic products**

With Marithé Castaing and Adrien Petit, Cluster Bio

12:00 - **Round table - Territorial diversity and complementarity, a lever for export in Grand Est !**

With Isabelle Heumann, Heumann company

13:00 - **Round table - Organic and responsible catering, how to engage with and mobilise its players?**

With Lionel Goumy, Biocoop

15:00 - **Round table - Responsible fisheries? What criteria? What guarantees?**

With Jean-François Feillet, Phare d'Eckmühl

## IMPORT/EXPORT OFFICE



International experts give talks to help professionals get a better grasp on trends, specificities and "dos and don'ts" to penetrate their local markets. Focus this year on Ukraine, Poland, Romania and the Czech Republic

## LAB PITCHES



The Lab is an exhibition and pitches areas for companies of circular economy and technological eco-innovations. The young companies exhibiting will pitch their innovative products and solutions in presentations lasting just a few minutes.

## FEFF RETAIL BRANDS TALKS



### Monday 25 October

11:00 - **Organic in danger? Comparing views with Carrefour**  
With Benoit Soury, Carrefour and Oliver Collet, FEEF

14:30 - **Organic and Responsible Procurement in Collective Catering**

With Florent Moulis, Sodexo, Jean-Philippe Thevenet, Sodexo and Carole Cazaban, FEEF

### Tuesday 26 October

11:00 - **Packaging and product information: A new dialogue between SMEs and retail brands**  
With Angel Rodriguez, Bioplants, Stéphane Debeunne, France Cake Tradition, Sophie Bonnet, Intermarché and Isabelle Frappat, FEEF

Programmes correct as at 30/06/2021, subject to modification.  
Find the latest full programmes on [www.natexpo.com](http://www.natexpo.com)

Order your free badge on [www.natexpo.com](http://www.natexpo.com)

# Practical information

From Sunday 24 to Tuesday 26 October 2021  
9:30 – 6:30PM. Closing at 5:00PM on Tuesday 26th October.

Paris Nord Villepinte, France, Hall 6. Exhibition open to professionals only  
Entry fee without badge: €50 excl.VAT. Free entry on presentation of a visitor badge  
Registration on [www.natexpo.com](http://www.natexpo.com)

## Public transport

**20 min from the center of Paris:** take RER line B – direction “Aéroport Roissy-Charles de Gaulle” and get off at the “Parc des Expositions” station.  
Timetable available on [www.ratp.fr](http://www.ratp.fr)

## By car

**From Paris:** take the A1 or A3 motorways, then the A104 slip road – direction Soissons. Follow signs for “Parc des Expositions”.

**From Orly, A6 and Paris Bercy:** use the A4, then the A86 and A3 motorways. “Parc des Expositions” exit.

**From Paris-CDG Airport and Lille:** take the A1 then the A104 motorways. “Parc des Expositions” exit.

Parking fee required.

Carpool whenever possible

## By plane

**NEW**

**Free shuttles are available** from Paris-Charles-de-Gaulle Airport and Paris Nord Villepinte Hall 6. A reception desk will be at your disposal in terminals 2B and 2F from 8:30am to 11:30am. Schedules on [www.natexpo.com](http://www.natexpo.com).

**From Paris-CDG Airport:** Go to the TGV/RER station situated in the CDG2 terminal between terminals CD and EF, then take the RER – direction “St-Rémy-lès-Chevreuses”, and get off at the “Parc des Expositions” station.

**From Paris-Orly Airport:** take the Orlyval (automatic, light metro), change at Antony and take the RER line B – direction “Aéroport Charles de Gaulle”. Get off at the “Parc des Expositions” station.

## Catering

Several 100% organic catering points are at your disposal. More information on [www.natexpo.com](http://www.natexpo.com)

## Concierge service

**NEW**

A concierge service will be at your disposal in Hall 6 for your booking needs for taxis, couriers, hotels, plane tickets, trips and outings...

## Contact : [visit@natexpo.com](mailto:visit@natexpo.com)

## Luggage room

€2 per article



PARIS 2021  
**natexpo**  
24-26 OCT.

Plan non contractuel /  
non-contractual document  
01/07/2021



# An eco-responsible show

Natexpo stands up for environmental protection and the reduction of the ecological footprint, both fundamental values for us. We are committed to conservation by adopting eco-responsible attitudes, from planning through to project implementation. Natexpo exhibitors are made aware of these CSR issues and encouraged to continue this process, in particular with eco-responsible stands.

## Waste management

During stand assembly and dismantling, cardboard and wood waste is collected separately from exhibitors. During the show, visitors are offered the chance to sort their waste.

Waste is then sorted, packed and shipped to the appropriate waste recovery processes.

## Cleaning

Cleaning equipment used during the show comprises eco-friendly cleaning products.

## Signage

90% of the show signage is made of cardboard.

## Eco-friendly stand fittings

Natexpo offers eco-friendly stand fittings, with low-energy lighting, carpeting subsequently recycled and PEFC-certified reusable partition walls. No carpeting will be laid in the aisles of the trade show.

## Promotion

Promotional documents printed entirely on recycled paper or on paper from sustainably managed forests.

## Badge holders

The badge holders come from the circular economy and are made from recycled and recyclable material in a factory in the local Seine-Saint-Denis department.

## Zero waste

For several years, Natexpo has partnered with the French Red Cross to fight waste. In 2019, more than 8 tonnes of goods were collected at the end of the show.

## Catering

You will find at Natexpo a 100% organic food offer.



## Public health measures

In view of the coronavirus epidemic, your health is our priority. In order that this edition runs smoothly, we would ask you to apply the following measures.

**Wearing a mask is compulsory.** Plastic face shields aren't allowed.

**Your health pass will be required to access the show. We will put in place the measures in force at the time of the opening of the show, according to the directives of the government at the time.**

In addition, we ask everyone to observe the barrier hygiene precautions currently in force:

- > Wash your hands regularly with soap and water; or use an alcohol-based hand rub
- > Cough or sneeze into your bent elbow or a tissue
- > Use a disposable tissue when you blow your nose, then throw the tissue away
- > Avoid touching your face
- > Maintain a distance of at least one metre from other people
- > Refrain from shaking hands, hugs or kisses when greeting others.

## Measures taken by the organiser

- > Posters reminding people of hygiene precautions will be placed at exhibition reception, in the aisles, the toilets and rest areas.
- > Separate doors will be dedicated to people entering and leaving the show to prevent visitors from crossing paths.
- > Hand sanitiser will be available at several locations in the show so that people can disinfect their hands. These distribution points will be indicated on the floorplans.
- > Security staff, reception personnel and the organising team will wear masks.
- > Physical barriers in the form of acrylic screens will be placed at reception points.
- > Public zones, aisles and washrooms will be cleaned frequently.
- > Social distancing measures will be applied in the conference and workshop rooms, i.e. one person per 2.5 m<sup>2</sup>.

A show by

**NATEXBIO**  
Fédération des transformateurs et distributeurs bio

Organised by

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Organisation

[www.natexpo.com](http://www.natexpo.com)

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