

## Press Release

# NATRUE and Beauty Garden will exhibit together once again!



After two years of fruitful collaboration, NATRUE and Beauty Garden, the well-known organic cosmetics brand from Corrèze (France), will be co-exhibitors once again at NATEXPO 2022. From 18 to 20 September, NATRUE will attend NATEXPO in the French city of Lyon, which hosts the international trade show for organic products that this year expects more than 10.000 trade visitors!

NATRUE is delighted to be joining forces again with Beauty Garden, one of the brands that best represents the values of **NATRUE**, producing a range that respects both our skin and our environment. With 1,800 exhibitors and a programme of exclusive talks and presentations, NATEXPO is the perfect occasion to discover more about NATRUE, meet the specialist decision-makers, discuss your ideas and concepts with new trade partners, and make valuable contacts.

### The conference

The organic market has grown strongly for more than 10 years. In 2021, after a notable increase during the Covid-19 pandemic, we are seeing how consumer preferences are changing: more and more buyers are looking for sustainable supply chains, producers or distributors, and are guided by claims such as the protection of the environment and the planet.

Do you want to learn more? Join Viktoria Potko's [presentation](#) - "L'impact de la pandémie sur le marché de la cosmétique naturelle" – on 18th September at 12.00 hours.

Would you like to learn more about the NATRUE Label and Beauty Garden? How you can certify your products? What are the advantages?

**Visit our stand (J21) from 18 to 20 Sept. at NATEXPO and discover more about NATRUE and Beauty Garden!**

**NATRUE in short:** [NATRUE](#) - The International Natural and Organic Cosmetics Association was founded in 2007 with the main objective of establishing strict requirements for natural and organic cosmetic products, particularly organic cosmetics, packaging and product formulations not found in other labels. Since 2008, the NATRUE label has developed and expanded across Europe and worldwide, consolidating its position in the NOC sector as the international benchmark for authentic natural and organic cosmetic products and raw materials. Over 6,500 cosmetic products from more than 280 brands worldwide and more than 1,600 raw materials carry the NATRUE label.