

# Natural Living – Nature and Health

## Brief description

“Natural Living” – Nature and Health”, is held in association with the Import Shop Berlin.

The Federal Republic of Germany is the biggest demand market for eco-friendly products and a further increase of the market conjuncture is expected.

Contemporary lifestyles demand healthy living, clothing, housing and food, as is evident from the growing range of events and publications devoted to wellness.

Unlike in other densely populated regions there is no adequate fair for eco-friendly products in Berlin and surroundings. This event is designated to fill a market gap and to open up new market potentials for the exhibitors.

Natural Living is an event for healthy and natural products. Its main component is its attractive collection of stands devoted to sales, services and information featuring healthy and natural products and wellness. The products stand out because of the diversity of natural materials that they contain, and the opportunities that they present for re-incorporation in the cycle of nature.

By providing advice about products the manufacturers of these natural items also make a practical contribution to encouraging a more environmentally friendly attitude among consumers. The aim is to re-establish a lasting relationship between mankind and nature.

The qualitative requirements for creating a feeling of wellbeing are met by offering products that go a long way towards meeting eco friendly criteria for materials and manufacturing: clothing, cosmetics and body care products must be made from natural materials that are ecologically pure and do not contain any ingredients that could produce allergic reactions.

Non-commercial and informative sections, and invitations to play an active part are integral components of “Natural Living – Nature and Health”.

## Items and services on offer

Clothing:	natural textiles, shoes and fashion accessories
Living:	items for the home and bed, furniture and accessories for the home,
Nutrition and Household:	natural foods, environmentally friendly household and cleaning products
Cosmetics:	cosmetics for care and decoration, scents and essential oils
Health:	massage equipment, health pillows, whirlpools, saunas and sauna accessories, beauty farms, wellness institutes, relaxation items, acupuncture and massages, sport articles
Experiences:	travel
Gifts:	toys, musical instruments, leather goods, stationery, books
Services:	information stands with advice on environmental aspects and living, publishers, institutes and associations, training, counselling for interior decoration, nutrition and cosmetics

## Exhibitor target groups:

Manufacturers, importers, exporters, wholesalers

## Visitor target groups

End users interested in healthy and natural products, retailers, wholesalers, importers. “ Natural Living – Nature and Health” will benefit from the Import Shop Berlin with its almost 40.000 visitors.

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