

Natural Cosmetics Masterclass to Tackle Industry Obstacles

December 8th 2016

London – Organic Monitor is hosting a new Natural Cosmetics Masterclass (<http://www.organicmonitor.com/masterclass16.htm>) that will cover the marketing, technical and financing issues associated with natural and organic personal care products. Hosted in San Francisco on 17-18th January, the program comprises seminars and two workshops.

To kick off the masterclass, an update will be given on the North American market for natural & organic personal care products. Although the US has the largest market in the world, it is also one of the most competitive with the presence of over 500 brands. As well as growth projections, details will be given of the marketing & distribution challenges faced by brands. With distribution cited as a major issue, Jessica Iclisoy, founder and President of California Baby, will share its experiences in building distribution in mass market retailers. How has the brand made the successful migration from natural food shops to supermarkets?

Kari Gran will present the latest findings of its second Green Beauty Barometer survey. Insights will be given on the importance of labels, avoidance of synthetic chemicals, product purchases, retail shortfalls and consumer demographics. Details will be given on the prospects of the millennial consumer segment, whilst a retailer will share its experiences in marketing natural & organic personal care products. With concerns about genetically modified organisms and traceability of raw materials, Dr. Bronner's Magic Soaps will show how companies can put transparency in their supply chains.

The technical workshop will start with an update on standards and certification. The adoption rates will be given of natural & organic cosmetic standards in North America, including details of leading schemes. Christopher Johnson of Kinetik Technologies will give guidance on how to replace contentious synthetic chemicals, such as parabens, fragrances, and sulfates, in product formulations.

Since accessing capital for business growth is a major concern for green brands, a new workshop will highlight the ethical financing options available. Details will be given of 'alternative sources' of growth financing, including crowdfunding and the use of incubators / accelerators. Practical guidance will be given to natural / organic enterprises looking for capital to take their business to the next level.

By hosting this new Masterclass, Organic Monitor aims to overcome some of the major obstacles faced by natural & organic personal care brands. Comments Amarjit Sahota, President of the special research, consulting and training firm: "although the natural & organic products market is strengthening, many brands continue to grapple with marketing and formulation issues. A new financing workshop will help guide companies on how to access and utilize capital for business growth."

Natural Cosmetics Masterclass

Organized by Organic Monitor, the Natural Cosmetics Masterclass will take place at the Parc 55 San Francisco on 17-18th January 2017. For almost 10 years, Organic Monitor has been hosting masterclasses and workshops at various international locations that include London,

Nuremberg, Paris, Bologna, Barcelona, New York, São Paulo, Dubai, Bangkok, Singapore and Hong Kong.

Registration for this interactive training course is limited to 50 delegates. More details on the Natural Cosmetics Masterclass are on <http://www.organicmonitor.com/masterclass16.htm>

About Organic Monitor

Organic Monitor is a specialist research, consulting & training company that focuses on the global organic & related product industries. Since 2001, we have been providing a range of business services to operators in high-growth ethical & sustainable industries. Our services include market research publications, business & technical consulting, seminars & workshops, and sustainability summits. Visit us at www.organicmonitor.com

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