Natural & Organic Products Europe trade show returns to Olympia, London, next month, on **1-2 April 2012**, with over 600 exhibitors from all around the world. The UK's biggest showcase of natural, organic, Fairtrade, free-from, sustainable, and eco-friendly products, the following is just a taste of some of the latest Health & Nutrition and Natural Living innovations being introduced at this year's event.

Natural Living

Sarah Smith (Severn Delta Limited, stand 1035) has chosen Natural & Organic Products Europe 2012 to launch its new Eco-Cloths, using recycled and sustainable fibres. Famous for their colourful designs, Sarah Smith cloths have appeared on Jamie Oliver's 30-Minute Meals, on ITV's Ade in Britain and in the kitchen of River Cottage. Sarah Smith Eco-Cloths are the only cleaning cloths to be Oekotex certified free from substances harmful to humans and the environment. The range includes orangutan-friendly palm oil free household wipes. The range is British-made, reducing transport miles, safeguarding local jobs and ensuring British quality.

Natracare – Bodywise (UK) Ltd (stand 2100) is passionate about making their products ever more relevant for women seeking the healthiest and most eco-friendly hygiene products. For this reason they have redesigned their Natracare Maxi Pads. Still biodegradable and compostable and made from totally chlorine-free, plastic-free natural materials the Maxis now have a certified organic cotton cover like the rest of the Natracare range. The Maxi's thick, soft, absorbent core made from totally chlorine free pulp, offers women unbeatable security. The upgraded Super, Regular and Night Time Maxis are now packed in compact compostable bags, whilst the improved Maternity pad remains in its recognisable New Mother packaging made from only recycled card.

Japanese fashion specialist Kokoro Japan (stand 1012) launches the 'haramaki' tummy wrap at this year's show. Based on traditions dating back to Japan's 12th century Samurai warriors, the haramaki is fun, warm and an ideal year-round accessory for exercise, leisure and relaxation. Made from closely-ridged layers of 97% cotton and 3% polyurethane, the cosy haramaki keep core body temperature warm, which in turn helps hands and feet stay warm, however chilly it might be outside. Although it's new to Europe, it's a style of dress that has found favour in Japan for many hundreds of years. Versions for women and men are now available, with a child version being introduced later in April 2012.

For centuries shoes have not only been protection for our feet, but have also become an essential element of our appearance. NOAH – Italian Vegan Shoes (stand 1054) are manufactured in Italy by traditional handcraft factories with excellent workmanship, and have the classic Italian-style famous all over the world for its fashion, quality and comfort. For the sake of the planet and of the animals, NOAH Shoes are manufactured with valuable Microfibre instead of leather. The combination of the best materials and the long experience in the making of shoes, offers an animal-friendly and environment-friendly shoe of high quality and fashion. The 'Judith' shoe has been entered into this year's New Product Showcase.

The Bio-D Company Limited, the UK's foremost manufacturer of environmentally responsible, ethically sound and hypo-allergenic products, will be launching new anti-bacterial cleaners that don't cost the earth (stand 2033). It will also launch a new range of anti-bacterial products that are proven to kill 99.9% of harmful bacteria and are effective against MRSA, Salmonella and E-Coli. The range includes 500ml Anti Bacterial Hand Wash – an ethical and effective wash that leaves the skin supple and soft (supplied in a pump dispenser to minimise waste); 500ml Anti Bacterial Multi-Purpose Spray; and 500ml Multi-Surface Concentrated Cleaner. Bio-D's new anti-bacterial range is hypoallergenic and made without petrochemicals or synthetic dyes or perfumes.

Earth Friendly Products, producers of the award winning range of sustainable, plant-based cleaning and laundry products, are delighted to announce that all products made for Europe are now Certified Carbon Neutral; achieved largely by their dedication to solar powered production. On their stand 3013, they will showcase an exciting label refresh for their entire green cleaning range and several new products, including ECOS 2in1 Laundry Liquid refills and 210 wash size; Concentrated Lemon Floor Cleaner; and Baby Stain & Odour Remover. John Vlahakis, founder of Earth Friendly Products, environmentalist author and photographer will be giving away 400 signed copies of Green Bites – his book about how we can all make a positive change to address environmental issues.

Bentley Organic (stand 1030) have launched a new Toilet Cleaner within their household cleaning range. Made with 70% Organic Ingredients, it kills 99.9% of household germs. You'd be surprised at how many other home cleaners leave nasty chemicals behind, which can have a negative impact on you and the planet! Available in 1 litre bottles, it contains no bleach, phosphates or sulphates, and is proven to kill E-coli, Listeria and Salmonella. Its anti-bacterial formula leaves toilet hygienically clean. It has no impact on watercourse – the fish are safe! Its Thixotropic formulation gives ease of use and thickness on impact, and it is readily and rapidly biodegradable.

The monthly misery of period pains, cramps and discomfort that many women experience could become a thing of the past with one simple change – switching to using Femmecup menstrual cup in place of disposable tampons and pads (stand 2057). Femmecup menstrual cup is an award winning reusable alternative to tampons and pads made in the UK. Worn internally like a tampon; Femmecup collects menstrual flow instead of absorbing it. Femmecup has quantified the percentage of women who experience an improvement in cramps when they switch to using a menstrual cup and it is a massive 38.7% (135 menstrual cup users surveyed October 2010). Femmecup also offers women a healthier, lower cost, greener, more convenient and discreet sanitary protection option that is fast becoming the popular choice.

Health & Nutrition

Sci-MX Nutrition (stand 4026) will be launching two new product ranges at the show. Sci-MX PROTEIN DUO™ BARS are a convenient and delicious high protein impulse snack, with 20g of gradual-release protein to feed muscles for up to 8 hours. With a light, 'melt in the mouth' texture and sugar-free Belgian chocolate coating, they come in three delicious, unique dual

flavour combinations – Strawberry & Cream, Caramel & Vanilla and Chocolate & Orange. Sci-MX PRO-GO™ high protein ready-to-drink (RTD) shakes are a convenient, on-the-go drink, with 35g of high quality protein per 500ml bottle. Two great flavours – Chocolate and Strawberry – make PRO-GO™ an easy to drink protein source any time of day, and it offers great value vs. competitor products for retailers and consumers alike.

Swisse, Australia's number one health and well-being brand is set to launch globally in 2013 – bringing their commitment to providing natural health for everyone to the world! The Swisse exhibit at stand 3012 is based on Swisse's philosophy of 'Health & Happiness' and is the first international launch of their best-selling, premium quality products. This special launch will also feature guest appearances from internationally renowned Australians (and Swisse Ambassadors) – 2011 Tour de France winner, Cadel Evans, and Commonwealth Games gold medalist and Australian Swim Team member, Geoff Huegill. Both are also the face of Swisse's 2012 London Olympics promotional campaign. Swisse is a true Australian success story, delivering premium quality natural health and wellbeing products to Australian's for over 50 years.

BetterYou (stand 4040H) is proud to announce the launch of its pioneering new DLux range of oral vitamin D sprays formulated for everyone worried about sunlight deprivation. Vitamin D, which is becoming recognised as this and future generations most important vitamin, is a natural aid to bone and teeth health and helps to support the immune system. DLux is available in a range of dosage strengths for the entire family and ensures optimum absorption into the bloodstream, delivering the vitamin faster and more conveniently than tablets. DLux contains 100% natural ingredients and is suitable for those on a vegetarian, diabetic and coeliac diet.

Natupharma are a Danish company who will be launching their brand Fitness Pharma in the UK at the show (stand 4058). The Fitness Pharma brand has two ranges – the Handy Range and the Complete Range. Retailers who sign up to stock the ranges at this year's show will benefit from an array of marketing that will take place throughout 2012, but most notably Fitness Pharma will be giving away a Fiat 500c to one lucky customer who enters a code from any product purchased – obviously this is sure to drive footfall to the retailers.

Max B is the flagship product for Quantum Nutrition Labs (QNL) in Europe (stand 5080A). They will be exhibiting Max B and introducing others from the PR Labs range at the show. QNL's products are unique, being cultivated from live probiotic sources, rather than via the traditional manufacturing processes. Max B is the first of the next generation of supplements, providing end-chain nutrients directly usable by the body. Research has shown that many people lack the enzymes required to reduce certain B vitamins to their active forms. Max B delivers the readily absorbable reduced forms in an easy to take liquid. In short, it is an industry first.

Forvivo announces the launch of Eyesiccal, the natural solution for dry eyes! Eyesiccal (stand 1015) is a sterile, single-use, convenient eye drop that contains only herbal active constituents and mineral salts to provide for a refreshing, isotonic solution. Eyesiccal's blend of ingredients includes Euphrasia, Chamomile and Arnica, combined to form a synergistic solution that will

protect, lubricate and soothe irritated and dry eyes. Eyesiccal provides a welcome relief to dry eyes caused by several factors including seasonal allergies. Eyesiccal is set for launch in spring 2012 as an approved medical device and because it's preservative-free, it is ideal for contact lens wearers.

TerraNova (stand 4008) is truly thriving this year and the range has almost doubled in product lines since last year's show. Stephen Terrass, the company's founder, will be on hand to talk through the range of products, as well as introduce the new lines, in particular Life Drink; an intensely nourishing holistic lifestyle drink blend pack with the following ingredients – Pea and Rice Proteins, Rice Bran Actives, Spirulina and Chlorella, 10 Power-Greens, 10 Power-Berries, Power-Mushrooms, Omega 3, 6, 9 Oils, 7 Digestive Enzymes, 5 Probiotic Strains and Prebiotic Fibre.

Nutri Limited, the number one choice for sustainable omega-3 fish oils in the health food market are pleased to announce that visitors will be able to sample a brand new range of Multivitamin and Mineral Formulas (Men's, Women's and Pregnancy) at the show this year (stand 3036). Remember, Eskimo-3 is the most pure and stable fish oil on the market thanks to the pufanox® antioxidant mix, researched by Professor Tom Saldeen MD PhD, that keeps Eskimo-3 fresher for longer. Now you can confidently recommend a one-a-day multivitamin of the same exceptional quality to your customers, as we've taken just as much care over the formulation of the new range as goes into our Eskimo-3 range.

Kinetic Natural Products Distributor – Superfoods and Supplements (stand 4008) introduces Amazing Grass: Organic Green Superfoods. Amazing Grass is a small, family owned company with family roots that date back over 60 years of growing the most nutritious green foods in the world. They produce the most nutritious, delicious, affordable and convenient green foods to help your whole family thrive! Every Amazing Grass product includes its own organic cereal grasses (wheat grass, barley grass, rye grass, and oat grass) and alfalfa. Grown through a cold winter in the ground for over 200 days, low temperature flash dehydration, and frozen storage, means customers get the most nutritious whole-leaf green food powders available.

Digestive health experts Probiotics International (Protexin) will be on hand to answer any questions visitors have about probiotics and fibre for digestive health at this year's Natural & Organic Products Europe. Lepicol (stand 1013) will be showcasing Lepicol's new look packaging, as well as welcoming TV's most popular GP – Dr Hilary Jones, who will be on the stand on Monday 2 April between 11am-2pm to talk about his article 'Irritable Bowel Syndrome and the role of fibre' and answer any questions visitors may have for him. Bio-Kult (Protexin) will be on hand (stand 5031) to talk about how multi-strain probiotics can be more beneficial than single strain. Natalie Lamb, Protexin's trained healthcare practitioner, will also be on hand to give any advice visitors may need regarding digestive health for themselves or their customers.

First-time exhibitors Organic Burst (stand 3057) will be showcasing their new line of ethical superfood supplements, including their Baobab Powder, nominated for Best New VMS Award. As well as tempting tastings of superfood smoothies, dips and salads, Organic Burst will be running a special 2-for-1 promotional offer on same-supplement cases ordered from their stand

For every two cases (each case contains 6 units) purchased, receive 1 case absolutely free! Maximum purchase 4 cases per product.

Interhealth Laboratory (stand 3019) is committed to research and innovation and this is evidenced by the launch of three exciting and revolutionary products at the show – Tibet Trim, Sucrelina and Kakadu plum. Tibet Trim is ancient wisdom and modern science combined to benefit consumers wanting to lose weight and align with greater health and vitality. Sucrelina is a truly natural organic sweetener and combines great taste with low calories and an all natural health effect, which is available in easy to use dispenser bottles and individual sachets. Kakadu plum (an anti oxidant powder blend marketed under the Aussie Authentic brand) is a true miracle fruit and the newest super fruit discovery to the western world.

InsideOrganics (stand 2001) will be showcasing new product launches to the UK market at the show. New additions include Vega Sport – the first completely natural sport range created by a vegan athlete Brendan Brazier; 22 Days – a range of delicious certified organic vegan protein and energy bars made purely out of raw superfoods developed by Marco Borges (vegan, personal trainer of celebrities); EnerHealth Botanicals – formulators of EnerFood, the most potent and praised green superfood blend (which was awarded Best superfood by Naturalnews.com); and SunWarrior – taking plant proteins to the next level with its Superior Raw Rice Protein and Raw Protein Blend.

Unbeelievable Health (stand 4099) will be exhibiting its multi award-winning BEE Prepared immune support's NEW Daily Defence and Max Strength versions. Loaded with highest quality propolis, elderberry, olive leaf, beta glucans and more, it packs a punch when it comes to helping with colds, flu and hay fever. Many users also swear by it to keep lurgies at bay while travelling or embarking on diet or detox programs.

First time exhibitor Kalya, producer of top-quality, therapeutic aromatherapy products, will be bringing two new products to the show (stand 2053). Kalya Revive, launched in July last year, is proving a very popular and effective pick-me-up roller ball promoting energy and system balance. Kalya Kids will be showcased for the first time at the show and features three Kalya best-sellers, which have been especially tailored for children: Skin Soothe – brilliant for soothing dry, itchy skin; Sleep Easy – excellent to massage into little people's feet; and Breathe Easy – to rub onto chests for congestion relief.
Kalya is part of Feelgood Factor Wellbeing Ltd.

Omega-3 supplement specialists, EQUAZEN eye q (Potter's Herbals – Traditional Herbal Remedies since 1812, stand 3030) will reveal a fresh new look across their range of market leading fish oils at this year's show. The re-design features across the whole EQUAZEN eye q family of Omega-3 and -6 supplements, the only range formulated with a unique EQUABALANCE™ ratio. This scientifically developed blend of the most important fatty acids (EPA, DHA & GLA), ensures a synergistic and balanced formulation to meet the body's individual needs. Visit the stand to find out more about EQUAZEN eye q's unique formulation and the clinical evidence behind the EQUABALANCE™ ratio.

Swiss Laboratories (stand 1018) is launching Swiss phytopharmaceutical brand Herbamedicus

at the show. The brand's three core products include Horse Balsam – a natural nourishment for joints, muscles and spine (a powerful herbal balsam made from 25 plant extracts according to a traditional Swiss formula passed from generation to generation); Dermorevital – a powerful regenerative balsam for a healthy, younger looking skin, which is applied after sunbathing or sun-bed sessions and contains a complex of 23 types of bioactive substances, Oyster Mushroom, and the Japanese Shiitake Mushroom that account for beta-glucans; and Cellulitis – an ultra-effective four-stage gel with 18 herbal extracts.

What makes Sun Warrior Ireland's WARRIOR BLEND so spectacular? Synergy! Each ingredient is exceptional alone, but when selectively combined in a revolutionary new proprietary formula, WARRIOR BLEND is overwhelmingly superior to any of its single components (stand 2005). This dynamic fusion creates a unique, raw, plant-based protein, with a complete amino acid profile, exceptionally high in Glutamine, Arginine, Lysine, Luecine, and branch chain amino acids. WARRIOR BLEND is the next generation raw, plant-based protein - an easily-digestible, nutrient- dense superfood, perfect for those who want to be ultra-healthy and fit. Best of all – it tastes phenomenal! WARRIOR BLEND is green, plastic-free, hypo-allergenic, and suitable for any diet or lifestyle (not just for vegans)!

Dynamic Health Laboratories (stand 3003) introduces Organic Certified Nopal Gold and Seabuckthorn Gold. Nopal fruit grows on top of the cactus and is a source of Betalins, which are rare antioxidants. The juice has been traditionally used to support healthy cell replacement and support a healthy response to inflammation. Seabuckthorn berries are a source of Omega-7 Fatty Acid. Recent research suggests Omega-7 is a vital component to maintaining healthy hair, skin, and nails. New African Bush Mango with IGOB131, a patented and clinically tested ingredient (reduce belly fat), Konjac, Tart Cherry, Cranberry, Noni, and Apple Cider Vinegar capsules are now available.

Nordic Naturals (stand 4035) will be exhibiting its range of Ultimate Omega-3 Fish Oils. The 'omega-multi' Complete Omega-3.6.9-D combines EPA and DHA from fish oil, with GLA from borage oil to deliver a healthy balance of omega-3, omega-6, and omega-9 essential fatty acids. This omega-rich blend supports cardiovascular health, brain function, positive mood, as well as healthy joints, hair, skin, and nails. Plus, Nordic Naturals has added natural vitamin D3 for additional bone, immune, and mood support. ULTIMATE OMEGA-D3 provides double strength EPA + DHA for increased omega-3 benefits in fewer servings. It's formulated to support healthy aging, improved mood, healthy glucose levels, and the body's natural anti-inflammatory response.

Eterno Naturals' range of dual action Natural Active Supports, that can improve joint comfort in as little as 1 hour, has just gone on sale in the UK (stand 4071). They are the first and only range worldwide to be enriched with natural active essential oils. More than a million pounds has gone into the research and development of the patented Polymer Matrix Technology in these new Natural Active Supports. Great for the less mobile, people with aches and pains and those with sports injuries, these dual-action devices are designed for the knee, wrist, ankle, back and elbow. Scientifically assessed by an independent laboratory, a massive 91% of test subjects said they felt less discomfort after 7 days.

Bamboo Charcoal is well known for its energy healing properties in Japan and China and is fast gaining recognition in the West for the numerous health benefits it provides. The bamboo charcoal powder in Healing Bamboo (stand 1012) products is known as 'White Diamond' and carries high electrical conductivity properties. It works with body heat and emits far-infrared rays and negative ions. The result is like having an energetic healing treatment directly on the troubled area. So far the Healing Bamboo range includes: Ankle supports; Carpal Glove; Knee support; Wrist support; Elbow support; Seat Mats; Body Mats; Socks; and Shoulder Wrap. The bamboo stalks used are harvested from sustainable forests.

Potter's Herbals (Ceuta Healthcare) are celebrating 200 years of expertise in traditional herbal remedies this year. Discover Potter's Herbals distinctive, unique range of tried and tested licensed remedies, with specially selected ingredients developed with the wisdom and intelligence of 'Henry Potter' (meet him on stand 3030). What's more, be among the first to see Potter's Herbals newly-styled packs of this much loved and trusted brand to commemorate its big birthday. Those who attend will also receive exclusive offers on the product range.

Visitors to The Natural Health Practice (NHP) stand 2063 at the show could earn a 46% margin by retailing the exclusive range of vitamins and supplements formulated by Dr Marilyn Glenville. This high quality, exclusive range is mentioned in all Dr Marilyn Glenville's books, as well as backed up with massive PR coverage. Free staff training and POS stands are all part of the support available.

Every Product Needs a Label. Primera Technology Europe (stand 3031) develops label printers that allow manufacturers of natural, organic and health food products to produce professional and full-colour labels. Primera's new LX900e Colour Label Printer produces labels at speeds of up to 4.5" per second. Separate ink cartridges for cyan, magenta, yellow and black keep operating costs low. With the included label design software everyone can design labels that feature their products and include all necessary information such as nutrition facts, ingredients, and barcode etc.

From Nu Vitality Products, the distributors of The LifeMel Product range, comes a full range of functional honey designed to aid a range of consumer health complaints all produced by nature's hardest workers – the humble honey bee (stand 1052). Nu Vitality Products are celebrating their first successful year since the new products were launched last year, with the launch of their Point of Sale Unit. Retail costs on the range start from £20.00 and are sold at local health shops or pharmacies nationwide.

Asphalia Food Products is becoming recognised as having discovered the most effective, side-effects free means of getting a good night's proper sleep. Its award-winning, natural Welsh-made supplements are being heralded throughout the world. Visit stand 2011 to see the expanded range, which includes other natural supplements based on rosehips, mushrooms, chestnuts and other natural plants with proven efficacy for wellbeing.

Natural & Organic Products Europe (http://www.naturalproducts.co.uk) on 1-2 April 2012 is free to attend for pre-registered trade buyers and relevant press representatives only. To

register, please visit htt p://www1.registerbynet.com/reg.asp?showcode=npe12&source=NPE12050 (and quote priority code NPE12050 when prompted).