



Nature, science and innovation

## NATURAL & ORGANIC PRODUCTS EUROPE

On the 17<sup>th</sup> and 18<sup>th</sup> of April 2016, Vitae attended the Natural & Organic fair in London. Natural & Organic Products Europe is Europe's biggest trade show for natural products making it the must attend event for buyers in the natural healthcare business. The launch pad for hundreds of exciting new products, Natural & Organic Products Europe is where retailers and distributors from across the UK and around the world get their first glimpse of the bestselling products of the future so in order to increase sales and brand awareness we are making sure our products are seen here. Over two days, Natural & Organic Products Europe welcomed over 10,000 visitors from around the world via 650 exhibiting companies promoting a vibrant choice of natural brands from 46 countries. For companies looking to maximise growth or establish themselves in both the UK and throughout Europe, Natural & Organic Products Europe provides one of the most effective routes into the market. For over 20 years the show has helped 1000's of companies from around the world set up Distribution networks and retail deals in the UK, Europe and even further afield.

We look forward to meeting you at the next Natural & Organic on the 2<sup>nd</sup> and 3<sup>rd</sup> of April 2017



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